

Jumpstart Your Sales & Systems Bootcamp Call 2 – “Your Offerings & Positioning”



Katrina Sawda

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

How Is Everything Going Since Call #1?

- Confused?
- Clearer on what to do??
- Excited to make changes?
- Curious on a few things?
- Have Questions?



Katrina Sawda

Quick Recap:

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

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*



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



Today We're Going to Work On Your Clarity & Confidence with Your Offerings & Positioning

- => Fine tuning and adjusting your business models and pricing so that you're making offers people want is critical and sometimes you can't see the tweaks in the messaging or packaging that could make people want it more.
- => Understanding the perception others might have of you based on what you look like and are projecting online is important as you're too close to your own stuff

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

**Is it Time
to
UPEVEL
Your
Offerings?**

**“TO ANSWER THE
QUESTION, WHAT SHOULD
YOU CHARGE? WHAT IS THE
HIGHEST POSSIBLE NUMBER
PER HOUR YOU CAN THINK
OF AND SAY WITHOUT
STUTTERING. THAT'S YOUR
GOING RATE UNTIL YOU CAN
SAY HIGHER!” ~ KATRINA
SAWA**

Remember What's the VALUE of the Transformation for Your Client? (That's What You're Selling)

Are you attracting clients who can't afford your services?

Elevate your self-worth and the value you are offering.



Elevate Your Messaging...
What is the WORDING you're
using everywhere?

Does your ideal client know
what you do, who it's for and
why they should care?

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

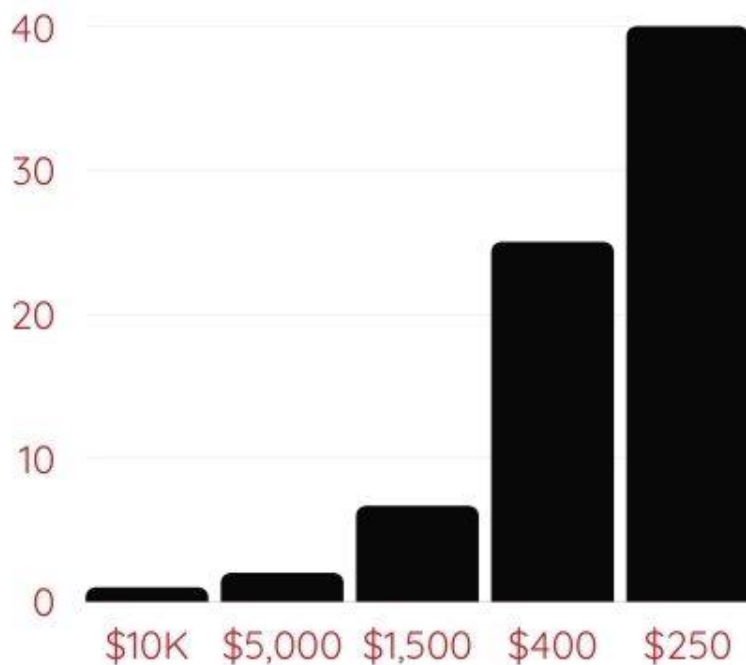
*Which will
You Offer?*



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

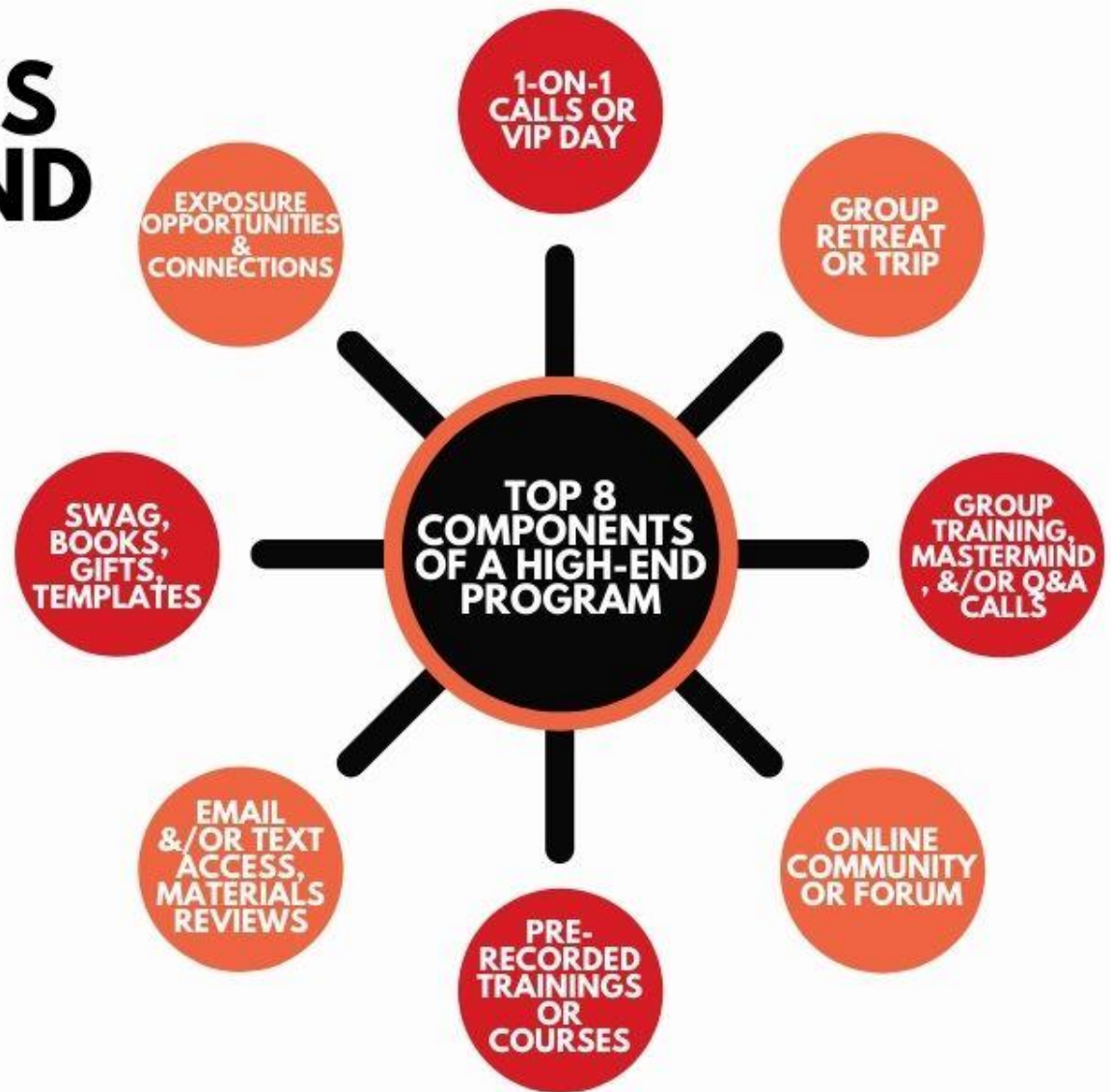
TOP 8 COMPONENTS OF A HIGH-END PROGRAM



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?



Let's Look at How You're Positioning Yourself

1. Branding, Design of Website & Marketing Materials
2. Photos, Hair, Makeup, Outfits & Authentic Look
3. Social Profiles, Descriptions, Links
4. Reviews, Testimonials – on site, social, Google, other
5. Elevated & Expert Pricing, Offerings, etc.?
6. Your Video “stage” if you're doing a lot of virtual

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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, 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



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"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
e-zine.*

So, Where Do You Need to Uplevel? Offerings or Positioning or a Little of Both?

1. Thoughts?
2. What questions do you have from any of this?

Katrina Sawva

CALL #2 ASSIGNMENT:

1. Review this, take some notes, and see where you can make changes to your offerings, pricing and make it clearer.
2. Plot some time on your calendar to look at everything you have and change it.
3. Go through your webpages and update them accordingly. If you need help, reach out.

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CALL #2 ASSIGNMENT:

4. Change up some of your pages or profiles then tag me in the group for further review and feedback.
5. Change up your zoom room or marketing materials and ask for feedback, give snapshots, photos, etc.
6. Take the Biz Quiz if you haven't yet.

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