

Persuade to Profit

How to Build Solid Marketing Systems

Reasons to Have an Online Marketing System:

- Easier to make sales.
- Marketing is going out 24/7 working for you.
- Handles objections before the prospects get to you.

Becoming an omnipresent octopus:

- Don't go after all social platforms at once.
- Get clear on the promotion cycle (launches/challenges, etc.).
- Master your preferred method of marketing.
- Document the process.
- Layer in the next social media platform when you have that down.
- Have clear goals when you are going to layer in other kinds of marketing.
- Repurpose your material.
- Being a guest on a podcast is leverage, not marketing.

Resources:

Social Media Management Platform Tool: Sprout Social
<https://bit.ly/2T0f99L>

Books: Clockwork and Profit Purpose by Mike Michalowicz