

Jumpstart Your Sales & Systems Bootcamp Call 4 – “Marketing, Lead Gen & Sales Systems”



Katrina Sawda

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

Today We're Going to Work On Your Your "Marketing – Lead Gen - Sales":

- ⇒ How to deeply connect with and inspire people
- ⇒ Make it so YOU are always the first person they think of when it comes to your product or services
- ⇒ Learn my 8 Ways to Improve Your Closing Ratios & Sales Presentations
- ⇒ Discuss the Gigantic Marketing Checklist and what is realistic for YOU to do on a consistent basis

The logo for Katrina Sawa features the name "Katrina Sawa" in a cursive, orange-red font. 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

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?

What to Simplify?

To Jumpstart Your Business

Part of Kat's
3-Year Entrepreneur Evolution Plan



**Hopefully
Now you
are Clear
with Your
Funnel
Offerings?**



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

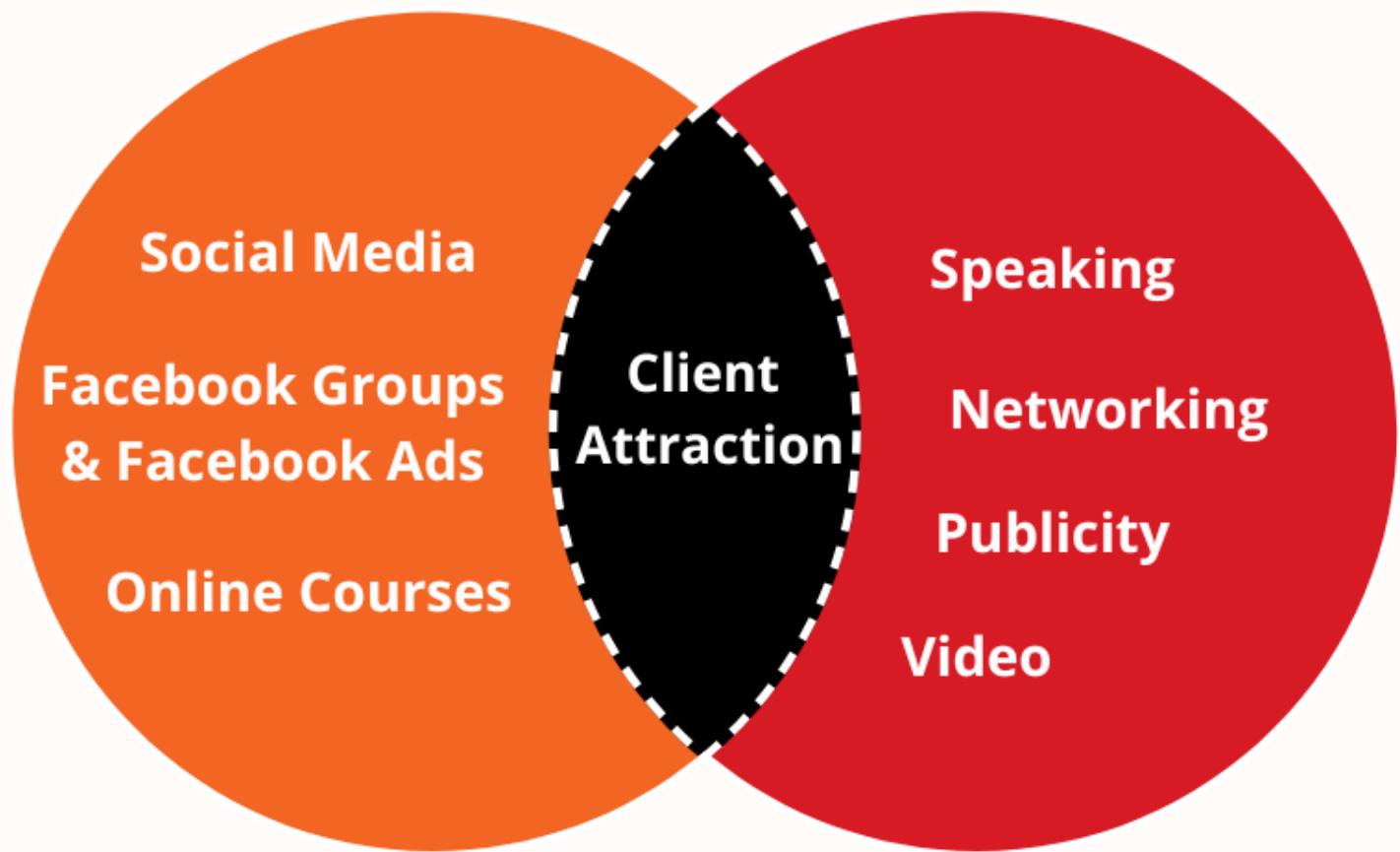
YEAR 2

- 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

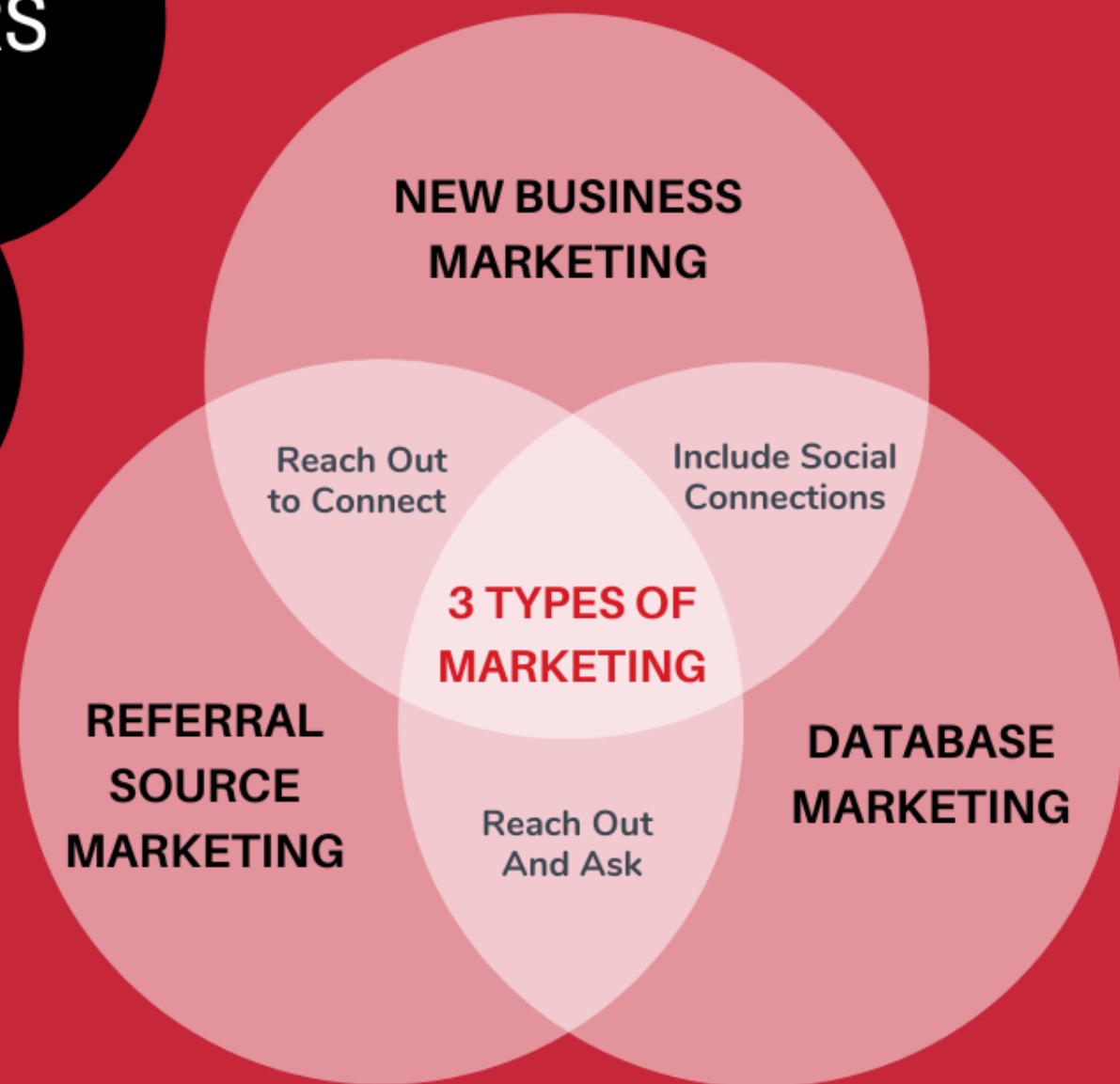
- Do a LOT More of Everything in Year 1&2+
- Go Bigger, Think Bigger
- Focus on Collaborations & Affiliate Partners / Swaps
- Launch Big New Thing - podcast, radio show, TV show, retreat
- Polish Your Image and Platform to Look the Part
- Go After Publicity
- Raise Your Rates
- Tweak & Simplify Business 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%

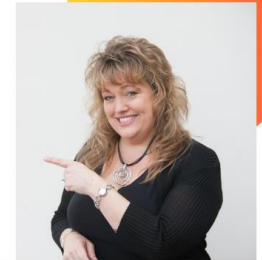
FOR
ENTREPRENEURS
WHO WANT TO
MAKE A LOT
MORE MONEY
DOING WHAT
THEY LOVE



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 Sawa



Networking Event
XYZ

Auto Adds:
*People Who
Agreed To Get
Your Emails*

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



*Drive them to a phone call,
freebie or paid
Product/program to get
them on the list and / or in
your funnel!*

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**Jumpstart Your Marketing®
Follow Up Flowchart**

8 SALES STRATEGIES

TO CLOSE MORE SALES MORE OFTEN

1 The "This or That" Close

When you offer two really good options at totally different prices, &/or learning styles

2 The "Takeaway" Close

When you suggest this might not be right for them and 'de-sell'

3 Sense of Urgency

When you share exclusivity or limited time or number of spots

4 Assume the Sale

When you act like "of course they're signing up" and get surprised if they decline.

1. The "This or That" Close

5. Consistent Trial Closes

8. Start High End Low

2. The "Takeaway" Close

6. Buy Now Incentives

7. Fear of Loss

3. Sense of Urgency

4. Assume the Sale

CLOSE MORE SALES

Consistent Trial Closes 5

When you keep asking questions they say yes to it gets them comfortable saying yes

Buy Now Incentives 6

Offer fast-action bonuses and extras

Fear of Loss 7

When you make them have FOMO if they don't enroll

Start High, End Low 8

Offer your highest \$ option first, show value and reduce from there to lower end offerings as needed

Wow Client Experience

1. Gigantic Marketing Checklist – what will YOU do?
2. Nurture Sequences – for them to get to know you
3. Gifts! – What if sending a gift would keep people around?
4. What needs to get Delegated to make this happen?

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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?

Katrina Sawva

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CALL #4 ASSIGNMENT:

1. Review this, take some notes, and determine what to add to your “list” and in what “OOI”.
2. Plot some time on your calendar to make updates to your systems, follow up, forms.
3. Look through your database and all who you are connected with and determine if you can reach out to connect again and re-engage.
4. Chose which marketing strategies you’ll add/do!

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