EXPAND YOUR REACH AND GROW YOUR REVENUE

CHECKLIST

NAMS
Novice to Advanced Marketing System

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1 **Magnetize**
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- ☐ I understand that in order to grow my business, I also need to grow a community of people who know, like, and trust me.
- ☐ I understand that developing this community will require me to nurture these individual relationships.
- ☐ I understand that building a community and a library of resources they want to purchase takes proactive work on my part, such as:
  - Performing daily marketing tasks
  - Interacting with my community daily
  - Stepping out of the shadows and being proud to promote my offers
  - Prioritizing my marketing efforts
- ☐ I understand blogging is still a wise way to attract my tribe while showcasing my expertise.
- ☐ I understand that writing a little bit every day helps to spur ideas while helping the words come more quickly.
- ☐ I understand the need for using keyword phrases in each blog post to help with SEO.
- ☐ I understand that each blog post should serve two purposes:
  - For myself, each post should aim at growing my reach and/or my income
  - For my audience, each post should aim to educate, inspire, or entertain
- ☐ I understand there are multiple ways to showcase my expertise in a blog post:
  - Report live from a conference
  - Play devil's advocate with a controversial topic in my industry
  - Introduce a respected peer or expert to my audience
  - Teach something new to my audience each time I post

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- ☐ I understand my blog is a perfectly acceptable place to promote my products and programs.
- ☐ I understand that every blog post should have a call to action, telling the readers what to do next, such as:
  - Sign up for my newsletter
  - Buy my product
  - Buy an affiliate product
  - Like my social media pages
- ☐ I understand that using a content calendar can help me organize my blog post topics and calls to action.
- ☐ I understand that hiring a content manager or ghostwriter is one option if I don't want to create the content myself.
- ☐ I understand that Facebook is still a viable option to grow my tribe and income with its 1 billion+ daily users.
- ☐ I understand that Facebook will yield great results if I follow these tips:
  - Create and utilize business pages and groups
  - Post consistently (daily is preferable)
  - Take care of your loyal followers as well as your prospects
  - Add a call to action with every post
- ☐ I understand that posting consistently will keep my name in the minds of my audience.
- ☐ I understand that loyal followers and past customers will buy with less encouragement than brand-new leads who don't know me as well.
- ☐ I understand that a creative call to action reminds people what to do next and can mean the difference between a sale and being forgotten.

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- ☐ I understand that video is another viable option for growing my reach, especially if I don't like to write or I'm a natural-born speaker.
- ☐ I understand that video allows for a quicker connection between myself and my audience:
  - My audience sees I'm a real person
  - They can hear my voice and see my personality
  - They can hear and see my passion
  - Video is the next best thing to meeting in person
- ☐ I understand that to entice people to stop and watch my videos, I need to follow these steps:
  - Use creative titles and descriptions for each video
  - Invite people to watch
  - Use calls to action so help spread your video
  - Provide ***quality*** content as opposed to a certain ***quantity*** of videos
  - Go live when my audience is most likely online
  - Host Q&A sessions for people to learn about me and my business
  - Ask for people to share my videos
- ☐ I understand that email is still king, and I should NOT ignore my list
- ☐ I understand that my list is filled with people who have given their permission to hear from me, so I am doing a disservice by ignoring them.
- ☐ I understand my list contains people who already know, like, and trust me, so they will be easier to sell to than new prospects.
- ☐ I understand that email marketing is relatively inexpensive, and my autoresponder can pay for itself with just a few individual sales.

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- ☐ I understand that I can create exclusive content for my subscribers or use my emails to promote other content published elsewhere.
- ☐ I understand that creating an email marketing/content calendar will help me formulate a plan, so I'll always know what to write next.
- ☐ I understand that I should always email relevant offers to my list, so they don't lose trust in me.
- ☐ I understand that answering audience questions – via email or social media – helps build those relationships.
- ☐ I understand that every email should end with a call to action.
- ☐ I understand that Instagram is another viable platform to connect with my audience.
- ☐ I understand that having a smaller, targeted following is more profitable than having a large number of followers who don't pay attention to me.
- ☐ I am familiar with Instagram posts, stories, IGTV, and direct messages.
- ☐ I have a plan for utilizing these Instagram tools.
- ☐ I understand the need for hashtags and have a list of hashtags to use regularly.
- ☐ I understand the need to post consistently and to answer questions on ALL social platforms I use as this promotes engagement with my tribe.
- ☐ I understand that branded hashtags can bring new eyes to my account.
- ☐ I understand that it takes time to grow my audience across different platforms.
- ☐ I understand it takes two people to engage and form a relationship: my audience member and me.
    - My responses to questions and comments are just as important as their initial response to me.
- ☐ I understand that each of my social posts should include a personalize message, not just a link to my blog post or website.

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- ☐ I understand that it often takes 7 encounters before people will take a chance and buy from me.
- ☐ I understand that marketing is a proactive task; sitting and waiting for someone to find me is a waste of time.
- ☐ I understand that engaging with my audience daily is important, even on the weekends.
- ☐ I understand that this type of engagement does not have to take hours away from my family;
  - I can set specific time frames for social media engagement
  - I can be laser-focused on just my audience on the weekends
  - I can hire a social media manager or assistant to help with the weekend posts
- ☐ I understand that responding at least one hour after posting on social media is when the most relevant engagement will occur.
- ☐ I understand that engaging with my current clients and customers in a private group or via email is vital for cultivating those relationships.
- ☐ I understand the importance of business networking, both online and offline.
- ☐ I understand that having simple one-on-one conversations can help me learn more about their business while they learn about me.
- ☐ I understand that networking is not a sales pitch, it's a conversation.
- ☐ I understand that not every person I speak with will be a perfect match, but they might be able to refer me to my ideal client.
- ☐ I understand that keeping my networking efforts organized will help me use my time efficiently while also preventing me from duplicating efforts.
- ☐ I understand that I should reach out to:

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- potential clients
- past clients
- potential JV partners
- possible collaborations
- people you admire
- Facebook group members
- people who've responded to your social media posts
- people who've responded to your email marketing

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