

Janet Murray's

LOVE, MARKETING
make money

1K A MONTH CHECKLIST

MONEY

- Deciding which products/services to sell
- Building a simple sales funnel
- Setting your prices
- Creating monthly/quarterly income goals
- Securing your first customers/clients

AUDIENCE

- Launching a website (ideally Wordpress) with a blog
- Creating a simple style sheet for consistent branding
- Publishing a weekly blog/vlog on your website
- Creating a 'lead magnet' and starting an email list
- Publishing regular content on at least two social media platforms

AUTHORITY

- Publishing blog content that shows you are an expert
- Creating an Ebook/guide for your industry
- Gathering testimonials you can use in your marketing
- Deciding on a niche or specialism
- Speaking at small local/industry events to get experience

VISIBILITY

- Getting local/industry press coverage
- Creating clear social media profiles with good photos
- Participating in relevant Facebook groups and Twitter chats
- Getting 'known' by attending relevant local/industry events
- Joining and participating in a membership community