

SUZANNE MUUSERS, ACC

Certified Business Coach
www.prosperitycoaching.biz

480.463.3171



Marketing Activities
iDea Bank

A SUPPLEMENTAL BRAINSTORMING AID TO THE TWO PAGE MINI BUSINESS PLAN™

PROSPERITY COACHING, LLC

Partnering with
Entrepreneurs to Build
FINANCIAL PROSPERITY

Instructions:

Use this document as a brainstorming tool to select the marketing tactics you will list under “Marketing Activities” on your Two Page Mini Business Plan™.

In each activity box below detail the tasks needed to implement each of the strategies.

Example:

Develop a website.

Tasks: Research Search Engine Optimization. Plan structure of the site.

Write copy. Submit to web designer. Etc.

You would be wise to focus by selecting no more than four to five marketing activities. Add each marketing activity and associated tasks to your schedule. A plan is only beneficial if implemented. If you use a computer calendar you may be able to customize a color specifically for Marketing Tasks. If you use a paper organizer, you can schedule tasks in pencil in the event your plans change.

This is meant to be an idea bank for you. Please select only those activities that appeal to you and challenge you. Remember to focus. You may decide to choose only one to two activities at a time to implement. As you complete one-time activities you can add others later.

You might be asking why some activities are passive while others are active. Activities that motivate your target client to action are active. Activities that require you to speak to target clients are active. All other activities are passive.

Success Tip

Create a Calendar Entry to remind yourself to review your marketing activities quarterly. This will help you stay on track.

Success Tip

Don't forget to measure your results. Ask clients where they heard about you.


This report designed by [Art Guy Creative, LLC](#).

| <input checked="" type="checkbox"/> | MARKETING ACTIVITY | PASSIVE or ACTIVE | TARGET DATES | BUDGET |
|-------------------------------------|--|--------------------------|---------------------|---------------|
| <input type="checkbox"/> | Develop a Website that utilizes Search Engine Optimization. TASKS: | Passive | | |
| <input type="checkbox"/> | Develop a Website that utilizes Search Engine Optimization and a Shopping Cart to sell information products. TASKS: | Active | | |
| <input type="checkbox"/> | Write Case Studies for your website. TASKS: | Passive | | |
| <input type="checkbox"/> | Create a special Free Report for visitors to your website. TASKS: | Active | | |
| <input type="checkbox"/> | Send out Direct Mail Letters or Postcards detailing the opening of a new office, new service etc. TASKS: | Passive | | |
| <input type="checkbox"/> | Send out Emails/Note Cards inviting prospects to try your service. TASKS: | Passive | | |
| <input type="checkbox"/> | Mail Follow-Up Cards to prospects you meet at networking events. TASKS: | Passive | | |

| <input checked="" type="checkbox"/> | MARKETING ACTIVITY | PASSIVE or ACTIVE | TARGET DATES | BUDGET |
|-------------------------------------|---|--------------------------|---------------------|---------------|
| <input type="checkbox"/> | Design and send an Ezine/Newsletter to your clients – keep your contact information in front of your prior clients and your prospects. TASKS: | Passive | | |
| <input type="checkbox"/> | Research area Associations where you can speak. TASKS: | Passive | | |
| <input type="checkbox"/> | Research your industry by reading Books/Trade Magazines. TASKS: | Passive | | |
| <input type="checkbox"/> | Advertise in Publications targeted to your prospects. TASKS: | Passive | | |
| <input type="checkbox"/> | Design a Package for your clients – <i>Welcome Package: What You Can Expect From Our Service, What We Expect From Our Clients; Articles of interest to your clients; How To Utilize My Service;</i> etc. Service Packages showcasing your services with various service levels, i.e. Basic Package, Mid-Level Package, etc. TASKS: | Passive | | |
| <input type="checkbox"/> | Automobile Marketing: Custom Painted name of your business on your car, Magnetic Promotional Sign, or Professionally Designed Wrap. TASKS: | Passive | | |

| <input checked="" type="checkbox"/> | MARKETING ACTIVITY | PASSIVE or ACTIVE | TARGET DATES | BUDGET |
|-------------------------------------|---|--------------------------|---------------------|---------------|
| <input type="checkbox"/> | Professional Dress Code: wear shirts with your business name; always wear a suit. TASKS: | Passive | | |
| <input type="checkbox"/> | Design a professional Name Badge with your name and profession. TASKS: | Passive | | |
| <input type="checkbox"/> | Give clients/prospects Promotional Items such as pens, magnets, calendars. TASKS: | Passive | | |
| <input type="checkbox"/> | Send a Press Release regarding an event you are having. TASKS: | Passive | | |
| <input type="checkbox"/> | Create a Customer Satisfaction Survey or send a Thank You Card to previous customers. TASKS: | Passive | | |
| <input type="checkbox"/> | Internet Marketing – Write articles that solve problems for your target client and post them at article banks. Provide a link to your website in the article. TASKS: | Active | | |
| <input type="checkbox"/> | Follow-up on leads within 24 hours with a Personal Phone Call. TASKS: | Active | | |

| <input checked="" type="checkbox"/> | MARKETING ACTIVITY | PASSIVE or ACTIVE | TARGET DATES | BUDGET |
|-------------------------------------|---|--------------------------|---------------------|---------------|
| <input type="checkbox"/> | Ask for Testimonials from current and previous clients – and post them on your website. TASKS: | Active | | |
| <input type="checkbox"/> | Create a Client Birthday Club – send birthday cards to clients and follow-up with a “How are you?” phone call. TASKS: | Active | | |
| <input type="checkbox"/> | Make a Phone Call and ask for Referrals from current clients – make this a habit with ALL client communication. TASKS: | Active | | |
| <input type="checkbox"/> | Give Workshops/Seminars on topics that interest your Target Clients. TASKS: | Active | | |
| <input type="checkbox"/> | Call 10 prospects per week/month and ask how they are doing. TASKS: | Active | | |
| <input type="checkbox"/> | Call clients you haven’t seen recently and invite them to use your product/service (and ask for referrals.) TASKS: | Active | | |
| <input type="checkbox"/> | Attend Networking Events, Chamber Mixers, and other events on a regular basis to provide exposure. TASKS | Active | | |

|  | MARKETING ACTIVITY | PASSIVE or ACTIVE | TARGET DATES | BUDGET |
|---|--|-------------------|--------------|--------|
| <input type="checkbox"/> | <p>Develop a Follow-Up Strategy for prospects you meet at networking events - send a card and follow-up with a phone call. TASKS:</p> | Active | | |
| <input type="checkbox"/> | <p>Build a Strategic Alliance – find a Power Partner to help you grow your business. TASKS:</p> | Active | | |
| <input type="checkbox"/> | <p>Join a Leads Group (Le Tip, BNI, etc.) TASKS:</p> | Active | | |
| <input type="checkbox"/> | <p>Create a list of your Top 50 Clients. Touch base with them regularly for added value. TASKS:</p> | Active | | |
| <input type="checkbox"/> | <p>Join Toastmasters to improve your speaking skills. TASKS:</p> | Active | | |
| <input type="checkbox"/> | <p>Offer something for FREE to your clients such as a Free Mini-Consultation or Sample Session so they can try you on before they buy. TASKS:</p> | Active | | |
| <input type="checkbox"/> | <p>Create a Custom Telephone Greeting with an action message. Send visitors to your website, ask them to download your free report, ask them to act on an offer. TASKS:</p> | Active | | |

| <input checked="" type="checkbox"/> | MARKETING ACTIVITY | PASSIVE or ACTIVE | TARGET DATES | BUDGET |
|-------------------------------------|--|--------------------------|---------------------|---------------|
| <input type="checkbox"/> | Have a Party to promote a new location/service and invite all your clients and prospects. TASKS: | Active | | |
| <input type="checkbox"/> | Send an Ezine that includes a LINK to your website TASKS: | Active | | |
| <input type="checkbox"/> | Follow-up your Direct Mail Piece with a phone call and book an appointment. TASKS: | Active | | |
| <input type="checkbox"/> | Write Articles for your own website or for magazine/newspaper that your Target Market reads – position yourself as an expert. TASKS: | Active | | |
| <input type="checkbox"/> | Start a BLOG – Create a BLOG that speaks to the issues your clients are most interested in. Make a habit of asking for comments. TASKS: | Active | | |
| <input type="checkbox"/> | Exhibit at a Trade Show. TASKS: | Active | | |
| <input type="checkbox"/> | Create a Digital Email Signature with your business card– announce events and new services. TASKS: | Passive | | |

| <input checked="" type="checkbox"/> | MARKETING ACTIVITY | PASSIVE or ACTIVE | TARGET DATES | BUDGET |
|-------------------------------------|--|--------------------------|---------------------|---------------|
| <input type="checkbox"/> | Offer Podcasts (a digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player.) TASKS: | Active | | |
| <input type="checkbox"/> | Create an Ecourse for common issues with which you help your clients. TASKS: | Active | | |
| <input type="checkbox"/> | Utilize Pay-Per-Click Advertising to get visitors coming to your website. TASKS: | Active | | |
| <input type="checkbox"/> | Create a Webinar for prospects or clients (a seminar offered by a company via the internet and/or a telephone conference bridge line.) TASKS: | Active | | |

Contact information:

If you are ready and would like help in growing your business please call me. I would be glad to discuss how coaching can benefit you.

Suzanne Muusers
Business Coach
Prosperity Coaching LLC
6350 N. 78th St Suite 259
Scottsdale, AZ 85250

Phone: 480-463-3171
Email: Suzanne@prosperitycoaching.biz

About the Author

Suzanne Muusers is a Business Coach and Marketing Expert based in Scottsdale, Arizona. She has owned or managed a business every year since 1981. She is a credentialed member of the International Coach Federation and works exclusively with entrepreneurs and financial advisors who want to leave behind their lives as business workers to become business owners earning upwards of six figures annually.

Born and raised in Australia, Suzanne has lived in the Far East, Hawaii, and California before settling in Arizona in 1990. She has a BBA in Business Administration and International Business from the University of Hawaii.

Raised in an entrepreneurial family, Suzanne has business success and philosophy in her veins. Suzanne works well with male entrepreneurs and financial advisors and women who are risk takers. Suzanne's mentor is her father, a serial entrepreneur, who taught her from a young age that taking risks to get ahead and having a "never give up" attitude are the cornerstones of success. Throughout her life, Suzanne has learned that there's nothing better than being at the helm of your own business.

Suzanne helps her clients focus on sales and marketing and business organization. She is a specialist in Search Engine Optimization, Internet Marketing, and Passive Income generation. Her approach is direct and action-oriented. She asks a lot of her clients and takes great joy in seeing them succeed.

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