

Jumpstart Your Sales & Systems Bootcamp Call 4 – “Your Website, Tech & Delegating”



Katrina Sawda

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

We're on the Home Stretch!

Hopefully you are seeing **WHAT** to tweak, add, do, and/or change in your biz/site/marketing?

So that you can:

- Make more money
- Have better systems
- Have more fun & freedom



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Today We're Going to Work On Your Website / Tech Tweaking & Delegating for Growth:

- We'll discuss EXACTLY what to do or NOT do online to maximize your time and money.
- We'll look at the backend operations for efficiency.
- And how to set up systems and support teams that take care of all the 'boring work' in your business for you, so you can just show up & do the fun stuff (that pays you the most).

Katrina Sawva

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 from stage or running events/webinars
- A New Website or added tech functionality
- Getting Visible, reaching more prospects
- Charging What You're Worth, creating new offerings

The logo for Katrina Sawa features the name 'Katrina Sawa' in a red, cursive script. A small orange heart is positioned above the letter 'i' in 'Katrina'.

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!**



Download Free Biz-Building & Marketing Trainings at www.JumpstartYourMarketing.com/FreeTrainings

You've GOT to Stay Motivated!



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

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

Expert Status

Raise Your Rates

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



A MUST: Have the Right Pricing & Offerings

How can you sell more larger packages and/or add income streams?



Katrina Sawda

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

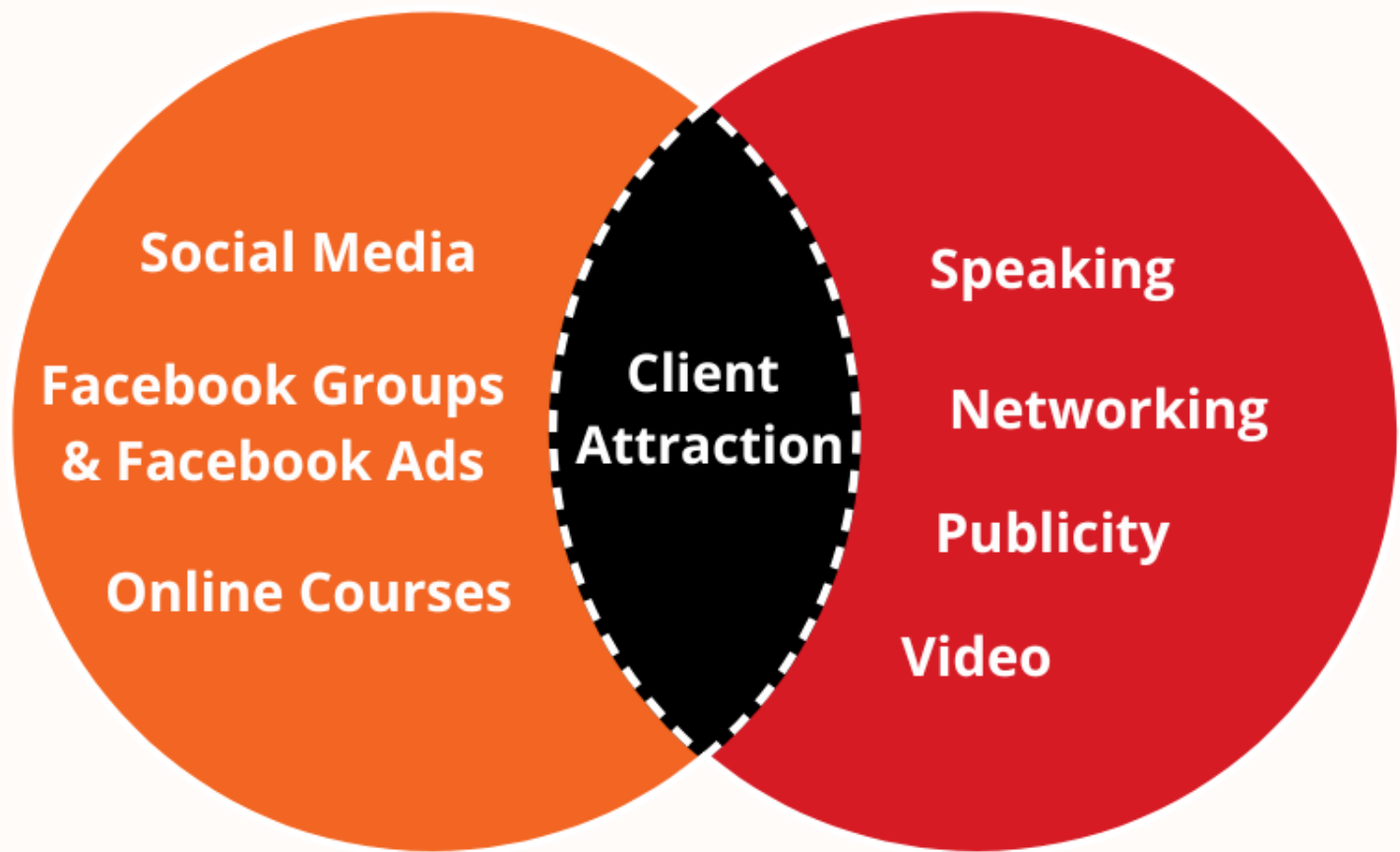
YEAR 2

- 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

STOP THE OVERWHELM & — PICK A LANE —



80% / 20%

Open Up Your Website to Evaluate What's Missing: 16 Website Must Haves

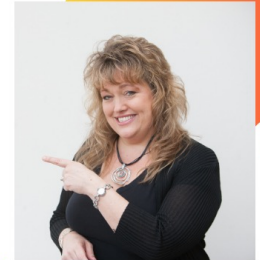
1. Direct, to the point, yet descriptive copy for home page
2. Something or multiple things for someone to sign up for for free
3. Video of YOU talking to the ideal prospect on your home page and more
4. Fill in forms
5. Updated photos of you
6. Good looking graphics and layout
7. Testimonials and proof 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 Systematize 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

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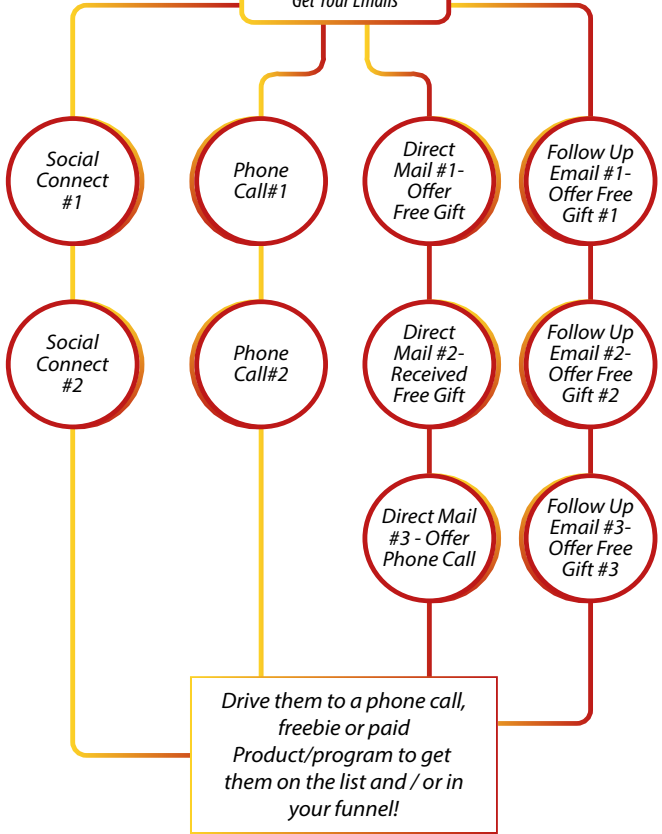
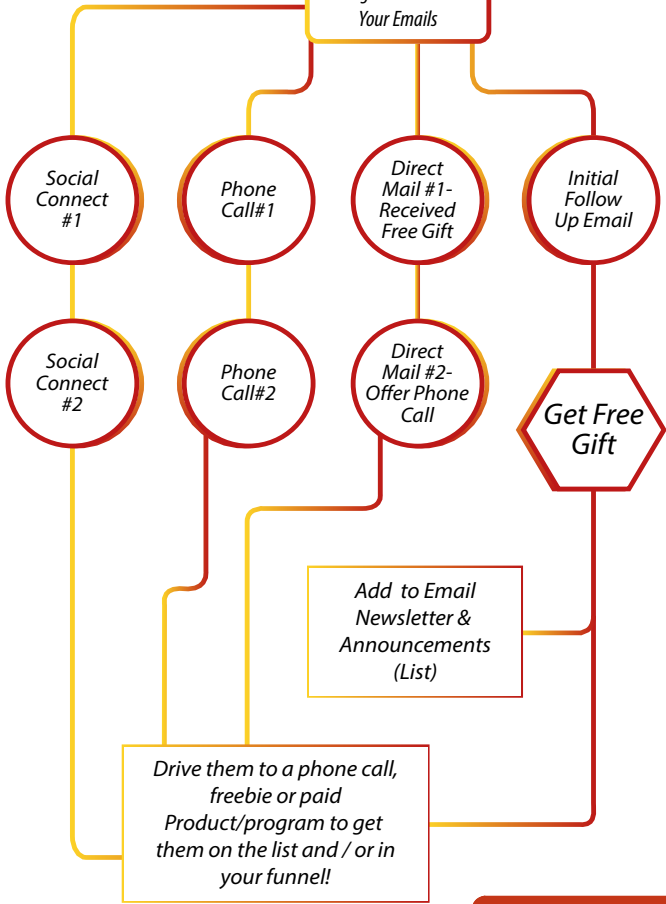
JUMPSTART YOUR MARKETING

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Networking Event XYZ

Auto Adds:
People Who Agreed To Get Your Emails

Not Auto Adds:
People Who Have Not Agreed To Get Your Emails



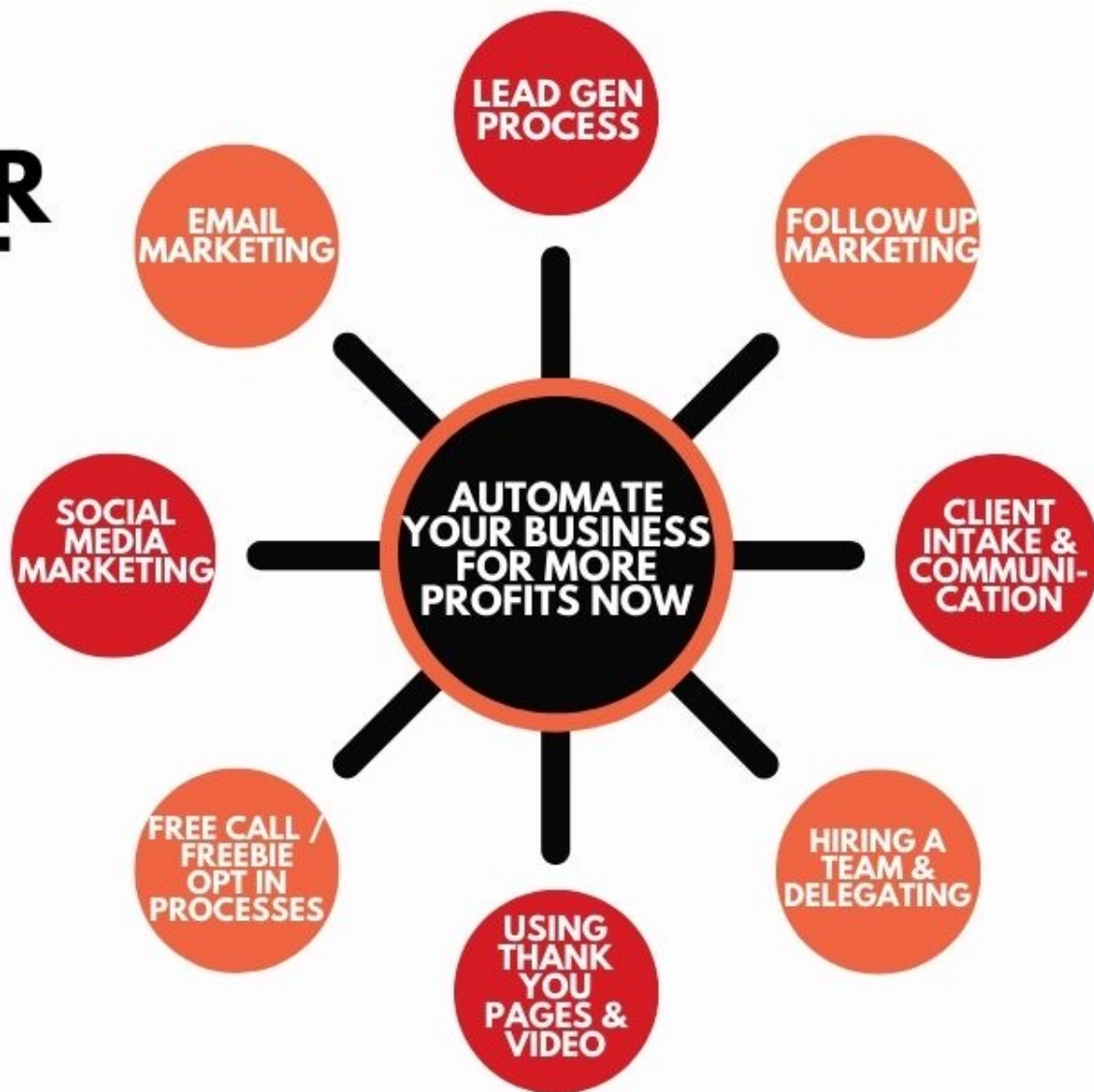
**Jumpstart Your Marketing®
Follow Up Flowchart**

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!



So, What Systems Do You Need to Add or Enhance?

1. Lead generation
2. Freebie opt in
3. Follow up
4. Client nurturing
5. Sales Call sign up
6. Other?

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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?**

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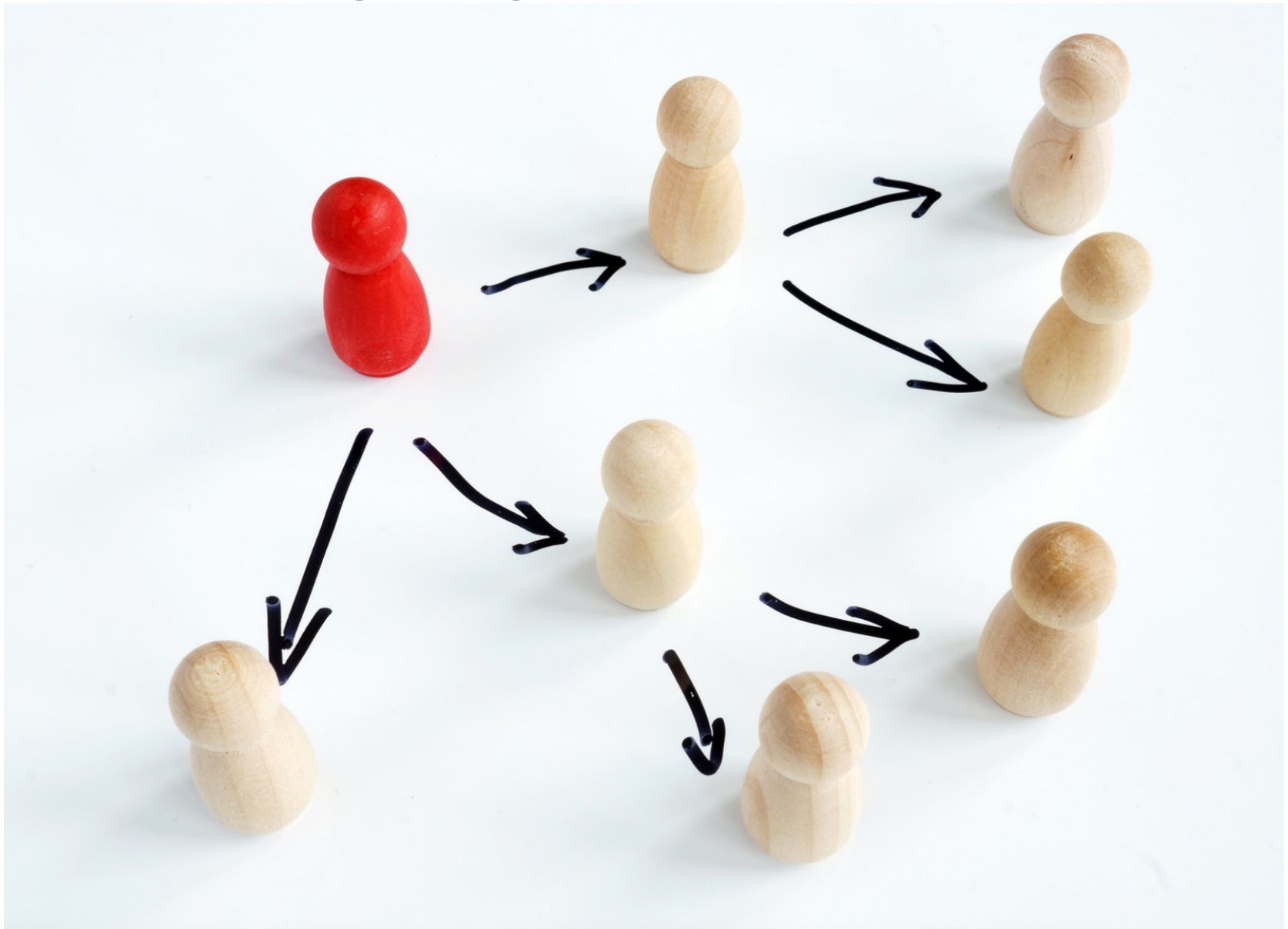
1. Where to Find a VA / “the Right” People



2. How to Grow Your Team Efficiently & Affordably



3. Delegating with Ease & Peace



4. Developing Your Task List



5. Tips for Managing & Training with Less Effort & Time



So, What Will You Delegate?

1. Share what are your top 3 things you HATE doing and know you need to be doing and/or what you aren't good at that you want off your plate?
2. What questions do you have from any of this?

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CALL #4 ASSIGNMENT:

1. Review this, take some notes, and outline:
 - What to update on your website
 - Your VA job description so you can hire smart
 - Which systems to start with first
2. Plot some time on your calendar to do this, then post in the FB group and tag me to review.

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