Your 90-Day Holistic Marketing Strategy

Most people don't have a marketing strategy. They have a list of things they're doing.

Your marketing strategy should connect directly to your business goals. Every piece of your marketing needs a job — and ultimately, that job should support what you want to achieve over the next 90 days.

Please do ensure that you go through the 90 day training and marketing trainings in the portal before completing this document.

1. Your 90-Day Goals

What are the **3 main goals** you want to achieve over the next 90 days?

Make sure at least one is a financial goal.

Goal 1: _

Goal 2: _

Goal 3: _

If you could only achieve **one** of these goals, which would have the biggest impact on your business?

My priority goal:

If this is a financial goal:

Revenue target: £_ _ _ _ _ _ _ _ _ _ _ _

Main offer: _____

Price: £_____

Number of clients/sales needed: _____

2. Build Your Marketing Activity

Like I have said in the training before - do 2 things daily that scare you. This will quantum leap your business forward like never before!

Now we're going to work backwards from the goal.

What marketing activity needs to happen consistently over the next 90 days to help you achieve it?

Think about your **whole marketing ecosystem**, not just social media.

Here is a list of marketing activities that you could choose from - you don't need to do all of these!

- Instagram posts
- Instagram Reels
- Instagram Stories
- Trial Reels
- Instagram Lives
- LinkedIn posts
- LinkedIn articles/newsletters
- TikTok videos
- YouTube videos
- YouTube Shorts
- Blog posts
- SEO articles
- Email newsletters
- Sales emails

- Nurture emails
- Lead magnet promotion
- Create a new lead magnet
- Run a webinar
- Run a masterclass
- Run a free workshop
- Run a challenge
- Run a conversion event
- Launch an offer
- Run an evergreen funnel
- Facebook/Instagram ads
- Google ads
- Boost high-performing posts
- Podcast guest appearances
- Host your own podcast
- Pitch yourself to podcasts
- PR pitching
- Journalist outreach
- Expert commentary
- Apply for awards
- Speaking engagements
- Guest speaking in communities
- Networking events
- Attend industry events
- Host your own networking event
- Collaborations
- Instagram Lives with collaborators
- Joint workshops
- Referral partnerships
- Affiliate partnerships
- Ask existing clients for referrals
- Ask for testimonials
- Create case studies
- Share client results

- Direct-message outreach
- Cold/warm email outreach
- Follow up with warm leads
- Re-engage old leads
- Re-engage previous clients
- Engage with ideal clients' content
- Engage in relevant communities/groups
- Strategic commenting on LinkedIn/Instagram
- Connect with ideal clients on LinkedIn
- Send personalised voice notes/DMs
- Build relationships with potential referral partners
- Optimise your Instagram profile
- Optimise your LinkedIn profile
- Update your website
- Update sales pages
- Improve website SEO
- Create landing pages
- Create nurture sequences
- Build a waitlist
- Promote a waitlist
- Run an early-bird campaign
- Run a limited-time promotion
- Create behind-the-scenes content
- Share founder/personal-story content
- Share educational content
- Share thought-leadership content
- Share opinion-led content
- Share objection-handling content
- Share authority/proof content
- Repurpose existing content
- Turn Lives/podcasts into short-form content
- Send physical gifts/direct mail to key prospects
- Host client/community events
- Run an in-person workshop or VIP day

Furthur Examples Broken Down:

SOCIAL MEDIA

- What are the content pillars
- Post 5 times per week
- Post Stories 5 days per week
- Create 2 reach-focused Reels per week
- Create 1 sales-focused post per week
- Go Live once per month
- Spend 15 minutes engaging with ideal clients 3 times per week

EMAIL MARKETING

- Send 1 newsletter every week
- Send 1 dedicated sales email every fortnight
- Create an automated nurture sequence
- Email your list about your offer consistently
- Re-engage previous leads or subscribers

NETWORKING

- Attend 2 networking events per month
- Introduce yourself to 5 new people at every event
- Follow up with new connections within 48 hours
- Reconnect with 5 existing contacts every month

OUTREACH

- Reach out to 10 potential clients per week
- Follow up with 5 warm leads per week
- Contact 5 previous enquiries each month
- Start 5 genuine conversations with ideal clients each week

COLLABORATIONS & PARTNERSHIPS

- Pitch 2 collaborations per month
- Arrange 1 Instagram Live or joint training per month
- Build relationships with 5 potential referral partners
- Guest teach inside another person's community

PR, PODCASTS & SPEAKING

- Pitch 2 podcasts per month
- Pitch yourself for 2 speaking opportunities per month
- Send 1 PR pitch per month
- Research 5 relevant podcasts, publications or events each month

LEAD GENERATION

- Promote your lead magnet every week
- Run 1 masterclass per month or do a launch each quarter
- Create a waitlist for your next offer
- Generate 10 new leads per week
- Follow up with everyone who attends your masterclass/event

SALES

- Talk about your offer at least twice per week
- Include a clear sales CTA every week
- Personally follow up with warm leads
- Hold discovery/sales calls each week
- Run one focused sales campaign or launch during the 90 days
- Follow up with previous enquiries

CLIENTS, REFERRALS & SOCIAL PROOF

- Ask for 2 testimonials per month
- Create 1 client case study per month
- Ask happy clients for referrals
- Check in with previous clients
- Share client wins/results every week

3. Now Choose YOUR Activity

You do **not** need to do everything above.

Choose the activities that make the most sense for your goals, your ideal client and your business.

Be specific about **what you will do and how often you will do it.**

Every Week

I will:

For example:

5 x social media posts
1 x weekly newsletter
10 x outreach conversations
5 x lead follow-ups
2 x sales CTAs

Every Month

I will:

For example:

2 x networking events
2 x podcast pitches
2 x collaboration pitches
1 x masterclass / live event
1 x client case study

Over the Next 90 Days

I will:

For example:

Run one masterclass/masterclass series

Test FB ads

Secure one speaking opportunity

Create one new collaboration

Run one focused sales campaign

Generate ___ qualified leads

Sell ___ places / clients for _____

Final Check

Look at your marketing activity and ask:

Will this consistently get me in front of NEW people?

Will it help me build trust and authority?

Am I nurturing the people already in my world?

Am I proactively generating leads?

Am I creating enough opportunities for people to buy?

And most importantly:

Does this level of marketing activity realistically support my 90-day goal?

Your marketing strategy isn't “Instagram”, “email” or “networking”.

Your strategy is the **specific activity you commit to doing consistently**:

5 posts per week.

1 newsletter per week.

10 outreach conversations per week.

2 networking events per month.

2 podcast pitches per month.

1 masterclass per month.

If you need any support with this please bring this to a group mentoring call or post in the group!