

GHVA | Jan 11, 2023

Marketing Planning Workshop

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What do you want to achieve in 2023

- More clients or more of a certain kind of client?
- More money or a different way of making money?
- To be more organized or consistent?
- To launch a new product or service?
- To sell more of a certain product or service?
- To get more referrals?
- _____

Why are you marketing?

"Just because" isn't a good answer.

- ❑ To get more clients
- ❑ To stay connected with existing clients
- ❑ So that people don't forget you exist
- ❑ To build trust for referrals
- ❑ _____

What do you want to promote in 2023

- A certain service
- A service category
- Something new
- A lead magnet
- _____

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Some of the marketing methods to consider

- Email Marketing
- Blog Posts
- Referrals
- YouTube
- Ads
- Pinterest
- A Summit
- PR (Guest Posts, Being Interviewed)
- Linked In
- In-Person Networking
- Podcast
- Other Social Media
- _____

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Which one should you choose?

Considerations: skill level, budget, time, and interest

Long Term/Organic

- YouTube
- Pinterest
- Blog Posts
- Other(s) _____

Relationship Maintenance

- Email
- Social Media
- Linked In
- Other(s) _____

Introducing Yourself

- Summit
- Podcasts
- Guest Posts
- Other(s) _____

2023 BIG PICTURE PLANNER

JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

S	M	T	W	T	F	S
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12	13	14	15	16	17	18
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26	27	28				

MARCH

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19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL

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23	24	25	26	27	28	29
30						

MAY

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28	29	30	31			

JUNE

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18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY

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23	24	25	26	27	28	29
30	31					

AUGUST

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27	28	29	30	31		

SEPTEMBER

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24	25	26	27	28	29	30

OCTOBER

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER

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19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Objective for this year:

How to get there:

2023 YEARLY PLANNER

Q1 FOCUS	JAN	FEB	MAR
Q2 FOCUS	APR	MAY	JUN
Q3 FOCUS	JUL	AUG	SEP
Q4 FOCUS	OCT	NOV	DEC

MONTHLY PLANNING

Week 1

Blank area for Week 1 planning.

Overall Monthly Marketing Goals

Blank area for overall monthly marketing goals.

Week 2

Blank area for Week 2 planning.

Brain Dump

Blank area for brain dump.

Week 3

Blank area for Week 3 planning.

Results and Outcomes

Blank area for results and outcomes.

Week 4

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