“Marketing Basics for Consistent Cash Flow – Session 2 ”

With Katrina Sawa
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www.LoveYourselfSuccessful.com

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JUMPSTART YOUR MARKETING

What Covered in Session #1:

- The **Biggest Mistakes Most Entrepreneurs Make** when it comes to marketing
- The **3 Step Jumpstart Your Marketing® System** to attracting clients
- How to possibly **SHIFT your business models** to create different income streams
- An overview of the **Top 10 Revenue Generating Activities** every small business owner should be doing

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What We're Going to Cover in Session #2-3:

- How to **increase your business in less than a week** using one or all of my **Top 10 Revenue Producing Activities**!
- An in depth view of the **Top 10 Revenue Generating Activities** every small business owner should be doing
- How to **Utilize Systems and Technology** to do more, reach more and make more
- How to make more **FAST CASH daily**
- How to incorporate **Easy YES Offers** into your business & More!

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How Much Money Do You NEED To Make? Do You Know?

Did you do the Need # Worksheet?

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Goal: Getting ***YOUR*** business into a smooth-running, moneymaking business machine ***doing what you LOVE***

Solution: Developing multiple leveraged streams of income...

And the right marketing PLAN and systems to support you!

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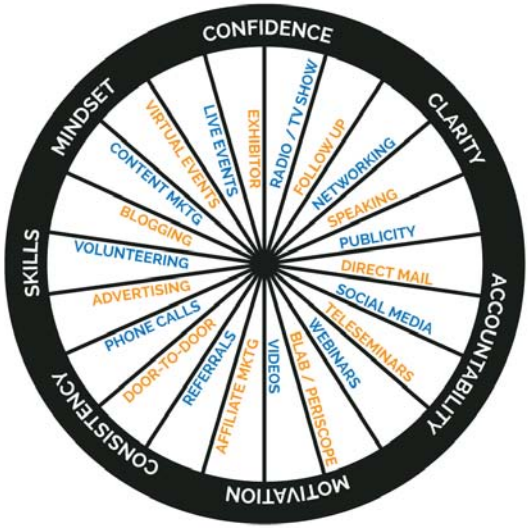
Remember…this is how I got here



THE POWER OF LEVERAGE!

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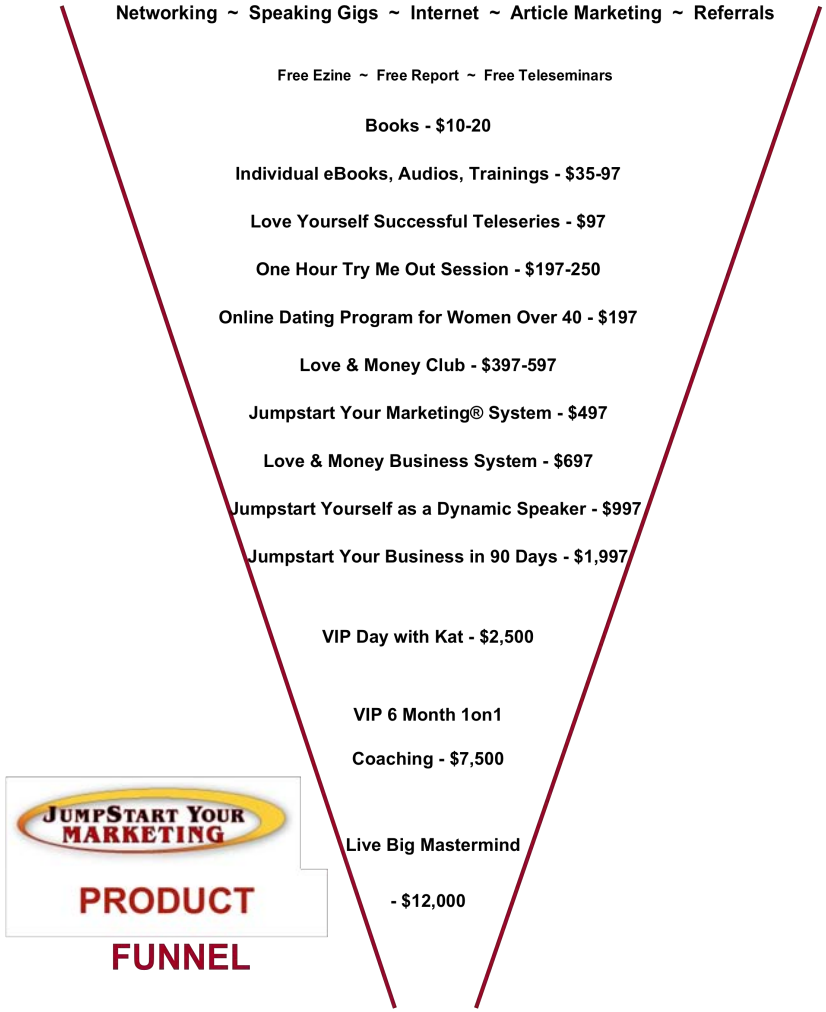
Know What You're Selling



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Your Product Funnel

Ways Prospects Enter Your Funnel

Free or Very Low Risk Offerings

Signature Product or Service

Continuity Programs

Non-Recurring Higher End Offerings & Additional Streams

Live or Online Events

High End 1on1

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Kat's 3 Step Jumpstart Your Marketing® System to Get More Clients & Make More Money Now!

1. **Get in front of more people, more often and in more ways**

2. Make it easier for people to buy

3. Create your interactive, relationship marketing, follow up and sales system

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Top 10 Revenue Producing Activities

1. Networking
2. Speaking – live or virtual
3. Holding your own event
4. Social media connecting
5. Follow up
6. Database marketing
7. Referral marketing
8. Publicity
9. Sharing expertise / Content marketing
10. Phone calls

3 Types of Marketing

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Speaking – The #1 Way to Fast Cash!

- Be Prepared
- Get Confident
- Look the Part
- Go After Gigs
- Just Say Yes
- Easy YES Offer!

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Kat's 6 Step Jumpstart Yourself as a Dynamic Speaker System

1. What are you selling / expert in?
2. Developing your talk outlines & info
3. How to get yourself booked
4. Creating your presentations
5. Back of the room set up and strategy
6. Lead capture, follow up and sales plan

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Freebie Development Ideas:

1. Free Audio
2. Free Report
3. Free Webinar
4. Free Webinar Series
5. Free Video Series
6. Free Drawing
7. Free White Paper
8. Free Resource Guide
9. Free Checklist
10. Free Planning Guide
11. Free CD
12. Free Product
13. Free Booklet / Book
14. Free Tool Kit
15. Free Consult***

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What the Heck is an Easy YES Offer?

1. $50 consult
2. $99 consult
3. $97 event ticket
4. 4 hours for $100
5. Big package of products low price
6. $20 product / program
7. $47 training
8. $197 6 week group course
9) 4 products for price of 1
10) Everything and the kitchen sink
11) $99 for 2 hour consult
12) $197 for 2-hour strategy session
13) $97 audit of _____
14) OTHER???

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When to Hold Your Own Big Ticket or Big Backend Live Event?

- When you know you can fill a room
- When you have something big to offer
- When you have 4-6 months to promote it
- If you have friends to help
- If you love to deliver content in that way

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Profit From Social Media System

- Treat like offline networking
- Know your target market
- Know your call to action
- Have a goal
- Develop templates
- Automate and systematize everything
- Delegate when you're ready

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Let's Craft *YOUR* Unique Follow Up System…

- Email marketing templates
- Direct mail templates
- Phone call scripts
- Social media messages
- Drop by stand out ideas
- Text messages
- Video messages
- Give referrals

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Organizing Your Database:

- Electronic format
- Hot, warm, cold
- Prospect, client, referral source, vendor
- Auto add vs. not auto add
- Where met
- Other info
- Who's going to do this?

AWeber COMMUNICATIONS

Infusionsoft

Constant Contact

1ShoppingCart®

www.JumpstartShoppingCart.com

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Database Marketing Checklist:

Ongoing Relationship Marketing Plan Including:

1. Annual letter, update
2. Client event, open house, appreciation
3. Special sales & promotions
4. Pick up the phone!
5. Monthly or Quarterly direct mail
6. Send fun, memorable gifts – CDs, books
7. Holiday cards and reminders – you choose!
8. Online forum, club, fan page

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Develop Marketing Messages & Materials:

- Hit their Hot Buttons (pain)
- Strong, inviting & persuasive copy
- Irresistible Offer
- Easy way to take action
- Get personal, your compelling story
- Show proof
- Position yourself
- Take yourself OUT of the equation

Do You Feel Like Your Limiting Beliefs Could Be Holding you back from achieving the success you so richly deserve?

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√ Solve Your Money Problems
√ Charge What You're Worth
√ Be More Fulfilled & Peaceful
√ Create Your Dream Lifestyle

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4 Keys for Powerful Referral Source Marketing:

1. Cultivate Relationships
2. Always Keep an Eye Out
3. Ask for the Referral
4. Stay On Top of Mind

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Maximize Your Online Presence to Create Expert Status & Ongoing Leads

1. Website
2. Blog
3. Social
4. Contributor
5. Video

Today's Innovative Woman
All About Business, All About Success, All About You!
Featured Writer

Buy Now!

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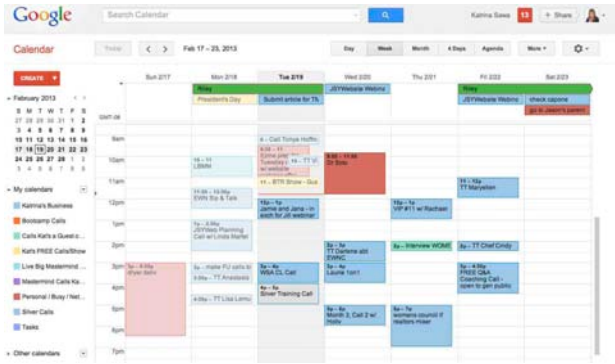
Don’t Be Resistant to Systems…Just Learn What & How



Networking ~ Speaking Gigs ~ Internet ~ Article Marketing ~ Referrals

Free Ezine ~ Free Report ~ Free Teleseminars

Books - $10-20

Individual eBooks, Audios, Trainings - $35-97

Love Yourself Successful Teleseries - $97

One Hour Try Me Out Session - $197-250

Online Dating Program for Women Over 40 - $197

Love & Money Club - $397-597

Jumpstart Your Marketing® System - $497

Love & Money Business System - $697

Jumpstart Yourself as a Dynamic Speaker - $997

Jumpstart Your Business in 90 Days - $1,997

VIP Day with Kat - $2,500

VIP 6 Month 1on1 Coaching - $7,500

Live Big Mastermind - $12,000

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PRODUCT FUNNEL

DATABASE

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~ Miranda Mathewson (used to be Zukowski), Fitness Expert & Trainer, New Jersey,
www.MirzukFitness.com

PROBLEM:

Wanted to start a family and didn't have the time or lifestyle.

RESULTS:

- Transformed business into online fitness training model from in person, running around town
- Had 2 babies when the doctors said she couldn't
- Got married
- Enjoys her life much more (although little to no sleep) but awesome Fit & Healthy Tribe to support!

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I Can Show YOU How to Do This too….BUT YOU CAN'T WAIT!

Can YOU afford to take time off work without pay?

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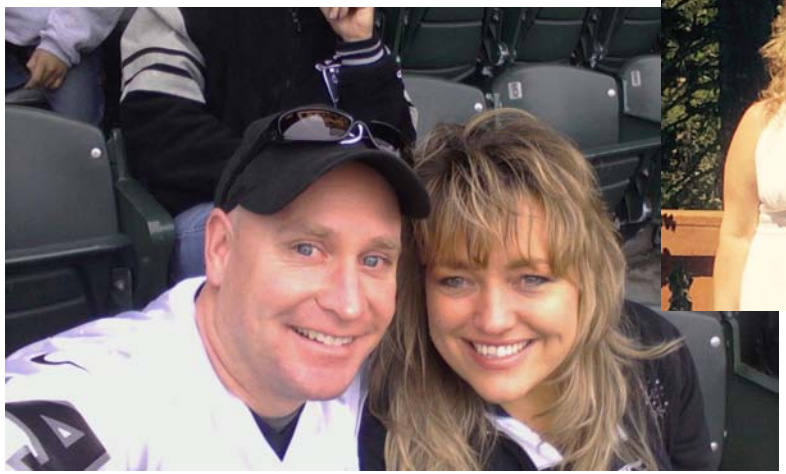
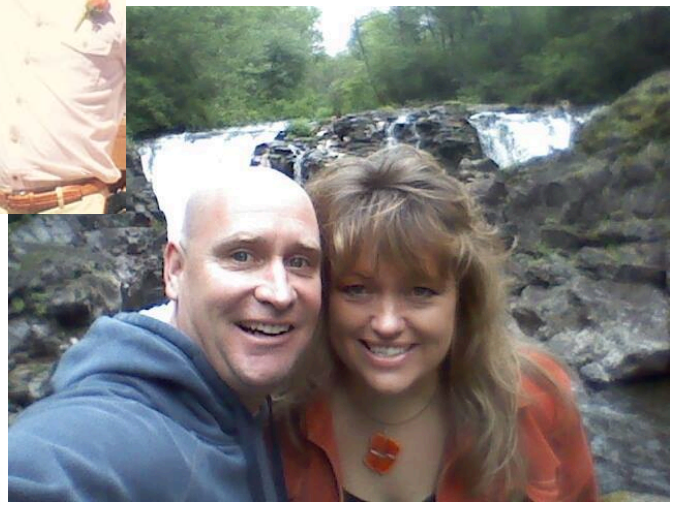
This is my “What IF”, What’s Yours?





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Join Me One Way or Another Today!

Let Me Get My Hands On You to Jumpstart Your Business!

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Kat's Live BIG Events are for Entrepreneurs Ready to STOP Spinning Your Wheels & Make a LOT More MONEY in Your Business!

Includes:

- Hot seats
- Expert Speakers
- Templates/Scripts
- Systems and Structure
- Networking/Connections
- Resources/Vendors
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