

Module 8:

Momentum Building Marketing





In this training you will learn:

- Why is this important
- Tools I use
- Steps I use
- Planning out your Launch Calendar
- Other steps to build momentum



WHY is this important?

“You don’t want to be
a Mona Lisa in a
paddock.”



WHY is this important?

- WHY is this important
- When you publish a new blog post you need to make sure people are aware of your new content
- When you publish a podcast you want to publicise it across as many places as possible
- Don't be afraid to continue sharing at regular intervals
- Continue to build an audience of your ideal listeners (clients) 24/7, 365 days a year



Tools I use

- [Canva.com](https://www.canva.com)
- [MeetEdgar.com](https://www.meet Edgar.com)
- [Hootsuite.com](https://www.hootsuite.com)
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram



Prior to podcast (blog post) being published

- Create show graphic in Canva.com





Prior to podcast (blog post) being published

- Create show quote graphics and get them ready to go



“

To live is the rarest thing in the world. Most people exist, that is all.

Jennifer Rose Bryant



After podcast (blog post) is published

- Schedule posts and quote graphics on MeetEdgar / Hootsuite
 - MeetEdgar continues to share it on an ongoing basis
 - Hootsuite will need to be scheduled each time



After podcast (blog post) is published

- Share the original post on Facebook and LinkedIn

The Ambitious Entrepreneur Podcast Network
Published by Annemarie Cross [?] · August 11 at 9:57am · 🌐

Both [Jennifer Rose Bryant](#) and [Lyn Walster Hawkins](#) step up to the microphone today on Business Women Australia's podcast to share:

- The Beginning: How Business Women Australia started;
- The Vision: What Business Women Australia strives for;... [See More](#)

Special Guests:
Lyn Hawkins & Jennifer Rose Bryant

EST. 2008
BUSINESS WOMEN
AUSTRALIA
PODCAST

AMBITIOUS Entrepreneur
THE PODCAST NETWORK

Topic:
Business Women Australia's Vision - Join us!
Hosted by: Annemarie Cross - The Podcasting Queen



After podcast (blog post) is published

- Share your post on Facebook groups that have your ideal clients

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After podcast (blog post) is published

- If the interview is with a guest email the link to the show as well as a graphic 'Valued Guest Expert' for them to share with their community and on their Media Page





Planning out your Launch Calendar

- Prior to Episode 1 being published – to build initial momentum:
 - Consider having 3 shows ready to go and published
 - *Have a launch party/competition*
 - For subscribers and people who leave a comment on iTunes – they go into a draw to win a prize
 - *For people who tag and tweet/share your post – they go into a draw to win a prize*



Other steps to build momentum

- Here are just a few ideas...
 - Add to your written bio “For more inspirational tips on how to ... go to: [www.](#)
 - *Add to your email signature*
 - Add to our speakers bio
 - *Add to the call to action on your workshops, webinars, in fact everything*
 - Convert to mp4 video and upload to Youtube
 - Your email newsletter
 - Keep sharing in response to questions people ask on forums and social media platforms – it’s a great resource that’ll help them
 - ALWAYS be looking for ways to build visibility. Integrate, Integrate, Integrate



Over to you

- Complete the activities in your Workbook