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| **Quick recap** | |
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| Katrina led a session on marketing and lead generation, emphasizing the importance of being visible, memorable, and consistently generating leads. She discussed various marketing strategies for different stages of a business, including building a list, hosting free calls, creating content, and developing social profiles. The group also discussed strategies for nurturing leads, engaging with attendees, and promoting events, with a focus on creating memorable experiences and maintaining a strong online presence. | |
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| **Next steps** | |
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| • Katrina to update email signature with upcoming webinar and Business Reimagine conference information. | |
| • Katrina to create more checklists as freebies for lead generation. | |
| • Katrina to write an article for Pink Ink magazine for Polka Dot. | |
| • Katrina to increase frequency of LinkedIn newsletters from monthly to more often. | |
| • Katrina to take a snapshot of "6 Steps to Succeed Faster in Business" slide and post it in the Facebook group. | |
| • All attendees to review the marketing strategies discussed and add relevant items to their to-do lists. | |
| • All attendees to plot time on their calendars to make updates and implement new marketing strategies. | |
| • All attendees to look through their databases and determine how to reach out and connect with more people. | |
| • All attendees to choose which marketing strategies to add, tweak, or implement. | |
| • Interested attendees to schedule a 90-minute call with Katrina for $350 to work on specific marketing strategies. | |
| • All attendees to prepare for next week's call on sales and systems boot camp. | |
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| **Summary** | |
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| **Marketing Strategies and Lead Generation** | |
| Katrina led a session on marketing and lead generation for the fall class of 2024. She emphasized the importance of being visible and memorable in a crowded market, and the need to consistently generate leads. Katrina also discussed the importance of maintaining a positive mindset and not letting others cause distress in personal life. She touched on the 8 secrets to a consistent money-making business, including understanding pricing and offerings, exuding confidence, implementing marketing, and enlisting system strategies and team to stay organized. The next call was scheduled for December 9th to discuss system strategies and team organization. Katrina also stressed the importance of simplifying business processes to avoid chaos and inefficiency. | |
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| **Marketing Strategies for Business Growth** | |
| Katrina discussed various marketing strategies for different stages of a business. She emphasized the importance of building a list, hosting free calls, creating content, and developing social profiles. She also highlighted the significance of networking and speaking at events. Katrina suggested that in the first year of a business, it's essential to focus on low-cost or free strategies, such as direct mail, phone calls, and website pages with videos. In the second year, she recommended adding collaborations, affiliate partners, and swaps, as well as launching a new business model. In the third year, she suggested focusing on database marketing, raising rates, and doubling marketing efforts. Katrina also mentioned the importance of hosting a giveaway or a speaker summit in the third year to build a list. Christi asked for more information on nurturing a list, to which Katrina responded by suggesting regular communication, such as quarterly phone calls or emails, to maintain connections with the list. | |
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| **Lead Nurturing and Community Engagement** | |
| Katrina and Christi discussed strategies for nurturing leads and engaging with attendees of Christi's events. Katrina suggested sending thank you cards and personalized voicemails to attendees, and using social media platforms like LinkedIn and Facebook to connect with them. She also recommended creating a weekly quick tip email series and sharing tips on website improvements. Anahita asked for tips on connecting with people without appearing salesy, and Katrina suggested sharing tips on website improvements and offering a free website audit. Suzanne asked about the best way to engage with her email list and text subscribers, and Katrina suggested sending short, bite-sized information and using surveys to encourage engagement. Katrina also suggested using Chat GPT to generate ideas for video content and questions to engage with the community on social platforms. | |
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| **Marketing Lanes and Networking Strategies** | |
| Katrina and Christi discussed the importance of identifying their marketing lanes and focusing on their strengths. Katrina emphasized the value of networking and speaking engagements, while Christi shared her struggles with completing her book and the potential of hiring a ghostwriter. They also discussed the importance of nurturing relationships with referral sources and potential clients. Elaine expressed her desire to establish more promotional power partners and Katrina suggested ways to deepen relationships, such as joint webinars and masterclasses. The conversation ended with Katrina encouraging the group to consider different marketing strategies for different groups of people. | |
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| **Addressing Event Registration and Attendance** | |
| Katrina and Elaine discuss the challenges they face in getting people to register and attend their online events and classes. Elaine mentions struggling to get attendees for her masterclasses, while Katrina suggests trying different approaches like going live or repurposing content. Christi shares her experience launching a new membership, with only a small portion of her list signing up and engaging so far. Anahita suggests being consistent with free offerings and using SMS reminders can help boost registrations and attendance. The group acknowledges the changing landscape and the need to experiment with various marketing tactics to find what resonates with their audiences. | |
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| **Strategies for Event Promotion and Management** | |
| Katrina and Elaine discussed their strategies for promoting events and managing their online presence. Katrina shared her approach of posting events on various platforms, including Facebook, LinkedIn, Eventbrite, and local chamber websites. She also mentioned the importance of segmenting her audience and using freebies to attract more people to her events. Katrina also discussed her plans to create more checklists and freebies to engage her audience better. Elaine agreed with Katrina's strategies and suggested that they could further explore reputation management and SEO. The conversation ended with Katrina planning to show her assistant the checklist and quiz ideas for content creation. | |
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| **Marketing Strategies and Lead Generation** | |
| Katrina discussed various marketing strategies, emphasizing the importance of creating memorable experiences for prospects. She suggested sending bulk mailers, such as bookmarks or care packages, to warm prospects and clients. Katrina also highlighted the effectiveness of hosting events, workshops, and webinars, and the potential of partnering with local businesses for joint events. She stressed the importance of updating email signatures and social profiles regularly to maintain a strong online presence. Katrina also mentioned the need for a more specific approach to lead generation and the importance of utilizing different marketing channels. | |
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| **Visibility and Presence on Multiple Platforms** | |
| Katrina and Elaine discussed the importance of visibility and presence on various platforms, including Google, social media, and podcasts. They explored the benefits of being visible on multiple platforms and the potential for increased visibility through strategic alliances and affiliate marketing. Katrina emphasized the importance of having a strong online presence, including a website, social media profiles, and a blog. They also discussed the potential for creating and promoting freebies, such as ebooks and webinars, to attract more customers. Katrina also highlighted the importance of creating marketing materials, including banners, flyers, and business cards, to be prepared for any networking event. The conversation ended with Katrina assigning homework for the next call, which includes reviewing the marketing checklist, adding or enhancing systems, and reaching out to more people in their database. | |
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