Checklist for Building a 5X Leads Marketing System.

Hi I am Sonia. I recently setup my own business. The learning curve has been steep and spreading the word about what I do was challenging and interesting. I formulated a process low-cost, high-impact methods for promotion.

You can use this to build an inexpensive system to promote your products or services.

Stage 1: Set Up Your Technical Stack Basics

- ☐ Determine if you need a website or if you can use a third-party platform.
- ☐ Decide if you want a simple website or advanced features like e-commerce or membership options.
- ☐ Consider your budget and the amount of effort you want to dedicate to building and maintaining your website.

Stage 2: Ads Are Not Marketing

- ☐ Assess if you really need ads and if they are worth the investment.
- ☐ Evaluate if your target audience is on the platform you plan to advertise on.

Stage 3: Create a Simple Marketing Plan

- ☐ Develop a clear message that informs what problem you solve.
- ☐ Build a community around your message and solutions.
- ☐ Focus on your niche and avoid trying to be everything to everyone.

Stage 4: Content Marketing

- ☐ Choose the right type of content asset as the central piece.
- ☐ Pick the best channels where your audience is.
- ☐ Develop a content marketing plan.
- ☐ Measure your success and adjust your plan.

Stage 5: Star Mindset

- ☐ Utilize a core asset to create "arteries" of content and marketing activities.
- ☐ Apply this mindset to every task.
- ☐ Formulate a self-sustaining content management and marketing system.
- ☐ Remember to regularly measure the success of your approach and adjust your strategy as appropriate.

Example:

1. Set up a simple website using Wix.
2. Optimize your website for on-page and technical SEO.
3. Develop a clear message and build a community around it on LinkedIn.
4. Create a workshop as the core piece and promote it through mini-posts on LinkedIn.
5. Utilize the workshop to generate referrals, write eBooks, and attend mentoring events.
6. Apply the Star Mindset to create arteries of content and marketing activities from the core asset.
7. Measure your success and adjust your plan as necessary.

Download the full checklist for a quick reference. You can read the full blog at: