



SMART SIMPLE MARKETING
GAIN CLARITY. TAKE ACTION. GET RESULTS.

Create Your Money Map™ 10 Simple Steps to a Profitable and Successful Year

Session #2

Hosted by
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Your Smart Simple Marketing Mentor™



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Create Your Money Map™ **10 Simple Steps to a Profitable and Successful Year**

The number take aways from today's session are:



Module #6 – Choose and Apply Proven Marketing Strategies

Definition of a “Marketing Strategy”:

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The factors/triggers that motivate your ideal clients to seek out your assistance:

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7.

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Techniques you can use to build your marketing strategy if your network is small and you are relatively unknown:

1.

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2.

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3.

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4.

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5.

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Techniques you can use to build your marketing strategy if you have a fairly extensive network and know plenty of people but you aren't staying in touch with them:

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Techniques you can use to build your marketing strategy if you meet a lot of people but aren't converting these connections to leads:

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2.
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5.

Techniques you can use to build your marketing strategy if your network is small and you are relatively unknown:

1.
2.
3.
4.
5.

NOTES:



Module #7 – Create a Simple, Easy To Implement “Money Map”

Click on the following link to download your “Money Map” template:

[Money Map Template](#)

Filling in this template is where all of the details of your marketing plan come together. Block out a period of time on your calendar to complete this document **in it's entirety!** Save the final copy on your computer and then print a copy that lives in your “Ongoing Marketing” file.

NOTES:



Module #8 – Outline Your Marketing Schedule

Click on the following link to download your “Money Map” calendars for the next 12 months:

Project Planner –

[Download Project Planner](#)

Monthly Calendar –

[Download Monthly Calendar](#)

Yearly Calendar -

[Download Annual Calendar](#)

You will use the Yearly Calendar as a point of reference to plan your promotions/campaigns strategically so that you aren't bombarding your audience with offers.

You will use the Project Planner to break down your projects into actionable tasks and determine how much time and what resources are required to complete each step.

You will use the Monthly Calendar to plan your promotions by month and then schedule each task on your calendar so that you can prepare in an orderly manner and eliminate overwhelm.

NOTES:



Module #9 – Setup Your Support System

Why I need support to marketing my business:

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Benefits of creating a support system to run and market my business:

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The options available to me for creating my support team:

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The steps I need to take to create my support team:

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7.

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Module #10 – Create Accountability and Get Results!

Why I need to create accountability in my business:

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The options available to me for creating the accountability I need:

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Sydni's tips for staying focused, motivated and organized in your business:

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NOTES:

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Additional Notes



A Note From Sydni

I started my company in 2005 as a Virtual Marketing Assistant and filled my practice with clients in just six months. I soon realized that marketing strategy and implementation was my greatest strength and filled a desperate need faced by many solo service professionals – trying to figure out how to quickly attract more client, more money and more freedom to their businesses.

Since then, I have started two additional businesses and filled both with ideal clients to capacity. I've worked hundreds of service professionals clients in over 50 different industries to help them create a stronger online presence, develop multiple streams of revenue and boost their bottom line. The work that we've done together has helped my clients to generate over \$3mil in NEW revenue in JUST the last two years.



As a trusted marketing mentor and consultant, I'm known for my tech-savvy, integrated approach to marketing. I'm also known for finding untapped profit centers in my client's businesses so they can create money NOW. I've been doing this long enough to know what works and what doesn't, and in the process have create a business that generates multiple six figures and allows me to travel around the world whenever I choose. I don't say that to impress you, rather quite the opposite. I want you to see that having YOUR version of a successful business is entirely possible and I want to help you create that reality.

I've created my programs especially for small business owners just like you who are ready to create a thriving, profitable, freedom focused business. My mentoring is completely implementation focused. It is NOT just a lot of concepts, theories and ideas. It's you and me working together side by side. It's homework and accountability. It's implementing strategies customized to your business, your goals and your vision of success. You can be a business newbie or a seasoned entrepreneur. You simply have to be clear about what you want and ready to make it happen.

Everyone has their own specialty in coaching. Let me be perfectly upfront with you. Mine is based on honesty, authenticity and getting you the results you desire as quickly as possible. I happily share with you everything that has worked for me (and everything that hasn't!) plus all of my expert marketing advice applied to your personal business situation.

I'd like to invite you to participate in a private "Clarity Call" strategy session where we can discuss your current goals and how we can work together to achieve them. [Click HERE to schedule your session!](#) I can't wait to talk with you.

With warmest regards,