



The Perfect Marketing Strategy - Wrap Up

Recap

- 1) Break Down Current Sales
 - 2) Ask Where You Want To Increase
 - 3) Build A Home Base – Website
 - 4) Create Content
 - 5) Distribute The Content
 - 6) Measure The Results
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Part 1) It Takes A Plan

What is your plan? What are the steps you need to take to make this successful?

Actions	Notes	Complete
Step 1		<input type="checkbox"/>
Step 2		<input type="checkbox"/>
Step 3		<input type="checkbox"/>
Step 4		<input type="checkbox"/>
Step 5		<input type="checkbox"/>
Step 6		<input type="checkbox"/>
Step 7		<input type="checkbox"/>
Step 8		<input type="checkbox"/>
Step 9		<input type="checkbox"/>
Step 10		<input type="checkbox"/>

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Part 2) It Takes Time

Create time on specific days for marketing activities. How many hours can you afford to spend?

Day	Time Slot	Marketing Action(s)	Checked
Mon			<input type="checkbox"/>
Tues			<input type="checkbox"/>
Wed			<input type="checkbox"/>
Thur			<input type="checkbox"/>
Fri			<input type="checkbox"/>
Sat			<input type="checkbox"/>
Sun			<input type="checkbox"/>

Are you committed for the long term? What are your expectations and goals?

Daily - Weekly - Monthly - 3 Months - 6 Months - Annually - Why is that?:

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Part 3) It Takes Commitment

Content is King... Commitment is Queen... What does that mean to you?

Part 4) It Takes Flexibility

Week 1

What is getting the most engagement? What is getting none? What should you change?

Week 2

Week 3

Week 4

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Part 5) It Takes Help

What are your Strengths?

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How much can you afford to allocate to marketing help?

\$ _____ per week - \$ _____ per month - \$ _____ per year

Resources

<http://hiremymom.com> - Virtual Assistants and Other Tasks

<https://www.fiverr.com> - Low cost project work - Graphics, Design, Programming

<https://www.rev.com> - Audio translation service - \$1 per minute (\$10 off coupon)

<https://acuityscheduling.com> - Calendar Booking - Meetings & Interviews - Free Trial

<https://animoto.com> - Easy video creation for websites & social media - Free Trial

<https://www.aweber.com> - Full featured yet affordable email marketing - Free Trial

Additional Training Courses - <https://socialnetworkconsulting.com>

Blogging - Google Analytics - Evernote - Social Media Training

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The BACON System

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Final Thoughts - Your Online Sales Conversation

"Does everything have to be FREE... in a Free Market Economy?"

Keep Learning - Share Your Experience - Join A Mastermind

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

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