

## Marketing Checklist

**Project:** *[briefly describe your project, service, program, product, book, class, event tickets, whatever you're selling.]*

**Why:** *[write down three reasons why you want to sell this. Aside from "making money," which is definitely important, why else is this important to you?]*

**Sales goal:** *[number of sales/enrollments/sign-ups/etc that you want to reach.]*

**Timeline:** *[when will you start marketing, and for how many days/weeks/months?]*

## Friends and Family

[Example: Email five closest friends, one by one, personally, and let them know about this new project!]

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## Flyers and Posters

[Example: Design a fun flyer and pin up 20 around town.]

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## Snail Mail

[Example: Send handwritten "thank you" card to last five clients—and invite them to hire you again.]

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## Email Newsletter

[Example: Write an email newsletter to shine a spotlight on recent clients and their victories.]

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**Media Outreach**

[Example: Drop off beautiful box of product samples and press release at the local newspaper office.]

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**Previous Customers and Clients**

[Example: Host a customer appreciation party and use this as a chance to debut new product line, too.]

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**Social Media**

[Example: Do an Instagram Story with a behind-the-scenes tour of the new studio, under construction, and announce the grand opening date to get everyone super-excited!]

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**Super Creative, Weird, Wild, Awesome**

[Example: Dress up like a dinosaur and dance on the street corner with a sign. LOL.]

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- ( ) \_\_\_\_\_

**Victory/Reward**

***How will you celebrate completing this Marketing Checklist?***

***Come up with a few ways to reward yourself for your hard work.***

[Example: Treat myself to a hot lather shave at the barbershop.]

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