

the SAVVY BUSINESS Roadmap

An easy step-by-step guide helping you create or grow a business with your smarts + your heart.

CHECKPOINT #1: THE HEART OF YOUR BUSINESS



Your heart is the beat of your business. Whether it is beating rapidly from excitement and happiness or overwhelm and exhaustion, you need this check-in. New in business? **Use this worksheet** to construct your mission, vision, core values and goals for your company. Not a newbie? We are about to find out if the mission, vision, values and goals that you first set out still align.

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CHECKPOINT #3: STREAMLINE WITH SYSTEMS



Workflows got you down? Or are you shouting “What the heck are workflows?” and feeling like you are spinning in a vicious cycle of chaos? **Download my tips** for getting your business in order.

[DOWNLOAD NOW](#) ◆

CHECKPOINT #5: PROMOTE YOUR OFFERING



Feel like you are doing everything, but no one is listening? Launch a service or product and then hear crickets? Girlfriend, let's change that immediately with **this download** all about how to promote your offering and have everyone hittin' that BUY NOW button!

[DOWNLOAD NOW](#) ◆



SAVVY START

You may have some twists and turns along the way, but I've got your back and am here to guide you. I am sharing my six checkpoints which will allow you to stop, take a breather and assess your biz right away. Whether you are a new entrepreneurial gal or already rockin' and rollin' in business, this journey will help keep your biz and yourself on the road to success!



CHECKPOINT #2: PRESENT YOUR BRAND

Are you presenting your brand in its best light? Do your visuals, copy and overall voice of your brand represent the vision of your business? **This checklist** will help you make sure your brand screams YOU, sista friend.

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CHECKPOINT #4: KNOW YOUR MONEY

You are screaming in your head “Show Me The Money”, right? I've got you boo! **Here are my tips** for creating a PROFITABLE business. Yes, let's talk pricing, budgeting and all things dolla, dolla bills y'all!

◆ [DOWNLOAD NOW](#)



CHECKPOINT #6: BUILD YOUR DREAM TEAM

Ready to build your dreamy team, don't know where to start? Let me show you in **this worksheet** how to grow your team + scale your business together.

◆ [DOWNLOAD NOW](#)

THIS IS NOT THE END, ONLY THE BEGINNING

New here? **Get to know us in the free FB group**
Ready to uplevel? **Join us in The Savvy Community.**



CHECKPOINT #5:

promote your offering

Feel like you are doing everything, but no one is listening? Launch a service or product and then hear crickets? Girlfriend, let's change that immediately with these ideas all about how to promote your offering and have everyone hittin' that BUY NOW button!

FIRST THINGS FIRST. YOUR OFFERING SHOULD DO THIS:

1. Share the problem of the person you are trying to help.
2. What are the consequences of not solving the problem?
3. Tell a story of the problem and struggle and the solution that fixed it.
4. Use testimonials to share how the solution helped.
5. Show the transformation.
6. Have a call to action.

TIPS FOR PROMOTING YOUR OFFERING:

Market to their senses. Don't just show the features of the product or service, but share the benefits and the feelings or emotions they will have before and after they buy your product/service. What will their experience be?

Show the gain from buying your product/service.

Whether it is a product or a service, package it properly.

Make your client or customer the hero and you are the guide.

25 WAYS TO PROMOTE YOUR OFFERING:

1. **Email Marketing**

* We use **Convertkit**, but whatever platform you use, growing an email list is SUPER important and is a fun way to promote your services or products!

2. **Facebook Page**

We all know that FB is all about pay-for-play, but you should still use your FB page to educate and inform via sharing blog posts and educational information to encourage a client or customer to buy.

3. **Pinterest**

Create a page for the offering with a pinnable image. Pinterest users love to buy directly from Pinterest, so make sure to use relevant keywords, great visuals and have a call to action for each pin.

4. **Instagram**

Sharing images via Instagram + awesome copy will help to not only share your business story, but also get people to take action and click on a blog post or check out your website. But don't neglect IG Stories, because people love to see what you are doing if you make it fun, informative and entertaining.

5. **YouTube**

Create YouTube videos based around your offering to share your knowledge on the subject with viewers. Direct viewers back to your website via a download or some sort of content upgrade.

6. **Referrals**

It may sound ol' school, but good ol' word of mouth still works. Don't forget to encourage or ask for referrals from the past clients or customers. Heck, even entice them to want to share about your product or service by rewarding them for their loyalty with a gift.

7. **Contest or Sweepstakes**

- ◆ Decide on a campaign theme.
- ◆ What is the prize
- ◆ Create the page
- ◆ Make it shareable
- ◆ Share and promote
- ◆ Advertise
- ◆ Choose a winner (sweepstakes app)

8. **Webinar or free training**

Webinars are great for educating your audience on a topic.

- ◆ Engage with your attendees.
- ◆ Present with beautiful visuals and copy.
- ◆ Invite guest speakers.
- ◆ Have a moderator to help answer questions
- ◆ Educate on topic of offering that you want to sell.

9. **FB Groups**

Use FB groups to engage with others asking questions about a problem that your service or products solves. DO NOT just post promos of your offerings unless it is a specified promo day.

10. **Blogging**

- ◆ Epic Blog Post
- ◆ Content Upgrade
- ◆ Opt-in
- ◆ Thank you page
- ◆ FB ads to blog post
- ◆ FB pixel for tracking and retargeting

11. **Strategic Partnerships**

Leverage the talent of others that align with your brand and the service/product you offer and create a joint offering and market it using both partners relationships and following.

12. **Samples**

For product owners, you may want to promote your product by offering free samples. Make sure you have a plan for, expectations set and measurement of why and how someone gets a sample.

13. **Podcast**

Look for podcasts that speak to your audience and pitch yourself as a guest to the host.

14. **SEO**

Keywords, meta descriptions and tags all matter. Make sure you are making the most of keywords and descriptions on your website.

15. **Media Kit**

Put together a Media Kit to effectively show sponsors, investors or readers the stats and the value of your offering.

16. **Funnels**

Setting up proper sales funnels and email sequences are really important for promoting your offering.

17. **Speaking**

Use speaking engagements to make people aware or more aware of your offerings.

18. **Branded Email Signature**

This one sounds simple, but it is easily overlooked. Include a direct link to your website, freebie or offering.

19. **Vlogging**
Share your daily journey on your vlog and talk about your offering or freebie on your vlog episodes to get people to purchase.
20. **Affiliate program**
Don't want to do it all alone? Create an affiliate program where people get paid to help promote your offerings.
21. **Press**
Connect with magazine and blog editors as well as other media outlets to educate about your offering and how it will help others.
22. **Pop-Up Shop**
Product business owner, but don't have a physical shop. Use a pop-up shop to promote your online store and your products.
23. **FB ads**
Put a FB pixel on your website and then use retargeting to promote to the people who went to your blog or website and didn't hit buy.
24. **Share customer reviews**
People want to see that other people like your product or service. Share your customer success stories to show proof that your offering rocks!
25. **Meetup or networking event**
Attend a Savvy Community Meetup or other networking event and meet people in real life. Those face-to-face connections are so important and might be the thing that gets people to notice you more.

SAVVY TIP: Don't forget to analyze your results. This is key in seeing if your marketing works. Set a goal for the marketing tactic and then follow-up after the promotion to measure your success and see what changes need to be made for next time.

TAKE ACTION: choose 3-4 ways to promote your service or product.

1.

2.

3.

4.