ASIAN FEMALE
ENTREPRENEUR collective

PRESENTS

REBIRTH

THE HIGH LEVEL MASTERMIND

with Sharn Khaira

MARKETING STRATEGY

WHAT MARKETING GOALS DID YOU SMASH THIS YEAR AND LAST YEAR?

WHAT PRODUCTS AND SERVICES DID YOUR IDEAL CLIENTS LOVE?

WHAT PACKAGES GENERATED THE MOST INCOME?

WHAT PACKAGES DIDN'T WORK AND WHY?

WHAT MARKETING ACTIVITY DIDN'T YOU ENJOY AND WHY?

WHAT MARKETING ACTIVITY WORKED AMAZINGLY?

HOW DID YOUR HIGH REVENUE-GENERATING IDEAL CLIENTS FIND YOU AND BOOK?

NOW LET'S TALK ABOUT YOUR IDEAL CLIENT. WHAT ARE THEIR CHALLENGES AND PROBLEMS AT THE MOMENT? WRITE THESE ALL DOWN!

SO WHAT IS THE TRANSFORMATION YOU ARE OFFERING? WHERE ARE THEY PRE AND POST WORKING WITH YOU? THIS DOESN'T NEED TO BE SOME DRAMATIC TRANSFORMATION, BUT WE NEED TO BRING AWARENESS TO WHERE THEY ARE BEFORE THEY WORK WITH YOU AND WHERE THEY END UP AFTER. THIS ALSO THEN SHOULD FEED THROUGH YOUR CONTENT, YOUR SOLUTION AND THE VALUE YOU ADD, AND HOW DO THEY FEEL ONCE THEY HAVE WORKED WITH YOU? LIST ALL THE FEELINGS!

WHY WOULD THEY CHOOSE YOU OVER A COMPETITOR?

WHAT OTHER BRANDS IN YOUR INDUSTRY WOULD THEY BUY FROM?

WHO ARE THE INFLUENCERS AND THOUGHT LEADERS IN YOUR INDUSTRY?

COMPETITOR RESEARCH: DON'T COPY THEM BUT BE INSPIRED!

WHAT ARE THEY DOING WELL IN TERMS OF MARKETING?

WHAT IS THEIR WEBSITE LIKE? IS IT OF HIGH STANDARD?

ARE THEY DOING REELS/TIK TOKS?

ARE THEY DOING EMAIL MARKETING?

ARE THEY RANKING ON PAGE ONE OF GOOGLE FOR YOUR KEY WORDS?

WHAT ARE THEIR NUMBERS FOR INSTAGRAM, TIK TOK , YOU TUBE ETC?

WHAT KIND OF CONTENT ARE THEY SHARING?

ARE THEY USING FACEBOOK ADS?

ARE THEY DOING COLLABORATIONS ONLINE OR OFFLINE?

WHAT ELSE IS WORKING WELL FOR THEM?

THIS THEN SHOULD GIVE YOU IDEAS FOR YOUR MARKETING STRATEGY AS WELL! THIS SHOULD GIVE IDEAS ON WHAT YOU CAN DO TOO!

ARE YOU CLEAR ON YOUR SEO KEYWORDS? IF NOT GO BACK TO THE SEO TRAINING

WRITE DOWN YOUR MARKETING STRATEGY AND THE CHANNELS YOU WANT TO FOCUS ON. SO FOR EXAMPLE, COLLABS, INSTGARAM, REELS, TIKTOK ETC

NOW WRITE DOWN YOUR OWN MARKETING STRATEGY FOR YOUR OWN BRAND. REFER TO THE TAINING IDEAS. ALSO REFER TO THE VISIBILITY AND CONTENT WORKSHEETS AND TRAININGS FOR IDEAS...

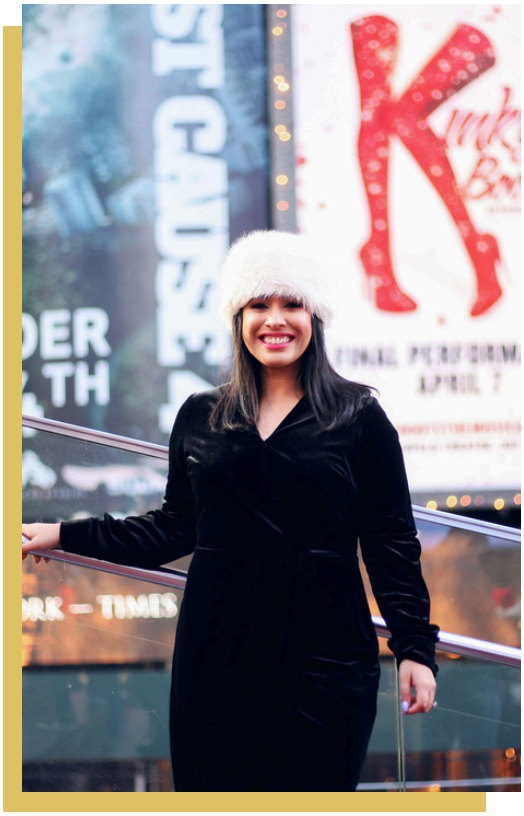
MARKETING STRATEGY	FREQUENCY E.G WEEKLY OR DAILY

NOW MAKE SURE THIS IS ALSO IN YOUR DIARY!

WHEN YOU HAVE IDENTIFIED YOUR STRATEGIES, GET SUPER CLEAR ON YOUR BRAND GOALS.

FOR EACH 90 DAY CYCLE I WOULD ONLY FOCUS ON 2-3 GOALS. ONE OF THESE SHOULD BE A REVENUE GOAL AND HOW YOU WILL ACHIEVE IT BY WRITING DOWN YOUR MARKETING STRATEGY AND IDEAS. REFER TO THE TRAINING FOR MORE EXAMPLES.

YOU CAN THEN MAP THIS OUT IN ASANA/TRELLO TO MAKE IT EASIER FOR YOURSELF AND KEEP YOU ACCOUNTABLE.



GOOD JOB! WELL DONE YOU AND I AM SO PROUD OF YOU! REMEMBER TO SHARE IN THE GROUP YOUR BIG AHA MOMENT AND WHAT YOU ARE MOST PROUD OF!

Much love, Sharn x