

*SMART*  *SIMPLE*  
M A R K E T I N G

# **5** *Simple Steps to* **More Clients, More Visibility & More Freedom**

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## IMPLEMENTATION CHECKLIST

- Discover the secrets for more clarity and more focus
- Learn simple strategies for defining your target market
- Find out how to easily connect with your ideal client



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# Smart Simple Marketing

## "5 Simple Steps to More Clients, More Visibility and More Freedom"

### Implementation Checklist

My business philosophy is this: You have to create a plan and then work that plan! And with that in mind, here is a smart, simple action plan that you can follow in order to get clarity in your business and identify your ideal client.

#### Step One – What do you have to offer?

- Create a list of all of your professional work experiences, educational experiences and volunteer positions.
- Ask five to ten close family members to send you a one paragraph summary of what they see as your unique abilities and talents.
- Gather all of this information together and analyze it. What gets you excited as you're reviewing the list? What unique abilities, knowledge and solutions do you have to share that will make a difference in the lives of others?

#### Step Two – Who is your target market?

**Reminder – Choosing one target market will not limit your business, but will let you market it efficiently and effectively.**

- Decide which segment of the population you want to serve (i.e.: doctors, lawyers, baby boomers, single parents, etc).
- If you have two or three segments that you can't decide between, just choose one for now.

#### Step Three – Do your research.

Find out what is happening in your target market with by doing market research:

- Look at industry organizations and associations.
- Read websites and publications.
- Attend events hosted for your target market.
- Participate in forums and online conversations.
- Ask individuals you know in the target market about current trends.

Your goal is to find the specific problems, personal struggles, needs and wants of your target market.

#### Step Four – Identify your ideal client within your target market.

Be as specific as possible – create a persona of your ideal client that you can use to focus your marketing.

Ask yourself:

- What behaviors will I refuse to tolerate in my business?
- What types of individuals or business owners don't deserve a place in my business?
- What personality traits totally turn me off and distract me from doing my best work?

Once you've answered these questions, you can ask yourself the following:

- What types of people do I love to be around?
- What qualities do these people possess?
- How do these individuals spend their time?
- What do they talk about and what type of business or profession are they in?
- What is their personal/family situation?

Use these questions to create a clear and specific picture of your one ideal client. Be sure to answer:

- Where are they at in their career professionally?
- If they are a small business owner, are they a start up or are they more established?
- If it's the person working in a corporate setting, are they a new graduate out of college or a seasoned professional?
- What goals do they have?
- What is motivating them to seek the solutions that you offer?

### **Step Five: Start connecting with your ideal clients - meet them where they are.**

Find and connect with your ideal clients both offline and online by:

- Reading and commenting on relevant blogs.
- Go to their networking events.
- Go to their industry events.
- Contribute to their online newsletters.
- Connect with them via social media - Share resources, tips and information.
- Connect with them on relevant forums - Contributing to the conversations where you can.

You want to outline a simple marketing plan to reach these individuals on at least a weekly basis! **Consistency is key to your success!** That means setting up a strong foundation for your marketing, implementing systems to keep you focused on track and building your marketing momentum, so that you consistently connect with the individuals who are already looking for the solutions you have to offer.

**Be on the lookout for an email from me in a few days, as I have a resource to share that will teach you step by step how to build your marketing momentum!**