



The One-Page Promotion Plan

Goal: To actively and effectively recruit new prospects to your business without getting overwhelmed.

DAILY

- Maintain a regular social media presence without getting sidetracked or overwhelmed. Post one to three helpful items, respond to questions, and touch base with anyone who needs help.
- Monitor one or two key metrics (no more!).
Read more about this in Chapter 13.

WEEKLY

- Ask for help or joint promotions from colleagues and make sure you are being helpful to them as well.
- Maintain regular communication with prospects and customers.

AT LEAST MONTHLY

- Connect with existing customers to make sure they are happy. (Ask: “Is there anything else I can do for you?”)
- Prepare for an upcoming event, contest, or product launch (see Chapter 8).

ONCE IN A WHILE

- Perform your own business audit (*see Chapter 12*) to find missing opportunities that can be turned into active projects.
- Ensure that you are regularly working toward building something significant, not just reacting to things as they appear.