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Get Your Marketing Up and Running Quickly

VOIYOO BUSINESS WRITING

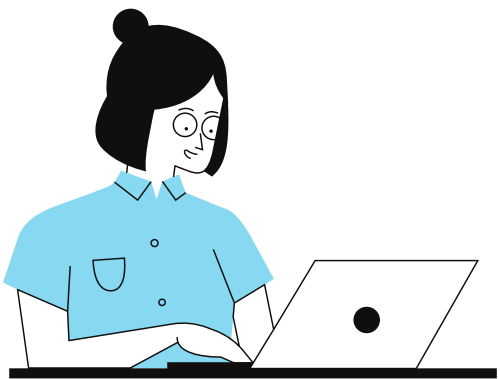
Getting Your Marketing Started

A few things you need to think about before you head right into your marketing is:

- Your One Page Business Plan
- Your Mini Marketing Plan
- A Content Plan and Schedule
- A Social Media Marketing Plan

Digital Marketing Checklist

- Build your Business Keywords
- Choose 2 Social Media Platforms
- Keep a Social Media Calendar
- Writing Your Posts & Content
- Video, Video, Video!
- And, Lots of Photos!
- Call To Actions
- Schedule Your Posts
- Engage & Lots of Follow Up



Your Mini Social Media Marketing Plan

Check out the Checklist on Page 7

"Good Engagement with your community will always bring followers "

If you aren't on Social Media yet or have a personal feed on Facebook and you want to get more relevance online, it's time to expand on that!

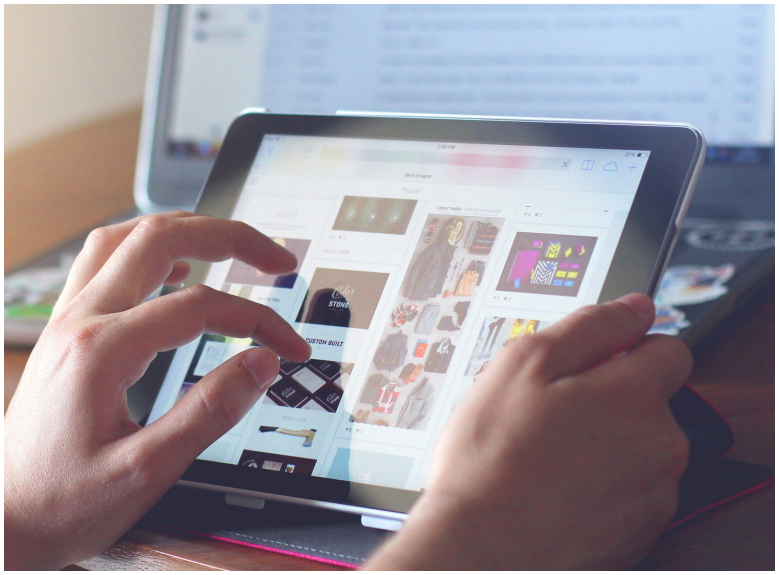
While you might want to jump in, it's always a good idea to sketch out a plan.

Consider:

- Where you want to be
- When you want to be there
- What you want to talk about
- How you want to say it
- Who you are talking to

If you single out these ideas before you dive in you'll avoid some of the overwhelm you can come upon when you don't plan out your mission. It's a great way to be more efficient in your marketing.

Similar to having a To Do list - this is a larger version of that! Who would go to the store without a list? (plan)



One Page Business Plan - Instructions

A Business Plan can really help you focus on what you want for your business. Not only that but making it just one page helps you simplify and draw your attention to what really matters.

I have mine framed on my wall so I can refer to it easily throughout the year!

Your Vision of What You'll Offer & To What Market: This one is pretty self-explanatory. However, don't be too broad. Imagine your focused market, your niche while you fill this in.

Your Mission: What are you going to solve for your niche market. What pains them that you can help fix. What is your mission with your business? How can you help this group of people!?

Objectives for This Year: What are you going to accomplish?

The other sections are pretty obvious with their titles, however, you might want to adjust the sections I've provided and include some of your own areas that are important for your Business Planning. Absolutely take time to write up something different.... and print that out for your wall!

Awesome Start on your Business Focus!

When you're ready to move forward from these beginnings, please reach out so we can get your Marketing Plan going in full force! I'm here to help make your life easier!

One Page Business Plan

Fill Out Easily

With a description of the problem/pain point your customers have... fill in the plan below:

Your Vision of What You'll Offer & To What Market:

Your Mission:

Objectives for This Year:

Your Strategies to Achieve Objectives:

Don't be afraid to work hard to make something amazing happen!

Action Plans:

Other:

Follow the link below to get a FREE Starter Planner

Content Planner

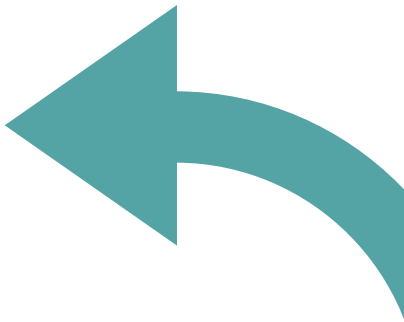
"Stop writing about everything. So many brands create content and try to cover everything, instead of focusing on the core niche that they can position themselves as an expert around. No one cares about your special recipe... Find your niche, and then go even more niche." Joe Pulizzi

Start your Content Planner Today.... easily. With one page of an spread sheet. Have the dates across the top and include some info to track:

- Social Platforms
- Blog Writing

Consider when you want to do your content creation and block that in. And, make note of when you want to engage. I recommend you check in daily on all platforms you are on.

I have a checklist download for you here:



10 Step Mini Marketing Plan for House Pros

DECIDE YOUR BUSINESS NICHE
Knowing who your clientele is will make marketing to them much easier. You'll speak only to them and bring answers to their needs.

ONE PAGE BUSINESS PLAN
Because it doesn't always have to be a huge document to put your plan in place.

BUILD YOUR WEBSITE
Are you going to hire? Are you going to do it yourself? Make sure to include your blog!

START BLOGGING & VLOGGING
Start giving your clientele what they want and what they need. Build your credibility and online presence with content that they need!

START YOUR SOCIAL MEDIA PLAN
Where is your clientele hanging out? Facebook? LinkedIn? YouTube? This is where you need to be!

BUILD YOUR CALENDARS & CHECKLISTS
Stay on track with your Digital Marketing Plan - cal endars and checklists will keep you moving forward.

ADD IN EMAIL MARKETING
This is still a fantastic way to reach your client base . Newsletters and email marketing can share what you know with people that need the info!

TIME MANAGEMENT
With your systems and calendars in place to get the work done...a timer is a great way to stay on track.

"The future of content marketing is in your hands."
- David Hahn

Your Mini Marketing Plan

DOING YOUR POSTING
It's called micro blogging - get active and stay consistently active on Social Media.

WORK IT
You're doing it - now stick with it. You're in business now - show up every day!

Why Does Social Media Marketing Even Matter?

"Don't be afraid to get creative and experiment with your marketing."
- Mike Volpe

Marketing Is Essential for Small Biz

Social Media is an inexpensive way to build credibility and increase awareness of you and your business. It offers networking opportunities & inexpensive advertising! It requires time and work - but it can also work *for* you!

NCREASE AWARENESS

Interacting and building relationships helps increase brand awareness. Just like it does in the physical world. The word and connections spread.

MORE INBOUND TRAFFIC

Directing Social Media Traffic to your website creates large r groups of interested people visiting your site. More select interest to your site - more warm interest to your message.

IMPROVE SEO RANKINGS

More following and more sharing will help increase your interest. Provide interesting content - your connections will begin to snowball. These connections will link back to your site which increases SEO.

HIGHER CONVERSION RATES

As you increase visibility - you have the opportunity to increase traffic to your service. Developing relationships helps develop conversion with people who are already familiar with you.

BUILD LOYAL CUSTOMER BASE

Engage well with your client base and you will develop a relationship that will build loyalty. You're making friends that want to use their friends for their products and services

BRAND AUTHORITY

When you share your smarts it proves your credibility and your expertise. People want to know what you know - share it! They will in turn share it!

"People are not your most important asset. The right people are."
- Jim Collins

Maybe It's time to hire some help?

Tired of it? Too much? When Is It Time To Hire Out?

When you have run out of energy to keep up with it all I'm here to help you! My job is to create your written blog content for you so you have something to share with your community.

You might not have the expertise to do your own business writing either. You're the expert in a different area of your job. Let me help you with your business writing:

- Blog Articles
- Web Page Content
- Sale Letters
- Sales Pages

I know how to be consistent and relative to your community. I know how to build relationships between you are your niche market. And, I know the SEO back end for your online content, too.

I'm here to MAKE YOUR LIFE EASIER and Better! Let me help you!

Learn More

Hi! I'm Jennifer Ressmann with Voiyoo Business Writing.
Are you ready to up your business marketing but don't know where to start? Do you find creating content for your business has become overwhelming?

I'd love to help you with that! My name is Jennifer Ressmann and I want to save you time and make your life easier while helping you attract more customers to your business.

My writing has been utilized by many businesses for their blog articles as beneficial marketing tools. Marketing is what ties your work to your community and to your clientele. Marketing content is all about sharing who you are and what you have to offer with our community and clientele.

"Above all, you want to create something you're proud of."

Richard Branson

Visit www.voiyoo.com to get lots of great marketing info for your Business!

Find me around online and give a shout!

Tired of trying to do it all?! I can help you with that! Reach out to me and let's chat. My goal is to make your life easier!

I love to connect - join me on LinkedIn, Facebook, and YouTube!

Jennifer Ressmann Voiyoo Business Writing www.voiyoo.com