

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 Sawda features the name "Katrina Sawda" written 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!**

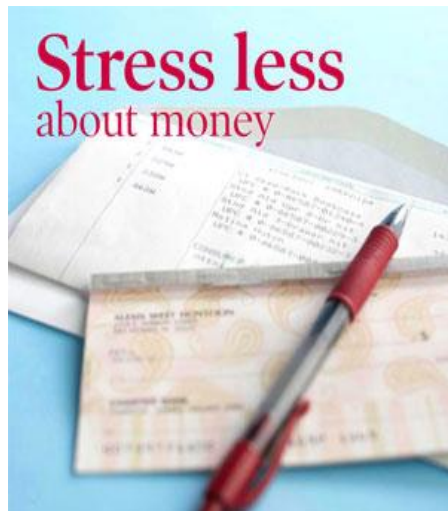


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What Motivates You?



Get Excited About Making More Money!!



Katrina Sawva **EMERGENCY 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 goal for in your business. Include everything you see fit, 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, shipping cost, membership in a networking group or organization, marketing materials, an excellent new website, search, training program, etc.). These will be critical 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 - SHED (Electric) a. PG & E (Gas) b. Television c. Cable d. Internet e. Health / Other f. Other _____	7. _____ a. _____ b. _____ c. _____ d. _____ e. _____ f. _____
8. Phone - Home / Landline a. Cell phone (s) b. Other _____	8. _____ a. _____ b. _____
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!

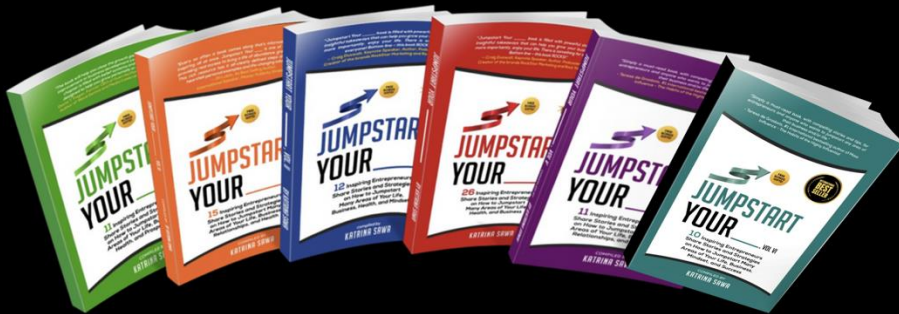
AS SEEN ON



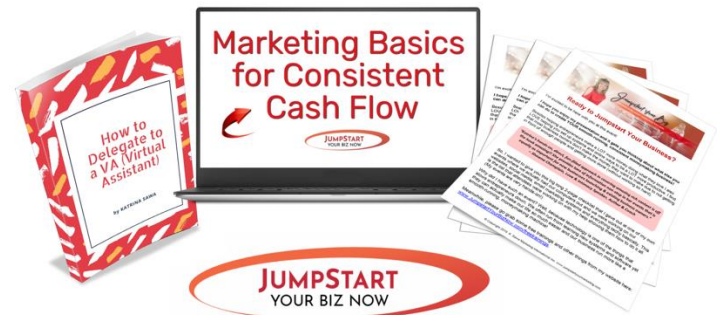
I do a LOT of fun stuff...

- 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  Sawwa

Katrina Sawa's
3 Year Live Big
Entrepreneur
Evolution Plan

**JUMPSTART YOUR
MARKETING**

YEAR 1

Basic Biz Set Up

Know Your Ideal Client
Focus on Fast Cash
Know Your Vision
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

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

YEAR 3

Consistent Cash Flow

Expert Status

Raise Your Rates

Expand Your Team
Leverage

Platform Polish

Automate Your Marketing

The "Love Factor"

Take Time for Publicity
Focus on Collaboration

Create BIG NEW Thing



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?**



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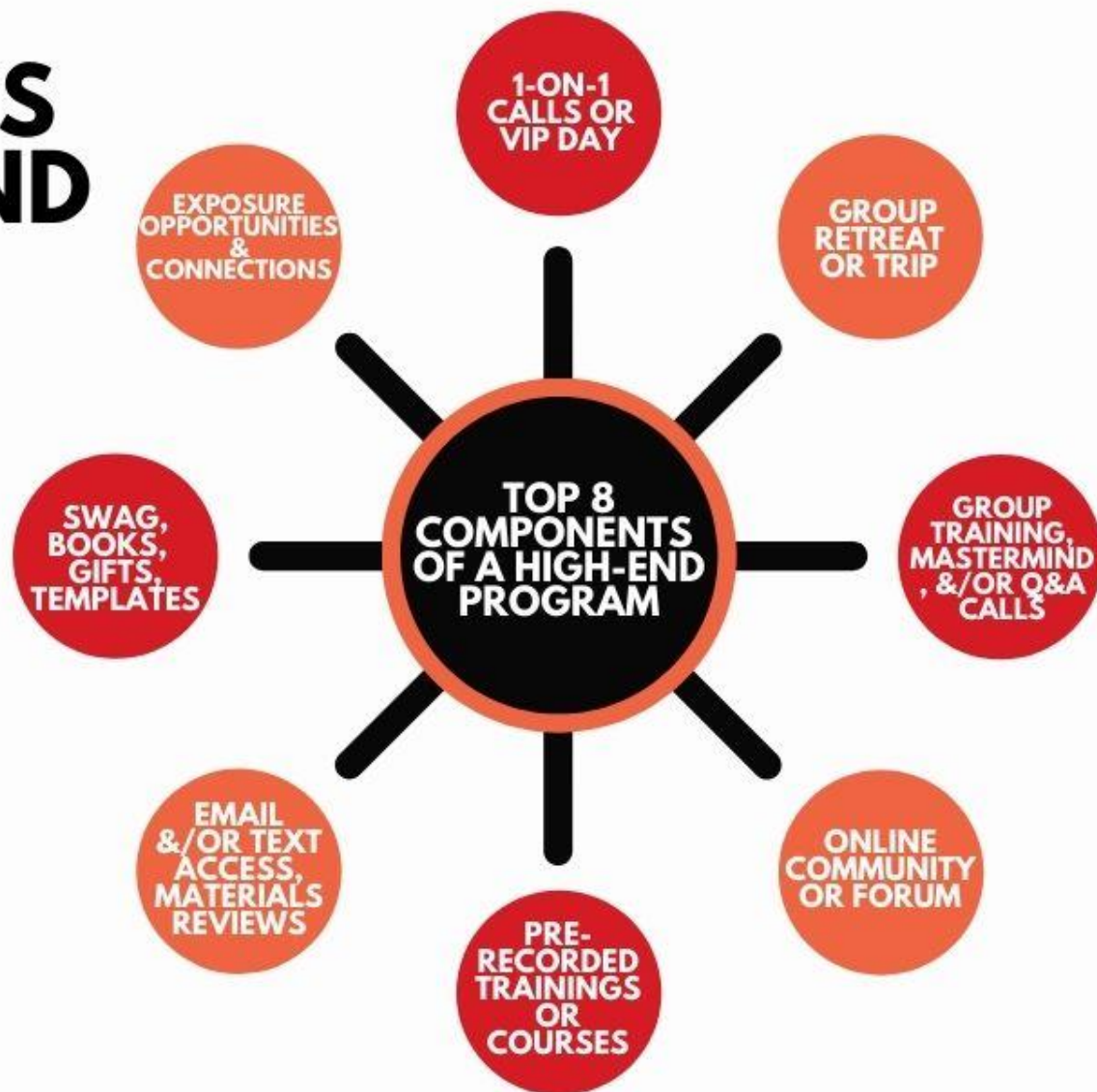
TOP 8 COMPONENTS OF A HIGH-END PROGRAM



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.



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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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