

# 1. PREPARE YOURSELF

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## GOALS YOU WANT TO ACHIEVE

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- ☐ \_\_\_\_\_
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- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## IMPORTANT NOTES

## TO-DO LIST

- ☐ ANALYZE YOUR INDUSTRY
- ☐ DEVELOP MARKETING STRATEGY
- ☐ DEVELOP MARKETING PLAN
- ☐ DEFINE TARGET MARKET
- ☐ CONDUCT MARKET RESEARCH
- ☐ CUSTOMER'S NEEDS?
- ☐ CREATE BUYER PERSONAS
- ☐ DEFINE YOUR CORE COMPETITIVE ADVANTAGE
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## 2. IMPROVE YOUR OFFER

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## GOALS YOU WANT TO ACHIEVE


## IMPORTANT NOTES

## TO-DO LIST

[illegible]

### 3. DEVELOP YOUR BASIC MARKETING WEAPONS

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## GOALS YOU WANT TO ACHIEVE

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## IMPORTANT NOTES

## TO-DO LIST

- [illegible]

## 4. LEADS DATABASE

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### GOALS YOU WANT TO ACHIEVE

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### IMPORTANT NOTES

### TO-DO LIST

- ☐ **START BUILDING A LIST OF CURRENT AND POTENTIAL CUSTOMERS**
- ☐ **DEVELOP A LEAD GENERATION FORM FOR OFFLINE LEADS**
- ☐ **MAKE A PHONE CALL TO YOUR EXISTING CUSTOMERS**
- ☐ **MAKE A PHONE CALL TO RELIABLE POTENTIAL CUSTOMERS**
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- ☐ \_\_\_\_\_
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- ☐ \_\_\_\_\_
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## 5. MARKETING MESSAGES IDEAS

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## GOALS YOU WANT TO ACHIEVE

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## IMPORTANT NOTES

## TO-DO LIST

- [illegible]

## 6. BUSINESS WEBSITE

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### GOALS YOU WANT TO ACHIEVE

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- ☐ \_\_\_\_\_

### IMPORTANT NOTES

### TO-DO LIST

- ☐ CREATE OR REDESIGN YOUR WEBSITE
- ☐ SET UP ANALYTICS
- ☐ OPTIMIZE YOUR WEBSITE AND ALL BLOG POSTS
- ☐ ANALYZE YOUR WEBSITE REGARDING THE MOST POPULAR PAGES
- ☐ CONTINUOUSLY FOLLOW YOUR ONLINE REPUTATION
- ☐ USE A PAY-PER-CLICK (PPC) CAMPAIGN
- ☐ BUY SOME ADVERTISING SPACE ON WEBSITES IN YOUR NICHE
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## 7. CONTENT MARKETING

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### GOALS YOU WANT TO ACHIEVE

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- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

### IMPORTANT NOTES

### TO-DO LIST

- ☐ DESIGN A BUSINESS BLOG AND START BLOGGING
- ☐ UPDATE YOUR BUSINESS BLOG REGULARLY
- ☐ USE WEBINARS
- ☐ USE PODCASTS
- ☐ USE STORYTELLING INSIDE ALL YOUR CONTENT
- ☐ USE A PAY-PER-CLICK (PPC) CAMPAIGN
- ☐ REPURPOSE YOUR OLD CONTENT
- ☐ INCLUDE VIDEOS IN YOUR MARKETING CAMPAIGNS
- ☐ \_\_\_\_\_



## 8. EMAIL MARKETING

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### GOALS YOU WANT TO ACHIEVE

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### IMPORTANT NOTES

### TO-DO LIST

- ☐ OPT-IN BOX ON YOUR WEBSITE AND BLOG
- ☐ CREATE A LEAD MAGNET
- ☐ REGULARLY SEND EMAILS TO YOUR EMAIL LIST
- ☐ USE A PROFESSIONAL EMAIL SERVICE PROVIDER
- ☐ SEGMENT YOUR AUDIENCE
- ☐ CREATE EMAIL NEWSLETTERS
- ☐ A/B TESTING
- ☐ IMPROVE YOUR EMAIL SIGNATURE
- ☐ SHARING BUTTONS TO THE EMAILS
- ☐ \_\_\_\_\_



## 9. SOCIAL MEDIA MARKETING

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### GOALS YOU WANT TO ACHIEVE

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### IMPORTANT NOTES

### TO-DO LIST

- ☐ WHAT YOU WILL SHARE ON SM
- ☐ FACEBOOK PAGE
- ☐ START INVITING PEOPLE
- ☐ REGULAR UPDATES
- ☐ FACEBOOK VANITY URL
- ☐ GO LIVE ON FACEBOOK
- ☐ CREATE A TWITTER PROFILE
- ☐ BE ACTIVE ON TWITTER
- ☐ LINKEDIN
- ☐ BUSINESS LOCATION
- ☐ SOCIAL MEDIA INFLUENCERS
- ☐ ADVERTISING ON SOCIAL MEDIA

# 10. REFERRAL AND REWARD PROGRAMS

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## GOALS YOU WANT TO ACHIEVE

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## IMPORTANT NOTES

## TO-DO LIST

- ☐ **SHARING INITIATIVES** \_\_\_\_\_
- ☐ **BUILD A POWERFUL  
RECOMMENDATION AND REFERRAL  
SYSTEM** \_\_\_\_\_
- ☐ **DEVELOP AN AFFILIATE PROGRAM** \_\_\_\_\_
- ☐ **DISCOUNT COUPONS** \_\_\_\_\_
- ☐ **REWARD PROGRAM** \_\_\_\_\_
- ☐ **DEVELOP A CONTEST PROGRAM** \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
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# 11. IMPROVE CUSTOMER RELATIONSHIPS

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## GOALS YOU WANT TO ACHIEVE

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## IMPORTANT NOTES

## TO-DO LIST

- ☐ **MORE PERSONALIZED CUSTOMER SERVICE**
- ☐ **AFTER-SALE FOLLOW-UP**
- ☐ **SEND HOLIDAY GIFTS TO THE MOST IMPORTANT CUSTOMERS**
- ☐ **SEND BIRTHDAY GREETINGS TO ALL YOUR CURRENT CUSTOMERS**
- ☐ **REGULARLY SURVEY YOUR CUSTOMERS**
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- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## 12. BUILD A COMMUNITY AROUND YOUR BUSINESS

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### GOALS YOU WANT TO ACHIEVE

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### IMPORTANT NOTES

### TO-DO LIST

- ☐ **FORUMS** \_\_\_\_\_
- ☐ **JOINT MARKETING VENTURES** \_\_\_\_\_
- ☐ **ENTERTAINMENT EVENTS** \_\_\_\_\_
- ☐ **MEETUP EVENTS** \_\_\_\_\_
- ☐ **BLOG COMMENTS** \_\_\_\_\_
- ☐ **QUORA** \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
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# 13. NETWORK MARKETING IDEAS

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## GOALS YOU WANT TO ACHIEVE

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<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

## IMPORTANT NOTES

## TO-DO LIST

<input type="checkbox"/>	<u>ELEVATOR PITCH</u>
<input type="checkbox"/>	<u>GREAT FIRST IMPRESSION</u>
<input type="checkbox"/>	<u>ATTEND CONFERENCES</u>
<input type="checkbox"/>	<u>COMMUNITY EVENTS</u>
<input type="checkbox"/>	<u>ATTEND ALL FAIRS IN YOUR INDUSTRY</u>
<input type="checkbox"/>	<u>GUEST LECTURER</u>
<input type="checkbox"/>	<u>CHAMBER OF COMMERCE</u>
<input type="checkbox"/>	<u>ORGANIZE A PARTY</u>
<input type="checkbox"/>	<u>DONATIONS</u>
<input type="checkbox"/>	<u>SPONSORSHIPS</u>
<input type="checkbox"/>	<u>CO-MARKETING</u>
<input type="checkbox"/>	_____

# 14. OFFLINE MARKETING IDEAS

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## GOALS YOU WANT TO ACHIEVE

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<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

## IMPORTANT NOTES

## TO-DO LIST

<input type="checkbox"/>	<u>PERSONALIZED DIRECT MAIL</u>
<input type="checkbox"/>	<u>GUERILLA MARKETING CAMPAIGNS</u>
<input type="checkbox"/>	<u>PRINT ADVERTISING</u>
<input type="checkbox"/>	<u>PRESS RELEASES</u>
<input type="checkbox"/>	<u>ADVERTISE ON TV</u>
<input type="checkbox"/>	<u>ADVERTISE ON THE RADIO STATION</u>
<input type="checkbox"/>	<u>ADVERTISE ON BILLBOARDS</u>
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

# 15. SPECIAL MARKETING IDEAS

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## GOALS YOU WANT TO ACHIEVE

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<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

## IMPORTANT NOTES

## TO-DO LIST

<input type="checkbox"/>	<u>EMPLOYEES - BRAND AMBASSADORS</u>
<input type="checkbox"/>	<u>GOOGLE BUSINESS PROFILE</u>
<input type="checkbox"/>	<u>GROUP BUYING SERVICES</u>
<input type="checkbox"/>	<u>MURALS</u>
<input type="checkbox"/>	<u>RESPOND TO NEGATIVE REVIEWS</u>
<input type="checkbox"/>	<u>HIRE MARKETING CONSULTANT</u>
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____