



**FIX YOUR
MARKETING
=
MAKE MORE
SALES**

At Checkmate Marketing, we started with a simple yet powerful mission: to empower small businesses with expert marketing strategies without breaking the bank.

We believe that success shouldn't be determined by ad spend or resources, but by the quality of your product, service, and dedication to your customers.

That's why we focus on levelling the playing field for small businesses, providing the tools and education they need to compete and succeed.

Small business owners created their business for a human reason – family, security, better life, change the world, whatever it is. And we want to help them succeed in those goals.

With 2 decades of sales and marketing education, building sales funnels, managing thousands of £s worth of facebook ads, and education hundreds of business owners, we aim to change the way marketing consulting is seen.

Our podcast extends this mission, offering actionable insights, expert interviews, and real-world tips to help businesses like yours grow and succeed.

Whether it's through our LEVEL UP Program, live events, or consulting services, we're dedicated to delivering strategies that drive real results while staying personal and accessible.

With Fundamental Marketing Consultants, you'll gain not just a strategy, but a partner who's invested in your success.

Let's work together to build you business that thrives, not just survives.

Benjamin Day



Introducing LEVEL UP

The Process:

The LEVEL UP Program is a comprehensive, hands-on journey designed to create a through sales and marketing funnel for your business. This isn't a course you'll just watch and forget about; it's an active program that provides you with real-time support, personalized strategy, and actionable steps to immediately impact your business growth through digital marketing.

What You Can Expect:

One Session Per Week, Hyper focused (60 Minutes):

Session 1: 30-Minute Strategy Call with Me – In this session, we'll dive deep into your current marketing strategy, focusing on actionable steps and ensuring you understand how to optimize your efforts. I'll provide tailored advice to help you move forward with the single topic that week.

Session 2: 30-Minute Implementation Session – This is where the magic happens. You'll spend the next 30 minutes working with me on implementing what you learned. I'll guide you through each step, making sure you're applying the strategies effectively and confidently. You can swap this session if you'd like more help with strategy during the week.

That's 60 mins per week dedicated to actively changing your business, sales and marketing. Working ON your business not IN it.

Your Personalized Support: You'll have direct access to me—your personal marketing consultant. As part of the program, you'll get my personal phone number, so you can reach out with any questions, doubts, or feedback you have in between calls. Whether it's a quick check-in or a deeper dive into your strategy, I'm here to help. I am your critical best friend and will hold you accountable through every step, as well as handling anything you can't.

What We Expect From You: This program works best when you are actively engaged. We'll ask you to complete actionable exercises each week and apply what you learn to your business. Be ready to step out of your comfort zone and take action. The more you put in, the more you'll get out! We ask for 3 hours of your time per week.

30-Day Follow-Up: After completing the 7-week program, we'll schedule a 30-day follow-up call to assess the progress you've made. During this call, we'll review the results, evaluate the success of the strategies you've implemented, and make any adjustments to ensure long-term growth.

The Full program is £695.

This program is designed to create a 6 figure business.

LEVEL UP Program – Module One: Learn Your Audience

Pain Point:

Many businesses struggle to reach the right people. Without understanding their ideal customer, they waste time and money on ineffective marketing efforts.

How This Module Helps:

In this module, you'll dive deep into the psyche of your ideal customer. We'll help you identify their needs, pain points, and desires, giving you the insight to create targeted, high-converting campaigns. By understanding exactly who you're talking to, you'll improve your messaging and connect with the right audience, faster and more effectively.

Key Benefits:

- Clarify who your ideal customer is
- Understand their pain points, needs, and desires
- Craft messaging that resonates with your audience
- Ensure your marketing efforts are aligned with customer needs

Actionable Outcome:

By the end of this module, you'll have a clear customer profile and a targeted marketing plan that ensures your message reaches the right people. In organic, messaging, branding and paid ads.

LEVEL UP Program – Module Two: Evaluate Your Sales Process

Pain Point:

Sales can feel like a chaotic, unpredictable process. Without a clear, repeatable system, your business struggles with inconsistency, missed opportunities, and a lack of growth.

How This Module Helps:

In Module Two, we'll guide you in creating a streamlined, repeatable sales process that's optimized for conversions. You'll develop a clear sales funnel that moves leads through each stage—efficiently, predictably, and with minimal effort.

Key Benefits:

- Build a clear, repeatable sales process
- Reduce friction at every stage of the sales journey
- Maximize conversions and minimize lost opportunities
- Create a predictable and consistent flow of revenue

Actionable Outcome:

After this module, you'll have a fully mapped-out sales process, ready to increase sales and scale your business without the guesswork. Learn to Retarget, get repeat business and convert easier than you ever have.

LEVEL UP Program – Module Three: Visualize Your Customer Journey

Pain Point:

Many businesses overlook the importance of the customer journey. A fragmented or confusing experience can cause leads to drop off, leading to missed sales. Also consider the aftercare – how is the process for gathering reviews, or referrals? Easy wins 90% of business miss out on.

How This Module Helps:

We'll map out your customer's journey from start to finish, ensuring no steps are missed and every touchpoint is optimized. By understanding how your customers move from awareness to purchase (and beyond), you can eliminate friction and make the path to conversion smoother.

Key Benefits:

- Identify each stage of your customer's journey
- Remove friction points to keep customers moving forward
- Improve customer experience and satisfaction follow ups
- Build a journey that leads to increased sales and repeat business
- Get more reviews and referrals from your customers

Actionable Outcome:

After this module, you'll have a customer journey map that's fully optimized, ensuring your customers have a seamless experience from start to finish, they will want to work with you more, leave reviews and recommend people to you automatically.

LEVEL UP Program – Module Four: Execute Your Marketing Strategy

Pain Point:

Marketing efforts can feel scattered and disconnected. Without a cohesive, full-funnel strategy, your efforts won't work in harmony, leading to missed opportunities and wasted budget.

How This Module Helps:

In Module Four, we'll show you how to develop and execute a full-funnel marketing strategy that aligns with your sales process. From lead generation to nurturing to conversion, you'll learn how to optimize every marketing touchpoint and work towards achieving your business goals. Using multiple pillars across digital and physical funnels. All integrated with your message and systems.

Key Benefits:

- Develop a full-funnel marketing strategy
- Align your marketing activities with your sales process
- Maximize your marketing budget and ROI
- Ensure every marketing activity is connected to your sales goals

Actionable Outcome:

By the end of this module, you'll have a fully integrated marketing strategy, across multiple pillars, that works together to generate consistent leads and sales, automatically.

LEVEL UP Program – Module Five: Leverage Digital Tools and AI

Pain Point:

Manual, time-consuming processes can drain your resources, leaving little time for growth. Businesses also miss out on optimization opportunities by not leveraging the right digital tools and AI.

How This Module Helps:

In this module, you'll learn how to harness the power of digital tools and AI to automate key parts of your marketing and sales processes. We'll introduce you to tools that help you save time, improve efficiency, and boost your results—allowing you to focus on what truly matters: growing your business.

Key Benefits:

- Automate and optimize your marketing and sales processes
- Save time and resources by leveraging AI
- Increase accuracy in targeting and conversions
- Streamline communication and customer management

Actionable Outcome:

After this module, you'll be equipped with the right tools and automation systems to work smarter, not harder, driving efficiency and higher profits. You will be leveraging your time better and staying ahead of the competition.

LEVEL UP Program – Module Six: Unique Value Proposition

Pain Point:

It's easy to get lost in a sea of competitors. Without a clearly defined Unique Value Proposition (UVP), customers won't understand why they should choose your business over others.

How This Module Helps:

We'll help you define and articulate your UVP, ensuring it stands out in your market. You'll be able to clearly communicate the unique value you offer and why it matters, driving customer trust and loyalty. You will be able to form a basic and premium product and leverage bonuses you never thought of to set you apart.

Key Benefits:

- Define and articulate your UVP
- Differentiate your business from competitors
- Build customer trust and loyalty
- Improve your sales messaging and positioning

Actionable Outcome:

By the end of this module, you'll have a compelling UVP that sets your business apart, attracts the right customers, and converts leads into loyal clients. You will not look like everyone else in your industry – you'll stand out, be more visible and get more sales as a result.

LEVEL UP Program – Module Seven: Passion Into Your Messaging

Pain Point:

Bland, lifeless marketing doesn't connect with customers. Without passion and authenticity, it's hard to build a strong emotional bond that drives action. Creating content can also feel unnatural to some – how can you create when you don't know what to do?

How This Module Helps:

We'll show you how to inject passion and authenticity into your marketing communications, helping you build stronger emotional connections with your audience. This will not only increase **engagement but also drive sales and customer loyalty.**

Key Benefits:

- Inject enthusiasm and authenticity into your messaging
- Build stronger emotional connections with your audience
- Increase customer engagement and conversions
- Foster long-term relationships with customers

Actionable Outcome:

After this module, you'll have marketing communications that resonate on a personal level, helping you build a loyal and engaged customer base. Creating content which shows you at your best, and giving your customers the storytelling and human side of business, which will be the main trend of 2025.

While the LEVEL UP Program is designed to follow a structured 7-week framework, we understand that every business is unique.

Some businesses may need deeper assistance with specific areas of the program, while others may already excel in certain topics.

That's why the program isn't rigid—it's customizable to your needs. If your business requires extra focus on one module, like defining your Unique Value Proposition or executing a holistic marketing strategy, we'll dedicate more time to those areas to ensure you get the most value.

Likewise, if certain steps are already working well for you, we'll adapt the program to build on that success rather than covering unnecessary ground.

This flexibility ensures that the program aligns with your business's unique challenges, priorities, and growth goals, maximizing your results.

LEVEL UP is about making sure your strategy works for you—not the other way around.

The LEVEL UP Program is more than just a framework—it's a tailored approach to transforming your marketing and sales strategy.

With expert guidance, actionable steps, and personalized support, you'll gain clarity, confidence, and a system that works for your unique business needs.

Whether you need to fine-tune one area or overhaul your entire approach, this program provides the tools and insight to help you succeed.