

# Smashing The Glass Ceiling Telesummit: *PROVEN Strategies to Your 6-Figure (or more) Business*

**Topic:** “STEP UP AND EMBRACE THE STAR FACTOR”:  
Magnetize the wealth building profits of the online and offline market.

You'll learn:

- Listeners will learn cost effective ways to Gain brand visibility, Market their business and Get known fast.
- Listeners will learn quick ways to eliminate competition positioning and become the only logical choice.
- The Five mistakes even the most successful business owners make that you must avoid.



**Speaker: Placida Acheru**

## **Quick online check list: Answer Yes/No where applicable**

- I am on the 5 major social media platforms Facebook, Twitter, LinkedIn, Google+, Youtube
- I have clear photograph on each of the 5 major platforms
- I communicate on these platforms Once a week | Twice a week | 3 Times a week | Everyday
- I generate leads from social media networks
- I get business inquiries from social media network
- I track my website visitors
- I have a way of capturing leads on my website
- I have a clear message of who I am and what I offer
- My potential clients can find all they need about my business from these social media platforms
- I show up confidently and fully when I interact on social media

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## *PROVEN Strategies to Your 6-Figure (or more) Business*

Social media is just like going to an offline networking event and before you go to an offline networking event you need preparation. What do you need to get in place before you engage in your social media campaign?

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The key element of a successful online marketing plan is to know your potential clients – their likes, dislikes, and expectations and before any business can succeed you need to define your message, mission and your target.

For the limit of time we will not get into all three. Today we would like to define your target audience. Who are they and where are they located?

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Social Media is all about engaging and building conversations with people online, and getting them to know who you are, building that presence and people gain an idea that you are really are an authority in your field. With that in mind, what ways could you engage with your audience?

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We have emphasized the importance of communicating with your tribe. What 3 things should you consider when setting your online marketing on autopilot?

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As a business owner you want your target audience to see you as the go to person. In what ways can you ensure that this goal is achieved?

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What tools could you use right now to create efficiency in your online marketing campaign:

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Finally let us create a quick marketing strategy that will allow you to attract customers and fulfil their needs. In creating and ideal strategy for your business you need to ask the following questions:

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1. How many clients do I need this month?

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2. How many new leads do I need to bring in to help me meet my goal?

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3. What do I need to do in other to attract these leads?

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4. What social media platforms do my clients hangout?

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5. Do I need hired help to achieve my monthly goal?

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6. What kind of information do I need to keep my followers sweet?

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## **TO DO AT HOME**

### Online Marketing Evaluation

1. Develop a daily marketing strategy this will also involve the type of information you put out on certain days.
2. Calculate the monthly expense chart- for hiring support, your time, PPC – if being used, and any cost incurred in your marketing
3. Document weekly and monthly result this will help evaluate your ROI – Return on Investment.  
{leads got that month, sales closed, profit as a result of marketing}

The Proof Question is:

The Correct Answer is: