

The One-Page Promotion Plan

Goal: To actively and effectively recruit new prospects to your business without getting overwhelmed. The suggested activities are just some ideas to get you started, you should be adding your own ideas as you get the hang of this.

EVERY DAY

- Do something with your social media (use hootsuite.com to save time)
- Post one to three helpful items, respond to questions, and touch base with anyone who needs help.

Daily Activity



EVERY MONTH (at least)

- Connect with existing customers to make sure they're happy. (Ask: "Is there anything else I can do for you?")
- Create an offer/campaign to warm prospects that will get them buying

Monthly Activity



EVERY WEEK

- Ask for help or joint promotions from colleagues
- Write blog posts/web content
- Get in touch with prospects and customers
- Monitor one or two key marketing metrics (no more!).

Weekly Activity



EVERY QUARTER

- Try to find missing opportunities in your current client list.
- Ensure that you are regularly working toward achieving your long-term goal
- Look for new product possibilities
- Ask for referrals from ALL clients.

Quarterly Activity

