

Jumpstart Your Sales & Systems Bootcamp Call 1 – “Your OOI”

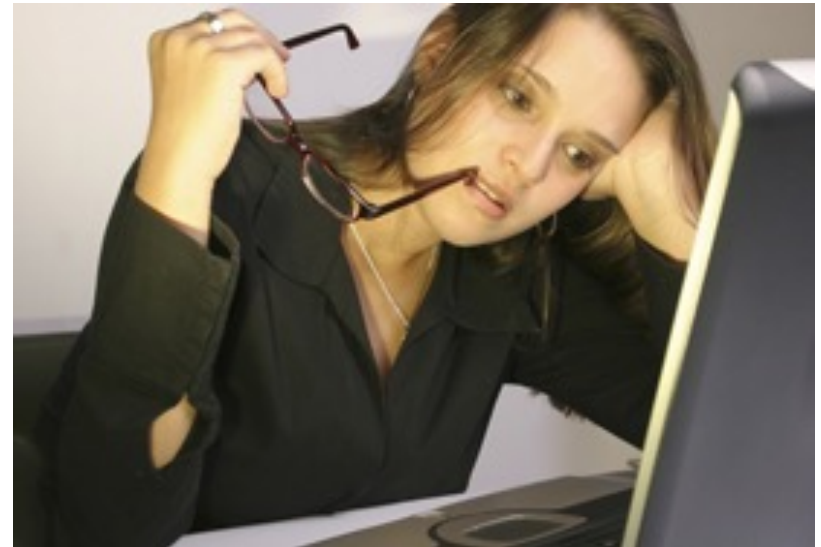


Katrina Sawda

**Helping Entrepreneurs
to Make More Money
Doing What You Love!**

Why Are You Here?

- Overwhelmed
- Working too hard
- Make more money
- Need help navigating the world of online marketing, your website and technology
- Have better systems
- Have more fun in life



Katrina Sawva

Today We're Going to Work On Your OOI: Your "Order of Importance":

=> how to tap into your deepest internal driving force so you become unstoppable, passionate and irresistibly attractive to your ideal clients

=> determining your unique "order of importance" of what you want to focus on, develop, create, and/or how to market in order to reach your big money and lifestyle goals is critical
(many entrepreneurs DON'T see things in the best order and avoid other things due to not knowing how)

The logo for Katrina Sawa features the name "Katrina Sawa" in a cursive, orange-red font. A small, solid orange heart is positioned above the letter "i" in "Katrina".

Areas You Might Need to Learn More About:

- Copywriting Tips
- Creating Funnels and Effective Webpages
- Foundational Automation
- Email Marketing Strategy
- What Technology You REALLY Need
- Tips on Hiring a Virtual Assistant
- Social Marketing Strategies
- Online Marketing Trends and Video Marketing

Along with How to Get Started with:

- Speaking
- Systems
- A New Website
- Getting Visible
- Charging What You're Worth

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Katrina Sawa's 8 Secrets to a Consistent Money Making Business

JUMPSTART YOUR MARKETING

1 KNOW YOUR BIG PICTURE VISION, YOUR GOALS AND BELIEVE IT'S POSSIBLE!

2 DEVELOP THE RIGHT PRICING AND OFFERINGS FOR YOU AND YOUR IDEAL LIFESTYLE



3 EXUDE MASSIVE CONFIDENCE TO ATTAIN POSITIVE EXPERT POSITIONING

4 IMPLEMENT SMART, CONSISTENT, YET EVER-EVOLVING MARKETING PRACTICES

5 ENLIST SYSTEMS, STRATEGIES AND TEAM TO STAY ORGANIZED

6 EMBRACE THE RIGHT TECHNOLOGY TO MAKE YOUR LIFE EASIER

7 SUSTAIN A POSITIVE MONEY MINDSET WITH SWIFT MONEYMAKING DECISIONS

8 DON'T SETTLE FOR ANYTHING LESS THAN 100% PERSONAL HAPPINESS, LOVE AND SUPPORT



**KATRINA'S
AWARD
WINNING
BOOKS!**

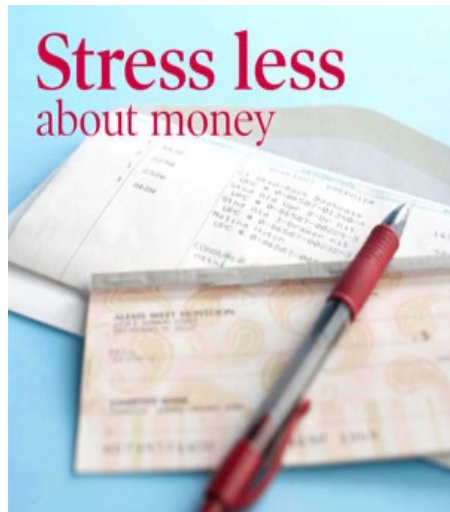


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What Motivates You?



Get Excited About Making More Money!!



Katrina Sawva **STARTUP MARKETING**

"Need Number" Worksheet:

This worksheet will help you figure out how much money you need to make each month so you know what to set your money goals for in your business. Include everything you see think of that you need to pay for each month, personal and business and most importantly include things you know you need but aren't yet paying for (such as a new computer, charging card, membership in a networking group or organization, marketing materials, an assistant, new vehicles, travel, training programs, etc.). These will be useful to your success.

MONTHLY EXPENDITURE (for entire household):	FEE OR COST PER MONTH (Divide annual fees):
1. Mortgage / Rent	1. _____
2. Vehicle payment (loan/leases etc.)	2. _____
3. Car / Home / Life Insurance	3. _____
4. Gas	4. _____
5. Medical Insurance / Dental / Other	5. _____
6. Other Medical / Prescriptions / Co-Pays	6. _____
7. Utilities - SHUD (Electric) <ul style="list-style-type: none">a. PG & E (Gas)b. Televisionc. Cabled. Internete. Health / Otherf. Other	7. _____
8. Phone - Home / Landline <ul style="list-style-type: none">a. Cell phone (s)b. Other	8. _____
9. Groceries	9. _____
10. Eating Out	10. _____
	TOTAL PAGE ONE \$ _____

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Grab the Need Number Worksheet!

Katrina Sawva

6 STAGES OF Business Development



1 Lifestyle Business Design - Figure out what you really want long-term, big picture.

2 Sales Strategy - Get clear on what you're selling, pricing and the transformation

3 Marketing Systems - Create & implement the most current, proven and reliable strategies

4 Building a Following - Focus on your list, a group, a community, you have to have people who like you to buy

5 Outsourcing for Freedom - Learn how to get more done by doing less

6 Your Growth Strategy - What's next after the consistent moneymaking business?

CHARACTERISTICS OF SUCCESSFUL ENTREPRENEURS

THEY DO NOT

- Sit in Indecision
- Overthink things
- Get Squirreled
- Procrastinate
- Let Fear Get in the Way
- Doubt their Actions & Decisions
- Sit and Wait until they Figure Something Out - They ask!
- Make Excuses
- Ignore Advice from Mentors
- Avoid Their Numbers or Tracking Stats
- Waste Time
- Avoid Conflict

THEY ARE

- Assertive in Actions
- A Leader
- A Delegator
- Intuitive
- Highly Self-Motivated
- Observant
- Thoughtful
- Generous
- Planners
- Organized
- Determined
- Extroverts & Introverts
- Strong Willed
- Thorough
- Selective on Where to spend their time/money
- Open to opportunities

THEY

- Rely on & Trust Others to help & Support them
- Always keep sight of the BIG PICTURE
- Are Constantly Learning
- Always think how to leverage & automate
- Take Calculated Risks
- Invest Often in Themselves & their Businesses
- Kick Fear & Doubt to the Curb when it Arises
- Take ample time to Work ON Their Business Every Day/Week/Month
- Do not attend events that won't be productive

A Little About Me...



The Official Stuff...

- 21+ year award-winning, very broad expertise type coach
- **Built my biz from nothing but networking and follow up**
- I'm going to make this **easy & FUN** for you to do
- Earning **consistent multiple six-figures** since 2008!

AS SEEN ON



I do a LOT of fun stuff...

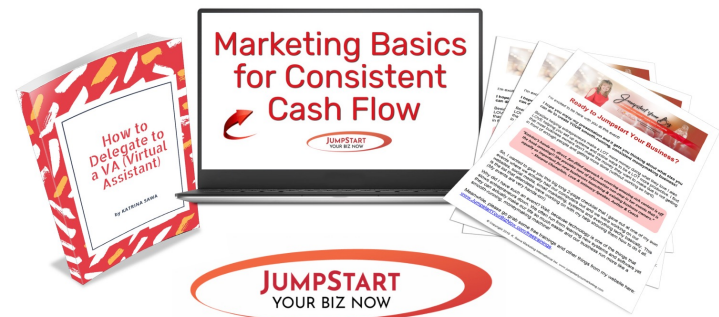
- Business and marketing coaching 1on1
- Business and marketing focused EVENTS & RETREATS
- Website design and techy services
- Book publishing and compilation book publishing services
- Workshop trainer, event host, speaker, online course creator

Home of the 6x Int'l Best-Selling Compilation Book Series, Jumpstart Your ____ (Blank)



Jumpstart

YOUR PRODUCTIVITY & PROFITS



Jumpstart

PUBLISHING



I used to be where many of you could be today:

- In a job I hated
- In an unsupportive marriage
- Wasted money and time with the wrong things/people
- Working way too hard and too many hours, burned out
- Not having balance in my life
- Thinking that “I’m smart, I can figure it out on my own”

I had NO idea I’d have clients all around the world when I first started!

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Oh YES! I've Had Roadblocks Too!

support
Loved Ones

Cash Flow



Surgeries

Deaths

Katrina  Sawva

Katrina Sawa's
 3 Year Live Big Entrepreneur Evolution Plan

JUMPSTART YOUR MARKETING

YEAR 1

Basic Biz Set Up

Know Your Ideal Client
 Know Your Vision
 Focus on Fast Cash
 Clarity of Offerings

Jumpstart Your Marketing

Mindset Shifts

The "Love Factor"

Network Like Crazy

Build Your List

Self Care
 Simplify

Content Creation

Get Support

Building the Roadmap to Your Smooth-Running, Passion-Driven, Freedom-Based, Consistent Lead Generating, Moneymaking Machine!

YEAR 2

Double Your Marketing
 Focus on Speaking

Update Web & Tech
 Delegate for Efficiency

Simple Sales Processes

The "Love Factor"

Restructure Biz Models

Raise Your Rates

Improve Online Systems

Repurpose Content

Expert Status

Raise Your Rates

Jumpstart Your Business, Your Marketing, Your Sales & Your Life with *Katrina Sawa*, The Jumpstart Your Biz Coach

Automate Your Marketing

The "Love Factor"

Create BIG NEW Thing

YEAR 3

Consistent Cash Flow

Expand Your Team
 Leverage

Platform Polish

Take Time for Publicity
 Focus on Collaboration



Where to Focus?

Initial Jumpstart

YEAR 1

3-Year Entrepreneur Evolution Plan

JUMPSTART
YOUR BIZ NOW



Where to Focus?

*Middle-Level
Jumpstart*

YEAR 2

*3-Year Entrepreneur
Evolution Plan*

JUMPSTART
YOUR BIZ NOW



Where to Focus?

*Next-Level
Jumpstart*

YEAR 3

*3-Year Entrepreneur
Evolution Plan*

JUMPSTART
YOUR BIZ NOW



What to Simplify?

To Jumpstart Your Business

Part of Kat's
3-Year Entrepreneur Evolution Plan



#2 Develop the Right Pricing & Offerings

**So, What Do
You Sell?**



Katrina Sawda

BUSINESS MODELS

CHOOSE THE ONES THAT WORK FOR YOUR TYPE OF BUSINESS, YOUR LIFESTYLE AND YOUR CLIENTS TO ACHIEVE THE HIGHEST REVENUE POSSIBLE IN THE PROCESS.

NO-LOW RISK NO-LOW ACCESS

Free Stuff, no risk,
no opt in

The "Freebie", low
risk to entry optin

Low-end Membership
or Recurring Program

Print Book or eBook

MEDIUM RISK SOME ACCESS

"Easy YES Offer" or
Try Me Out

Do-It-Yourself
Course or Product

Live Group program
(start stop date)

Multi-day Enrollment
Event

HIGH RISK HIGH ACCESS

One-On-One

High-end Fulfillment
Retreat/Event

Mastermind Group
or Program

Certification
Program or CEU

VIP Day - 1on1
or Group

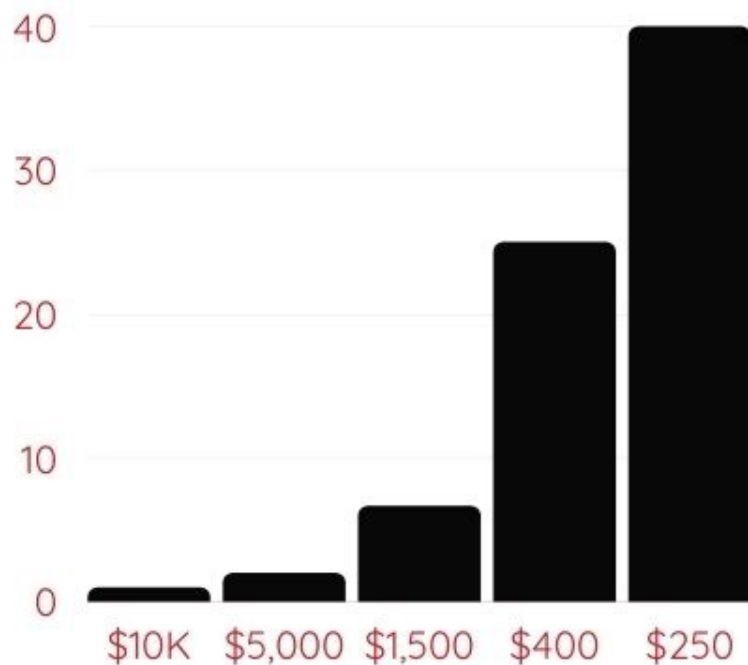
Which will
You Offer?



A LOOK AT YOUR POTENTIAL

SALES NUMBERS

& WHAT YOU HAVE TO SELL TO MAKE \$10,000/MONTH



OF SALES

you have to make by
price point per month
OR of course you can
have a combo of
these sales too.

Developing Your Smooth-Running, Consistent Moneymaking Business Machine

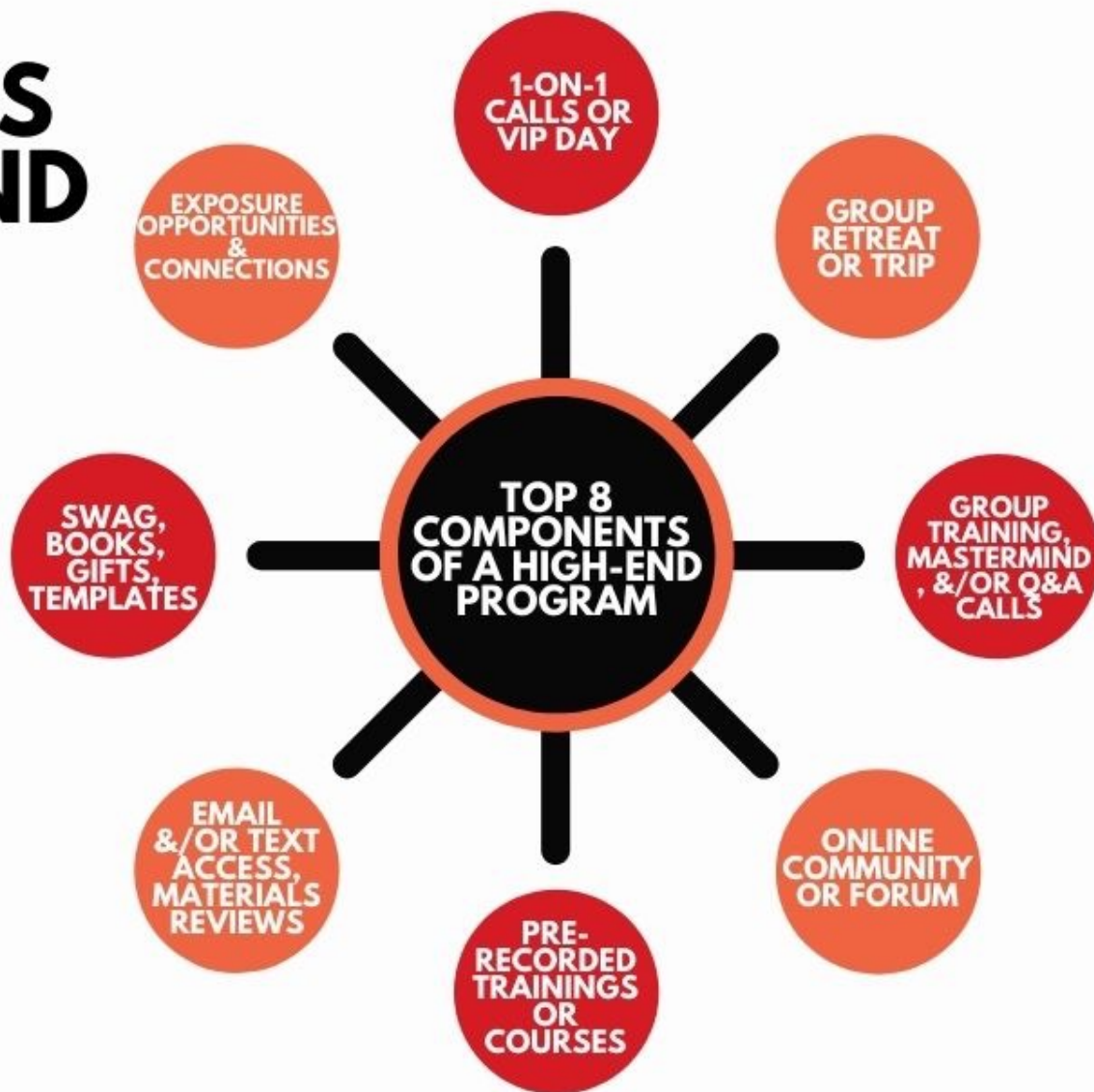
TOP 8 COMPONENTS OF A HIGH-END PROGRAM



PICK AND CHOOSE WHICH YOU WANT TO OFFER AND JUST CREATE A PROGRAM!

IT'S THAT SIMPLE REALLY.

IF YOU DON'T CREATE A HIGH-END PROGRAM, YOU'LL NEVER SELL A HIGH-END PROGRAM.



What's in Your Funnel?



MARKETING STRATEGIES

YEAR 1

- Speaking, Main Topic
- Networking (Live & V)
- Develop Full Social Profiles on Select Plat
- Create Content
- Host Free Calls
- Apply to be a Guest on Podcasts/Shows
- Video Marketing
- Build Out Effective Website w/ Video & Freebies/Forms
- Pay2Play on Summits and Giveaways
- Build List & Nurture
- Phone Calls
- Direct Mail
- Develop Templates

YEAR 2

- Do a LOT More of Everything in Year 1+
- Become an Author
- Host an Event/Retreat - Local w/ Low Expenses
- Amp Up Social Presence
- Add more Business Models, Additional Talk
- Speak Monthly
- Continue to Host Free Calls/Webinars
- Focus on Automation, Your Funnel/Processes & Upgrade Your Tech/Site
- Add to Your Team
- Develop a Group or Community on Social and/or High End Group
- Raise Your Rates
- Focus on Database

YEAR 3

- Do a LOT More of Everything in Year 1&2+
- Go Bigger, Think Bigger
- Focus on Collaborations & Affiliate Partners / Swaps
- Launch Big New Thing - podcast, radio show, TV show, retreat
- Polish Your Image and Platform to Look the Part
- Go After Publicity
- Raise Your Rates
- Tweak & Simplify Business Models - Leverage
- Double Your Marketing Efforts to Reach More
- Focus on Database
- Tradeshow Marketing
- Referral Marketing
- Host List Build Summit

#6, 6 Areas to Review & Revise to Convert Visitors Into Customers

1. Branding / Look & Feel

2. Creative Content

3. Layout / Functionality

4. Marketing Copy & Offers

5. Engagement & Personal Touch

6. Conversion / Call to Action



SIGN UP for a
**Complimentary Copyright
Strategy Session!**

Free "get started session"

Contact me to set up a FREE "get started session" and we'll determine what you need to get going.

Don't miss out!!

Sign up to receive your FREE AUDIO Recording "How to Love Yourself Successful"

Name *

Email *

Phone

Sign up NOW!

You will receive love and money updates and business building advice in Kat's weekly ezine.

Katrina Sawa

16 Website Must Haves

1. Direct, to the point, yet descriptive copy for home page
2. Something or multiple things for someone to sign up for for free
3. Video of YOU talking to the ideal prospect on your home page and more
4. Fill in forms
5. Updated photos of you
6. Good looking graphics and layout
7. Testimonials and proof that your product/service works
8. Your story, how you work, who you are and why you're doing this
9. Your full contact info
10. Sales pages, resources, FAQ pages or videos if something needs explaining
11. A speaker page if you want to get booked
12. Your books, products and programs
13. Good grammar, spelling and enough info for the search engines to pick it up
14. SEO in the backend, title tags, and compressed images for faster loading
15. Automation to email system, updates and more
16. A Techy Virtual Assistant to help you manage it all!

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6 Areas to Automate First

1. Follow up marketing – from live or virtual events
2. Social media marketing
3. Funnels for lead generation
4. Affiliate and partner marketing
5. Billing, invoicing, taking payments
6. Customer onboarding

*Follow Up
Follow Up
Follow Up*



"Remind your prospects & subscribers to check their spam or trash boxes for your emails!"

www.JumpstartYourFollowUp.com

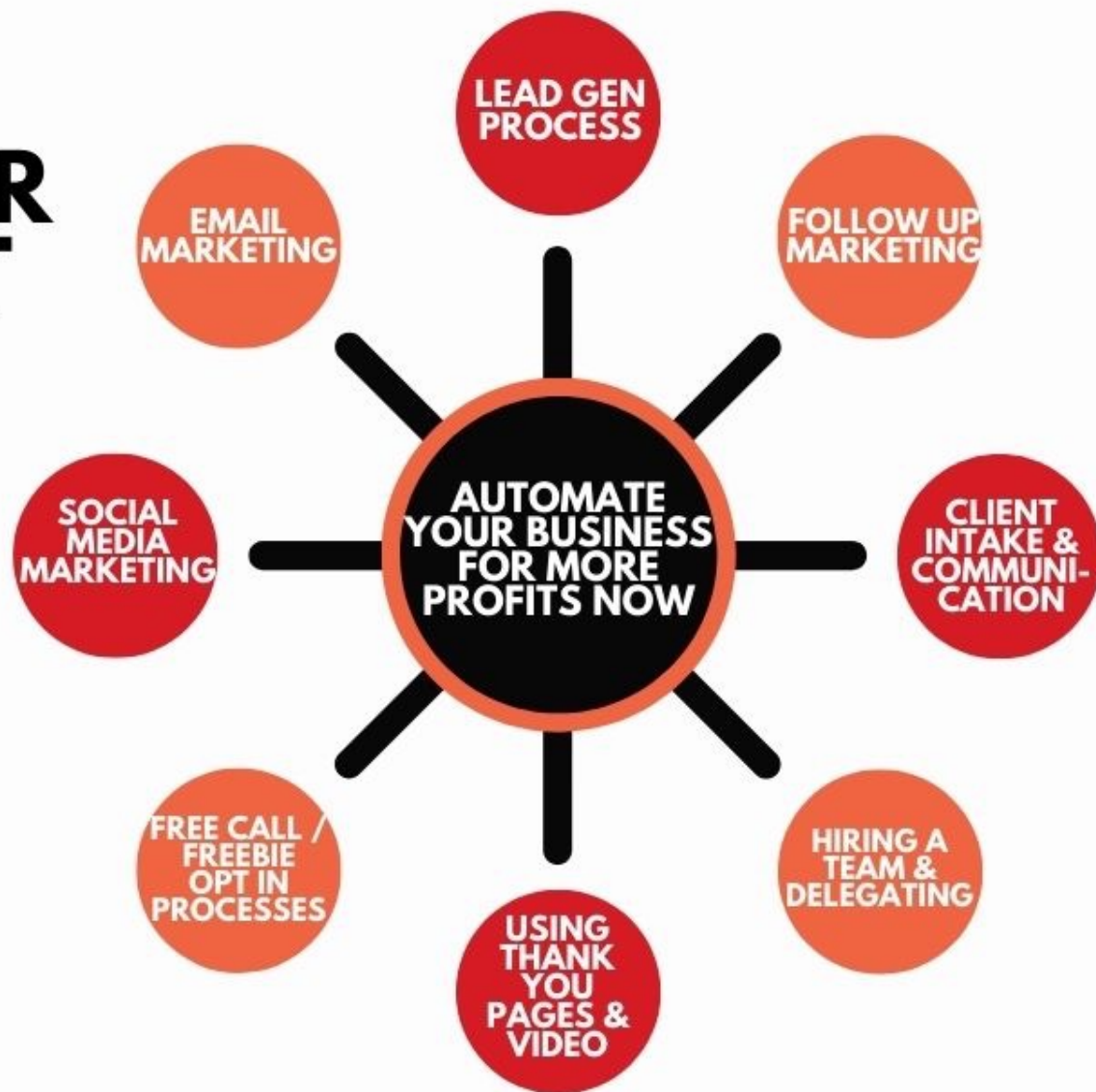
Katrina Sawva

AUTOMATE YOUR BUSINESS FOR MORE PROFIT



EVALUATE WHAT
YOU SHOULD BE
AUTOMATING

OR SYSTEMATIZING IN YOUR
BUSINESS SO THAT YOU CAN
MAKE A LOT MORE MONEY
DOING WHAT YOU LOVE!



#5 Enlist a Team to Support You

- Follow up marketing tasks
- Bookkeeping, accounting
- Graphic and web design
- (Some) Social networking
- Research for speaking, publicity & JV opps
- Blogging, copywriting
- Repurposing content
- Stuffing, folding, mailing
- Organizing, filing, errands
- Housekeeping, chores
- WORRYING! ;-)



**What to
Delegate?**

Katrina Sawda

**Most Entrepreneurs Get
Uncomfortable
Stretching Themselves
and Give Up**



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KATRINA'S AWARD WINNING BOOKS!



Katrina Sawa

So, What's YOUR OOI?

1. Share what your business is briefly, and which areas do YOU THINK you need to focus on right now to see the biggest bang for your buck and time?
2. What questions do you have from any of this?

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CALL #1 ASSIGNMENT:

1. Review this, take some notes, and outline your funnel of offerings.
2. Plot some time on your calendar to look at everything you have and what's missing.
3. Post your funnel and thoughts into the FB group and tag me to review.

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