

Marketing Plan



Networking

You need to go hang out where your ideal clients are hanging out. You want to be where they are hanging out in large groups. Once you know where they are hanging out at, list the ones you would like to visit.

List places to network with ideal clients:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Elevator Pitch

You need to create an elevator pitch that will leave them wanting to know more. The formula is **I (action word) (target client) with (problem they struggle with) by (solution you have) so they can (benefit they receive)**.

Here's my pitch:

I help business owners and entrepreneurs who struggle with financial organization, establish systems so they can create, build and maintain a financially thriving business.

Now you should also have be able to flow right into what makes you different.

Here's what makes me different:

What makes me different from other consultants is that I focus on financial management. My training style and systems are designed to help my clients gain control of their business finances by creating business processes they can implement right now that will allow their businesses to run more efficiently and effectively and as a result make them more money.

Lastly, you need to be able to tell them where to go to find out more. This is called a call to action. A call to action consists of direct explicit instructions that your potential client needs to follow.

Here is my call to action:

Would you like to know more? Visit my website at www.Empower2Thrive.com and when you're ready to gain control of your business finances let's set up a time to discuss how I can help your business thrive.

YOUR TURN!

Your pitch:

What makes you different:

Your call to action:
