



Ready to Jumpstart Your Business?

I'm excited you decided to grab this free handout! My hope is that you print it out and read through it and then DECIDE which things in the list below are things you will also IMPLEMENT by when.

If you saw me give a presentation recently where you found this, I hope it gets you thinking about what else you can do to create YOUR smooth-running, consistent moneymaking business!

Besides helping entrepreneurs make a LOT more money doing what they love I also LOVE helping you set up systems and online ways to be a LOT more productive. I find that most business owners don't make the money they want to make due to not getting in front of enough people and getting more done (without working so hard).

"Katrina's hands-on, direct, fun-filled approach in covering amazing rich content is off the hook amazing!! She provides tons of information non-stop in her events that is equally as important for new businesses launching & existing business owners."

– Shawna Champlain, Career and Life Coach, Speaker & Author

So, I wanted to give you this big long 2-page checklist that I gave out at one of my own events where we actually had our computers out and we were working on our websites, social media, email marketing, systems and everything techy basically. This is the list that attendees were working on with my help showing them how to do it all. (My events are very hands-on!)

Why did I have such an event? Well, because technology is one of the things that slows entrepreneurs down. We often run from learning new systems and software yet they can actually make our life so much easier and our business run more like a smooth-running, moneymaking machine!

Meanwhile, please go grab some free trainings and other things from my website here: www.JumpstartYourBizNow.com/freetrainings.

Look at the list of things I put together for you so you can be TOTALLY PRODUCTIVE in your business moving forward with technology. I can show you how to do ANY of this that you don't know how to do or don't understand.

1. **Work on your webpages (or create a new site)**, making it easy for people to find out what you do, find what they need, easy to buy or sign-up options, adding in more copy to your pages, adding videos, shopping cart or other functionality and forms to make it easier to buy or get information. Your website needs to be the HUB of your business! So many people I see waste their site, they don't put enough information on it, they make it hard for your visitors to get info, find freebies or find your contact info. People don't trust sites without full mailing addresses and phone numbers on the actual site anymore. Stop being elusive and get authentically transparent so people will trust you faster.
2. **Write your email follow up templates** and develop email templates in the system you're using or get a new email marketing system and start learning about its capabilities or just decide to delegate this area. You want at least 2-3 follow up emails sent to the people who you meet at events, or who download your freebies. Then you want to email your list minimum every other week but weekly is better. Use templates so it doesn't take you so long to create one email though, you must get efficient at email marketing as this is a big strategy.
3. **Record videos for the various pages on your website** - record them now, go back later to update or replace them if you feel like you need to get more professional ones done but for now, just get something up. Let people get to know you, like you and trust you more by getting personal and sharing deeper with visitors and/or provide tutorials and FAQ Videos to help buying decisions. I have videos on almost every page of my site to get to know me.
4. **Record video tips or do a Facebook live** as often as you can to create content, share with your audience, go on a rant, ask them questions, give a training, bring on a guest, announce a new program or event, for a joint venture with a friend and just do more lives for more exposure and deeper connection.
5. **Revise and/or set up your YouTube or other social media profiles** - adding in full contact info, photos, videos, full description of what you do with URLs. Too many people don't add ALL their full contact information. That's a mistake, you need to make it easy for others to connect with and contact you. Plus, people look at stuff like that at all times of the day and night, you never know when someone might click over to your website and grab your free gift or go watch a dozen videos on your YouTube or podcast. That's happened to me!
6. **Create social media images to use** - develop a bunch to use via canva.com or any graphics program and rotate them all over repurposing them. People love to share images so create quote images, call to action images (write links/URLs on top of them), insert your photos inside sort of like a scrapbook. Images make everything more interesting online. Remember to create ones you can rotate like announcing you as a speaker, sharing your book or membership, reminding people to join your Facebook group, go look at your upcoming events and more.
7. **Decide on offering something new and implement it** - your own membership program, webinars, podcast, virtual trainings, live or virtual events, retreats, high-end mastermind and what other business models will fit with what you're doing. Ask for recommendations on which technology to use and learn it. (Keep in mind you MAY NOT need a new

technology though. I always recommend selling something new for a while to make sure people want it before spending too much time setting up tech around it. Then of course, you must market this heavily... how will you market? With a 5-day challenge? Speaking? Networking? Emails? Affiliates?

8. **Interact with new prospects or current connections on social media more** - learn how to systematize what you're doing using private messaging or within your groups where you ask questions when the join... There is a lot to do if you really want to maximize and monetize your social media marketing. You must respond, get them to comment, join your groups, click links, message you... it is exhausting and SLOW to a sale for the most part. There are faster ways to make money... ask me!
9. **Write email newsletters and blog posts** and pre-schedule them to go out. You want to use your blogs in email and even on social and vice versa. Repurpose everything. One way I get more content out is I record it when I'm out and about or getting ready in the morning... I'll talk/text into my phone some content to give me a jumpstart on the next article or blog.
10. **Write email autoresponders** to connect with your opt-in boxes and sales page funnels. There's no purpose in having funnels and free gifts if you're just going to let the new subscribers sit there and not get talked to. You have to pre-write those auto emails that will go out on a schedule after someone opts in. At least 3-5 emails in a sequence I say, depending on how many other emails you're sending regularly.
11. **Set up new free gift opt in pages**; thank you pages and upsell pages. You can always create a new free gift. Think about the resources and templates you give to YOUR clients. That's what this checklist was at first. I've added a lot to it to make it a beefier download and something very useful to entrepreneurs. Many of my free calls are on opt in pages, then the recordings create a recorded training that people then opt in for after that. But it's not enough to have people opt in, get the replay/gift and then not entice them to the 'next thing'. When you signed up for this download, I took you to a thank you page where I had a video sharing what else you could learn by coming to speak with me or joining my Int'l Speaker Network... you always want to be sharing the next step you want people to take. Don't just stop or they'll stop.
12. **Add on or change to a new shopping cart**, PayPal or other to take credit cards to make it easier for people to buy from you. Let's face it everyone buys online these days; you must take credit cards at the very least through PayPal. But it's wiser to get your own merchant account and hook it up through a shopping cart site like ThriveCart or Shopify or even Stripe.
13. **Set up payment plans** and other products in your shopping cart to make it easier for you to take orders and payments and easier for others to buy. If given the option, most people will opt for a payment plan on things over a few hundred bucks, especially thousands of dollars. I love payment plans, why? Because that means consistent cash flow for me. And easier yes for them to take action. It's a win-win all around.
14. **Set up and write an email reconnection campaign** to get back in touch with old contacts and subscribers that you never followed up with or did a poor job. If you have an old email list that you haven't corresponded with for 6 months or longer, you'll probably need to "re-introduce" yourself to them and WHY they are getting an email from you. People forget about you in like 30-60 days which is why regular emails are critical. It's also because many emails fall into spam or trash these days and you just can't assume everyone is seeing your emails who is on your list. So, what if someone hasn't 'seen' your emails for months? Then they see one and wonder who the heck you are? A reconnection campaign is a series of emails (often 3 is good) to remind them why you are emailing them and how they originally got on your list,

and what you're planning on sending out now.

15. **Buy domain names** to forward to sales pages that are easier to remember. I own 50 or more domain names (URLS) to use to market many things, such as my events are at www.JumpstartEvents.net, my Int'l Speaker Network is at www.iSpeakerNetwork.com, my Live Big Mastermind page is at www.LiveBigMastermind.com and even another freebie I have is at www.JumpstartYourFollowUp.com. Why? Because they are easy for ME to remember when I'm speaking or networking or on a podcast and they are easy to remember for OTHERS. It's also more interesting to put URLs on a meme (social media image) instead of some big long url like one of my blog posts here: <https://jumpstartyourbiznow.com/8-areas-to-focus-on-for-more-clarity-and-consistent-cash-flow/> (this video and blog is pretty good by the way)
16. **Format a new eBook** or handouts for a program in Word - learn some tricks on Canva or MyECoverMaker.com to get an online image created too. Get more creative so you stand out more. If you don't have time to do this, then make sure you find a Virtual Assistant who can make you look good!
17. **Set up your online Google calendar** and connect it in all your devices. I'm talking about the place you put all your appointments and where your online scheduler appointments drop into too. You must block time out though weekly to work on YOUR business, don't just let others fill all your time. Set boundaries. There's more to share about this but I'd have to show you!
18. **Organize your computer**, files and documents for better productivity and organization to save your sanity too. How you name your documents, photos, images, screenshots and then how you sort them into folders on your desktop or laptop is critical. You might waste hours a week looking for stuff that you may never find and that is not a productive use of your time. I'm super organized with this stuff and have tricks I can teach you too if I can show you. Come to a call with me! www.AskKat.biz (oh yes, that's another URL I have)
19. **Set up systems for new client processing**, online intake forms, follow up emails or content you'll share via the mail. What is your system for taking on a new client? Do they need to sign a contract? Are you automating that online to save time for both of you? Do you have an assistant mailing out the thank you card? Think about ALL the ways you could automate or delegate more around this.
20. **Set up system and funnel for product launch**, event promotion or other regular offering you may have. You want to duplicate these as much as possible, so you don't have to go recreating the wheel every time you have another webinar or event. Then clone the system, funnel, pages and autoresponders to create the new one. This can easily be delegated too.
21. Set up system for online QuickBooks, **filing or organizing your receipts** (or hire a bookkeeper to do this!). I haven't done any of my own bookkeeping for 19 years and it's great. That is one thing you can take off your plate. There are way more pressing revenue generating activities you want to be doing instead.
22. Set up a system to **pay your bills online**. This is one thing I'm not a fan of doing myself... I like to if I want to pay online, but I don't always auto pay payments to my household bills, etc. Many times, with business expenses, yes. But always be looking for ways to save time.
23. **Search online for support staff** to help you get stuff done or ask for referrals, Kat has a Techy Team that can do any or all of this for you or with you! We also have many referrals for virtual assistants, website designers, techy people, graphic designers, book editors and cover

designers, social media marketers, videographers, photographers, even attorneys, insurance and more. Just ask! Referrals are a better bet than random finds.

24. **Set up an online scheduler** and calendar booking system to save time booking appointments. There are many free online platforms that can integrate with your Google Calendar or iCal. Make sure you ask enough questions, set up enough boundaries and again, put all your contact information and call info like zoom links into all pages of the process to make it easy for those booking to have the info immediately. I can't stand it when someone doesn't have the zoom link for me on that final confirmation page when I'm done because I've already added their call into my calendar before I'm even done.
25. **Set up a membership program**, pages or backend resources area if you have a lot of content and want residual income from this type of leveraged offering. But keep in mind this is an advanced marketing and business strategy. If you don't have a few thousand people on your list or that are really paying attention to regularly then this is not a good biz model to start... yet. And I wouldn't always set up the membership site and all the content FIRST. I would sell it and run it first, then if it's a hit... go set up more systems and structure/tech then. Trust me.
26. **Set up a zoom line** to host meetings & calls and stop doing them all on your cell phone, it's more productive, professional plus you can record calls for clients and other reasons. Recording sales calls is good too, not only to be able to give to the new client to listen back to what you said, but it can act as a contract and all my clients want me to talk through stuff for them like webpage copy, email ideas and content, video scripts, etc. and I have to have their calls recorded so they can listen back and write it all down later or transcribe.
27. **Reach out to prospective referral sources** and get them into an online affiliate program perhaps or systematize in a way to connect with them regularly. Share what's coming up for you (plan 3 months ahead!), ask if they'd like to participate and share, tell them what's in it for them. Having a small team of people who willingly share your content, freebies, paid programs and events is a great way to get more people coming into your world. Seek win-win relationships and offer to do things back for them too and/or of course pay a commission.
28. **Set up a fulfillment center for shipping hardcopy products.** Most don't have hard copy products anymore like binders, CDs, etc. but you may have boxes you want to ship to your virtual event participants, or new client packages and even books. There are great services for this, I can refer to you. Just tell me what you need to send.
29. **Write articles for other websites and submit them online.** There are plenty of magazines, websites, directories, associations and even probably some of the networking organizations you belong to will run articles for you or blogs if you ask. Go look. LinkedIn also allows you to post blogs and even newsletters.
30. **Add keywords and SEO to the backend of your website** to maximize posts and pages and to get more traffic to your site. This is an advanced strategy and not all website designers know how to do SEO well if they even add it at all. And if you develop your own website, you may miss this all together. SEO is the way you'll get more organic traffic to your site (meaning people you don't have to pay to come). It's important to learn more about this or hire someone to help you with keyword research, SEOing your pages, images and more.
31. **Set up a backup system** for your website and/or computer so you don't lose important data or

your website content. This is urgent. Depending on what type of computer you have, some auto backup to the cloud. But if yours doesn't and you rely on YOU backing it up manually to a hard drive or somewhere else online, I wouldn't do that. I've seen way too many entrepreneurs lose everything because they weren't properly backed up. I use Backblaze for my computer, I have a Mac desktop. I don't keep anything important on my laptop, so I don't worry about it.

32. **Update your website plugins** so you don't get hacked. This is also urgent. Too many entrepreneurs I see don't even log into their website ever. They had it created but then never go in to check in and make sure it's up to date, it doesn't need an update, or the plugins aren't exposed. This should happen monthly at the very least, if not more. My team does this for me weekly because I have 4 websites and over 250 pages at least, lots can get broken if things aren't updated.
33. **Let clients access files online.** I often will create Google Drive folders for some of my clients where we need to share information like content for their website if we're designing it, or photos from their photo shoot so I can review their images, or recordings of our calls if they're somewhere they can't record. I have all my clients record their coaching calls "on their end/computer" which has saved me tons of time downloading, uploading and sending them to them!

WANT TO KNOW HOW TO MAKE SURE ALL OF THIS GETS DONE at some point?? It can be done over time...

- Delegate as much as possible www.JumpstartYourTechyServices.com (*Techy Virtual Assistants and Website Services*)
- Get a business coach who can show you **WHAT** to do and **HOW** to do it! (*These are all things I do "with" my clients 1on1 or in my Live Big Mastermind.*)

Are you struggling in business, trying to find ways to either start one up or grow the one you've got?

- Do you wonder why the money isn't rolling in by now?
- **Do you need help trying to navigate the world of online marketing, shopping carts, social media, websites, funnels, information marketing product and program development and more?**
- Are you overwhelmed and know that you're working way too hard but 'probably not doing the right things' and you don't know what to do about it?

Do you want more freedom to spend with loved ones; more time for self-care; more time for love and passion; more money for vacations or investing back in your business?

All these things are waiting for you! The Universe wants you to have them.... But it's NOT going to give them to you unless you DECIDE what exactly you want and then have FAITH that it will come and then take the ACTION STEPS towards getting it. It's that simple. **This last part is where most entrepreneurs FAIL.** You retreat back to what's comfortable because believing, having faith and taking targeted action is HARD and SCARY, right?

It's NOT enough just to pass this list off to your assistant... you want someone to strategize it all with you and help you decide which order to do these things in based on your goals! And to talk through it all with you so you know exactly what to say, send, post, create.

Sign up for a complimentary JumpStart Your Business Clarity & Direction Call this month! Signup online at www.AskKat.biz regardless of if you think 'you're ready' or not and regardless of if you have other coaches or not - Let me get my hands on YOUR business!

Formerly Known as

The New Brand

Additional Brands



Katrina Sawa - Speaker, Int'l Best-Selling Author of 18 books, The Jumpstart Your Biz Coach, CEO of the Int'l Speaker Network & Jumpstart Publishing

I help entrepreneurs make a lot more money doing what you love. This includes helping you develop and tweak a LOT of things from your online presence, website, social media, all other marketing strategies and materials, being a speaker, author, knowing what your business models are, what you're selling, how to package and price yourself, developing your confidence to charge more, reach more, do more, delegate, leverage with high-end or group programs, and learning everything you need to know to jumpstart your business and profits. You can find out all about me plus get a ton of free trainings, my newsletter and more at

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