

Expanding Your Business: The Marketing Wheel Checklist

Networking		KIT™
<ul style="list-style-type: none"> <input type="checkbox"/> Identify 6 - 10 community based events per month <input type="checkbox"/> Commit to attending 6 events per month <input type="checkbox"/> Have a system in place to follow-up <input type="checkbox"/> Create list of 100 people you already know <input type="checkbox"/> Invite 10 per month to coffee <input type="checkbox"/> ABC your list 		<ul style="list-style-type: none"> <input type="checkbox"/> Send a Thank You after each meeting <input type="checkbox"/> Use an online print company to print cards for holiday <input type="checkbox"/> Say hello for Birthdays and anniversaries <input type="checkbox"/> Call everyone on your list once per quarter
Low Cost Marketing		Online Presence
<ul style="list-style-type: none"> <input type="checkbox"/> Your MOUTH!! Talk everywhere! <input type="checkbox"/> Promote yourself EVERYWHERE! <input type="checkbox"/> Email signature <input type="checkbox"/> Branded ID/name tags <input type="checkbox"/> Google listing <input type="checkbox"/> Yelp listing <input type="checkbox"/> Testimonials [25 is to the "tipping point"] <input type="checkbox"/> Car wrap/magnets 	<ul style="list-style-type: none"> <input type="checkbox"/> Writing and Contributing to Articles <input type="checkbox"/> Press Release (PR Log) <input type="checkbox"/> Donate your Services <input type="checkbox"/> BE the Expert <input type="checkbox"/> Bing Listing <input type="checkbox"/> Yahoo Listing <input type="checkbox"/> Printed Flyers <input type="checkbox"/> Speaking <input type="checkbox"/> Host workshops 	<ul style="list-style-type: none"> <input type="checkbox"/> Social Media System <input type="checkbox"/> Increase Credibility <input type="checkbox"/> Impression of Increase <input type="checkbox"/> Engage Audience <input type="checkbox"/> Blogging <input type="checkbox"/> Online Listings

Expanding Your Business: The Marketing Wheel Checklist

Educate the Marketplace	Website
<ul style="list-style-type: none"> <input type="checkbox"/> Blogs <input type="checkbox"/> Videos <input type="checkbox"/> Articles in local paper <input type="checkbox"/> Social Media 	<ul style="list-style-type: none"> <input type="checkbox"/> Testimonial sprinkled throughout <input type="checkbox"/> Engaging photo of you and your team (people want to know who they are working with). <input type="checkbox"/> Video linked to YouTube! <input type="checkbox"/> Blog sprinkled w/keywords <input type="checkbox"/> Proper SEO
Referral System	Speaking
<ul style="list-style-type: none"> <input type="checkbox"/> Identify who makes \$ when you make \$ <input type="checkbox"/> Remember to ask "Who do you know who?" <input type="checkbox"/> Educate your COI <input type="checkbox"/> Show your appreciation (send gifts to A's) <input type="checkbox"/> Set a budget 	<ul style="list-style-type: none"> <input type="checkbox"/> Reach out & ask to be a guest speaker <input type="checkbox"/> Book/Host your own work shop <input type="checkbox"/> Speaking Engagements <input type="checkbox"/> Have a way to collect names and emails to follow up