



The Perfect Marketing Strategy - Overview

Part 1) Break Down Current Sales

I Check My Quickbooks (accounting): Weekly - Monthly - Quarterly - Not Often

I feel like my best selling Products/Services are?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Part 2) Ask Where You Want To Increase

I need/want to increase sales on: New Offerings - Current Offerings - Not Sure?

The top 3 things I want to increase sales on are?

- 1) _____
- 2) _____
- 3) _____

Part 3) Build A Home Base - Website

I have a website for what I am selling: Yes - No - Working On It?

- 1) Sales Pages: _____
- 2) Call To Action Pages: _____
- 3) Primary Form Of Contact (Phone, Email, Form): _____

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Part 4) Create Content

I have a Content Marketing Plan & Strategy: Yes - No - Working On It?

1) Content Form: _____

2) Primary Audience: _____

3) Posting Frequency: Daily - 5 Days A Week - Weekly - Monthly - Other

Part 5) Distribute The Content

I have a Social Media Distribution Plan & Strategy: Yes - No - Working On It?

1) Content Form: Text - Images - Podcast/Audio - Video - Other

2) Primary Audience: _____

3) Posting Platforms: Facebook - LinkedIn - Twitter - Instagram - Pinterest

Others: _____

Part 6) Measure The Results

I Check My Analytics (Google/Social Media): Weekly - Monthly - Quarterly - Not Often

My top visited pages or best performing posts are?

1) _____

2) _____

3) _____

4) _____

5) _____

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The BACON System

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Final Thoughts - Your Online Sales Conversation

Create a conversation to your new Ideal Customer Avatar and your Ideal Solution For Them...

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