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# Marketing Plan Mini-Camp

## Class #3 Notes

### The Marketing Action Plan: Make it Simple, Realistic & Doable

#### Step 1: Choose Marketing Methods

- To get ideas for methods download the "67 Surefire Ways to Attract Clients" free report. You can get it here:  
<http://www.julietAustin.com/newsletter-subscribe.html>
- Choose a combination of online and offline methods.
- How many methods?
  - choose 1-4 strategies to get started
  - might have more or less, and the number may change over time

#### Common Marketing Methods (More methods in 67 Surefire Ways to Attract Clients):

- Online
  - directories (free or paid)
  - blogging/newsletter
  - social media – Facebook Page, Twitter, Google+, Pinterest (choose 1 or more)
  - teleseminars, webinars
    - free – use to build a list, attract clients and/or build interest in a fee-based course
    - for a fee

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- Offline (Community Marketing)
    - speaking
      - for free – use to build interest, attract clients, or as a lead up to a fee-based course
      - for a fee – course or workshop
  - Referral Marketing – networking
    - business networking groups
    - doctors offices/other professionals

## **2. Develop a Strategy to Implement Each Method**

- Strategy is the “how” you will do it.
- Know why you are choosing each method and have a solid strategy and goals in place for each method.
- Record steps and time lines in the Marketing Action Plan Template (see Sample Marketing Action Plan Template).

## **3. Track Results**

- Track # of clients, sessions attended, the amount of \$ you get from each client and the amount spent on each method.
- Track each method for 6 months – 1 year before you have meaningful data.
- Use excel spreadsheet template, “Client Tracking Sheet”.

## **4. Modify Marketing Plan as is Necessary**

- Post marketing plan where you can see it.
- Review and modify every few months as required.
- Keep implementing the methods that are working – if not, find out why they are not working and improve on them, or abandon them (Note: All methods work for most markets- the key is to figure out how to make them work).

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- Assess whether you need to incorporate new methods if you are not bringing in enough clients.
  - Keep up to date with changes (especially when it comes to online marketing) and with your target audience– what worked today, may not work tomorrow.