

MODULE 6 PART 1 WORKSHEET: MARKETING STRATEGY (FREE)

For your free marketing strategy, don't be afraid to be a bit creative, provocative and controversial. Remember, the main objective is to increase visibility, solidify your brand and get you noticed and liked by the people who do agree with what you have to say. Specifically with the Social Media Series, you should not refer to your product or Challenge at all! Instead, it should be more about what you and your business stand for, your framework and philosophy.

1. General Social Media Series idea (for example, mine was "You Have Permission to..."):

2. List 4-6 specific social media post ideas that relate to your General Social Media Series idea above (for example, mine were about getting a logo for \$5, being happy with \$1000/month etc.):

Post #1 _____

Post #2 _____

Post #3 _____

Post #4 _____

Post #5 _____

Post #6 _____

3. What group or groups are you going to promote your social media posts in? _____

4. What group or groups are you going to promote your Challenge in? _____

5. Are you going to email your list? How many emails? When? Make a plan _____

6. Are you going to create a referral program for the Challenge sign ups? What will be the incentive for them to refer their friends?
