



JUMPSTART YOUR LIFESTYLE & NEXT LEVEL COACHING

www.JumpstartYourBizNow.com

GIGANTIC MARKETING CHECKLIST

Types of Marketing for Small Businesses

These may or may not be the best strategies for you but there is the “buffet” of options that you can at least review and decide yes or no, then prioritize them in order that you’ll implement or in the order of importance.

1. Messaging creation and fine tuning – what you’re saying, posting, writing, speaking, and even what it says on your webpages.
2. Target market identification and tweaking
3. Networking – where else to go, how to maximize it all, get people to WANT what you got
 - a. Local meetings, organizations
 - b. Target market focused events, associations
 - c. Conferences
 - d. Networking virtually on calls and networking events where you can introduce yourself ideally via video live and/or in the chat or breakout room (listening in without being able to share is NOT a networking event, it’s a webinar and that is not marketing if you’re not the one leading it.)
4. Follow up from initial leads in person or online
5. Database Management – CRM, how you house, sort and nurture your list, subscribers, contacts
6. Email Marketing – broadcasts, autoresponders, follow up, promotion, newsletters, affiliate marketing (sharing other people’s stuff)
7. Social Media posting, commenting, sharing, private messaging
8. Social media group and community building and management
9. Social Media ads
10. Content Creation
11. Reputation Management – Reviews
12. SEO
13. Google Search Analytics

Who is Katrina Sawa anyway? Learn More: www.JumpstartYourBizNow.com/About

14. Website – using it effectively with:
 - a. Opt in boxes
 - b. Freebies
 - c. Videos
 - d. Buy now buttons
 - e. Full contact info
15. Direct Mail
 - a. Promotional postcards / mailers / invites
 - b. Sending birthday / holiday cards to list
 - c. Bulky mail
 - d. Cold vs. warm audiences
16. Phone calls

“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. I learn many new things when I attend Kat’s events and always look forward to them.”
– Shawna Champlain, Love & Intimacy Speaker, Author & Coach

17. Text Message marketing
18. Publicity / TV
19. Coupon books / mailers
20. Speaking on stage
21. Hosting events/workshops/webinars
22. Hosting client appreciation events, special events, community events, fundraisers, mixers, open houses, ribbon cutting, holiday events
23. Blogging
24. Passive Marketing
 - a. Email signatures
 - b. Social profiles and about sections
25. Memberships in organizations where target market hangs out
 - a. Sponsor events
 - b. Ads in their emails
26. Sponsoring events – in person or virtual
27. Exhibiting at events
28. Volunteering / Board Seats
29. Podcast or Radio host / guest
30. Pop bys / drop bys

31. Door to door knocking or door hangers
32. Referrals
33. Video Content Marketing, broadcasts, tips, FAQ
34. Affiliate Marketing
35. Strategic Alliances
36. Webinars

“Katrina has so many tools and systems to help business owners to elevate their business and get them on automatic. She is my “go to” for so many things and she’s just amazing! I highly recommend her and her team.”

- Syndee Hendricks, Business Performance Specialist, Author & Speaker

37. Print Advertising – Magazines, newspapers
38. Online Advertising – FB, Google, etc.
39. Writing a book, being an author in a compilation book
40. Article marketing – writing articles in other blogs, websites, magazines, LinkedIn
41. Running 5-day challenges
42. Creating more freebies for lead gen
43. Creating your print or online marketing materials, images, memes, brochures, postcards, banners, flyers, business cards, logos, nametags... it’s all marketing.

Ready to FINALLY Develop Clear, Easy to Implement Lead Generation, Marketing, Follow Up, and Sales Systems So You Can See Bigger \$\$ Results?

Marketing and sales are the two more vital skills you’ll want to continue honing. This ever-evolving marketplace is challenging and it’s critical that you learn what to do, how to do it and how to evolve as you go.

Schedule a 1:1 conversation today at
www.AskKat.biz

6 Steps to Succeed FASTER in Business Today!

Get clear, confident and passionate on and constantly improve on the following:

1. Know your big picture vision for what you want
2. What is your core gift, expertise or topic of influence?
3. Who you are most compelled to serve?
 - a. Show the value
 - b. Know their needs
 - c. Build a community
4. How you'll work
 - a. Pick the business models (KEEP IT SIMPLE!)
 - b. Know and set your lifestyle boundaries
 - c. Price to your worth (CHARGE MORE THAN YOU THINK!)
5. How you'll market, get visibility, clients and exposure
 - a. Align with other influencers
 - b. Be seen everywhere
 - c. Position yourself
 - d. Speak your audience's language
6. How you'll consistently monetize and systematize it all
 - a. Have a clear sales process and system
 - b. Utilize technology to your advantage
 - c. Hire and train support staff to help you and let go of control

All it Takes is Courage...

- Courage to Take YOUR Next Step
- Courage to ASK for Help
- Courage to Be Vulnerable
- Courage to Get Uncomfortable

Katrina Sawa is known as The JumpStart Your Biz Coach because she can zero in on what someone needs to do quickly to start, grow and scale their business. She works with highly motivated entrepreneurs that want to maximize and monetize everything they're doing to make more money, make a bigger impact, and fully embrace your happiest life ever. Katrina is passionate about YOU getting more of the RIGHT things done to REACH more people and make more SALES. If you want that too, make sure you visit her booth today or schedule a call!

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