

Outreach

Marketing to Attract Your Ideal Clients

Top 21 Marketing Strategies

Put a ✓ next to the ones you are consistently doing
(i.e. on a monthly or weekly basis)

Speak to Groups (in person & online)	Free Offer on Site (with lead capture system)	Text Marketing
Customer Service Processes	Have a Book (Author)	Digital Products (audios, eBooks, courses)
Facebook Post/Engagement	Twitter	Instagram
LinkedIn	Pinterest	Blog on Your Site Once a Month or More
YouTube	Facebook Live Videos	Blog on Others' Sites (Write Articles)
Testimonials on Website, Emails, Flyers, etc.	Survey Customers & Prospects	Email Your List (Monthly or More)
Interview Others	Phone Calls: Connection, Follow Up & Sales. Consistently (2-3 x per week)	Get In the Press (Press Releases, Interviews)









List the results you're getting from the ✓ strategies:

- Growing your list (by how much) _____
- New clients (how many, how often) _____
- Strategic Alliances & Joint Venture Partners _____
- Resources for yourself or your business _____

After measuring and assessing the effectiveness of your current strategies, create your course for the remainder of the year. Which do you want to stop, start and/or continue?

Continue	Start	Stop

Here's a template you can use to create your marketing / outreach plan:

When	What	Where	Where
Week of ___ to ___ Impact Intention/Focus: _____	I will:	 You Tube	 Interviews & Podcasts
Week of ___ to ___ Impact Intention/Focus: _____	I will:	 Share in Other Facebook Groups	 Facebook (Your Profile Page & Hosted Groups)
Week of ___ to ___ Impact Intention/Focus: _____	I will:	 LinkedIn	 Instagram Twitter
Week of ___ to ___ Impact Intention/Focus: _____	I will:	 Speaking	 Blog