

new business or revamping

Create a plan if you don't have one. (Establish goals, who is your ideal client and how much you can spend on marketing/advertising). Review and update the one page plan regularly to stay focused and on track with what's working and what not.

If you don't have a logo or need a fresh look, have one designed. Next, get a business card designed and printed, website set up and social media business pages created. Keep the same branding (colors, fonts and look/feel) on all marketing content.

Create a marketing calendar. Create a calendar (3-6 months) for networking or sales, client events, social media posts, website edits and online and/or print advertising.

Keep consistency. Create a schedule and set and review goals to stay on track!



what to post on social media

5 Ideas For Social Media Posts

1. Events, awards or business news and celebrations (let your customers in on the company's good news, show personality to give a more indepth feel so they can connect).
2. News, video and promotions on products or services. Showcase these in a fun way that highlights the benefit but is not salesy.
3. Contests and giveaways to get followers, likes and subscribers
4. Holiday posts, free tips or resources or request for feedback
5. Share your company's blog posts, outside website and social industry news.



lessons learned

Everyone is good at something or in most cases, multiple things. Share what you are good at to fulfill a need for others in a kind, thoughtful way and everyone will prosper as a result.

Yes, it is good to live in the present but make sure to visualize what your ideal business goals are and what end result you desire, i.e. how much money will you make and how hard will you have to work to achieve that goal? Make sure it is in line with your personal and family goals to maintain a healthy quality of life. Money can't bring you happiness and you don't want to miss out on living because you are always chasing after a buck.



Outsource what you are not good at and focus on your strengths and **success is sure to come!**

= business marketing dos & don'ts =

- ✓ **Do collect email addresses from all clients and potential clients.** This will allow you to communicate with them and share information with email marketing campaigns. You will be happy you did later even if you don't have plans to do anything now!
- ✓ **Do think about the end user when creating all marketing materials, social and website content.** Yes, we get that you know your stuff, but if you can capture your audiences attention with what they need and how you can help make their life easier everyone wins.
- ✗ **Don't try to sell to everyone. It just doesn't work.** You need to pick a specific target audience, define their needs and speak directly to them to be most effective. Don't be foolish to think that everyone is your client when creating content, your marketing message will be too vague and not connect with anyone.
- ✗ **Don't lose focus.** Keep your business plan and goals front and center. Keep your eyes and ears open to your client's needs and pain points. Tweak your marketing strategies as needed to stay relevant.