

WHAT MARKETING STRATEGY SHOULD YOU USE?

As you learned in the blog post, in order to have a business you need:

- One paid offer
- One paying client
- One marketing strategy

In this worksheet, I'm going to help you figure out what marketing strategy you should focus on right now:

DETERMINE YOUR LEVEL OF BUSINESS

Which of the following best represents where you are in business right now?

- A. I'm brand spankin' new and don't have a paid offer yet
- B. I have an offer but haven't gotten any paying clients yet
- C. I've worked with 1 or more clients, but don't know how to get more

IF YOU ANSWERED "A"

Yes! This is a very exciting time for you, new entrepreneur! I'm really glad that you're here and I have just the idea to help you get started.

Here's what you need to do in order to create a paid service:

1. Determine who you want to help using *The Rainbow of Sales 101* (<http://www.rulebreakersclub.com/the-rainbow-of-sales-101/>)
2. Go through my *Exhaustive Guide to Packaging a New Service* (<http://www.rulebreakersclub.com/package-service/>)

IF YOU ANSWERED "B"

1. Write down the names of real people who would be a perfect (or good) fit for your service:
2. If you are new to business, consider offering a free beta round of your service.
 - Contact the people you named above and ask them if they would like to be a part of your beta round.
 - Do an excellent job performing your service.
 - Pay attention to how you could make the service better as you work with these people.
 - Get your beta clients' feedback as well as testimonials if they enjoyed your service.
3. If you've already been in business for a bit (maybe this is a new service), consider running a limited time promotion for your service (if you have an audience) or reaching out to people who would be a good fit and offering a taste for free (like an audit).

IF YOU ANSWERED "C"

1. **Reach out to past clients** and let them know how awesome it was to work with them. Ask them if they know anyone who would be a good fit for your services.
2. **Run a limited time promotion for your services.** If you already have an audience, this is a great way to get people to work with you now. This is one of the core strategies I use in my business to generate revenue. We probably get 80% or more of our revenue using this strategy.