

Marketing Brainstorm

List all the ways you've marketed yourself or your business. Don't hold back!

Narrowing Your Focus

Revisit the brainstorm you completed on the previous page and do the following:

1. Put a line through any method that has not worked for you.
2. Put a line through any method that doesn't light you up.
3. Circle each method that has given you strong results.
4. Underline the techniques you love.

Creating Your Core

Review the options that are both circled and underlined. Intuitively choose three and list them here:

1.

2.

3.

Excellent, you now have your 3 Core Marketing Techniques – woohoo!

You can stop doing all the rest!

(Now is your time to do the happy dance ☺)

Marketing Options

Radio/TV Interviews

Networking

Search Engine Optimization

Pay-per-click

Podcasting

Blogs

Article Marketing

Social Media

Word of Mouth

Trade Shows

Ezine Ads

Speaking Live Stream

Joint Ventures

Affiliate Marketing

Teleseminars

Book Marketing

20 HOUR

WORK WEEK SYSTEM

www.PattyLennon.com

Metrics Tracking

Quarter _____ (i.e. 2nd Quarter 2017).

Client/Project Name	\$\$	How did they find you?

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