

Marketing Strategies Planning Worksheet

Marketing Strategies That Work When You Work Them

(3) Mandatory Self-Promotion Strategies

#1 Networking Strategy

Networking involves building and deepening relationships with people you already know who can send you referrals and/or can help get you noticed by your target market

The Networking Strategy is all about building relationships that will endure through time. Devote yourself to people who are willing to reciprocate. Get to know each other well and build a level of trust that will put you on the top of their lists when it comes to referrals.

These are the people I know, who can send me clients and/or get me in front of my target market in a big way; I need to deepen these relationships over time so I can help them and they can do the same for me:

#2 Direct Outreach Strategy

There are people that you don't know yet, but need to know if you want to get booked solid. These folks are the focus of your Direct Outreach Strategy. Identify people who can refer to you as well as those who can get you in front of your target market in a big way.

You can have as many as 20 people on your "List of 20". Prioritize that list, and really focus on no more than 3-5 at a time. You can lay seeds for the rest (start to build some credibility with them), but reach out to help and collaborate with just a few at a time.

These are the people I need to know to expand my penetration in my target market:

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#3 Referral Strategy

You will attract more referrals when you have a solid referral process in place, and when you “partner up” with other professionals with whom you can share a constant stream of referrals. These can be folks who do what you do, or folks whose work and/or target market complement yours.

Ideally you will build a “Gang of 5” people to get to know very well. Know their work and their ideal clients. Give them a thorough understanding of whom you serve and what you do. Work together and refer to each other whenever possible.

These are people I will reach out to for my Gang of 5:

(3) Optional Self-Promotion Strategies (it’s better to work one of these intensively than to dabble in all three)

#1 Speaking Strategy

Speaking is a great way to leverage your time by getting in front of many people at once. You can choose the size and type of groups you’d like to educate and support with what you know.

It’s important to choose speaking topics that resonate with your audience; however, you can choose 2-3 talks to choose from that can be tweaked depending on the group and/or the event.

These are topics about which I feel comfortable talking, and which are topics that will resonate with my audience and will have an emotional connection to my target market’s needs, desires, and problems:

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#2 Writing Strategy

You can write posts, articles, book, or anything you like that will be perceived as valuable by your target market. Your writing can range from a couple of paragraphs to many chapters. There is only one rule – the story should end when it stops being relevant, valuable, and/or important. You are not being paid by the word, and people are generally looking for simple, straightforward information that will help them solve their problems.

The beauty of writing is that you can repurpose your work. Don't hesitate to post your writing in many places. Exposure is key. Use your writing to get noticed as a category authority in your area of specialization!

These are topics about which I feel comfortable writing, and which are topics that will resonate with my audience and will have an emotional connection to my target market's needs, desires, and problems:

#3 Web Strategy

Utilizing a web strategy for building your business is much more intense than having a web presence that lets the world know you exist. Generally, a web presence allows your clients/customers to find you. A web strategy allows you to find your clients/customers.

You'll do well to set up a solid web strategy to build a list of followers and promote your programs, services, and products. You will likely need some guidance and support in the technical aspects of putting together a strategy that is seamless and effective. Don't hesitate to invest in doing it right the first time. There is too much money and credibility to lose if you cut corners only to watch your customers and your revenue fall through the cracks.

If you choose to use the Web Strategy, start small and work your way up over time. It should be fun and it should give you an outlet for your talents and creativity. It's a great way to show the world your authentic self!

This is a list of programs/products/services that would be compelling to my target market:

"Free" valuable items (i.e. audio, video, eBook, newsletter) to let people know I specialize in what they need (and offer them a spot on my mailing list):

- 1.
- 2.

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“Lower priced” valuable items (i.e. group, workshop, seminar) to allow my followers to get to know my work and me; to let them see how valuable my “stuff”:

3.

4.

“Higher priced” valuable items (i.e. trainings, programs, products) that will give me a solid stream of alternate income for my business:

5.

6.