



“3 Easy Ways to JumpStart Your Business Today”

By Katrina Sawa

This FREE REPORT is designed for entrepreneurs, small business owners, independent contractors or direct sales reps and anyone who needs to build relationships and develop leads or referrals in order to promote and market themselves in order to increase their business and make more money!

The information in this report is given based on the assumption that YOU know your product and service inside and out and you have already defined your business goals and have somewhat of a business plan in order.

A Note from Kat

In your business, you are probably constantly redefining yourself, your services and your products in order to stay ahead of or at least keep up with your industry and competition; I know I am. If you don't bring fresh new ideas and material to your clients and contacts on an ongoing basis, then someone else will.

To stay at the forefront, you will want to spend a significant amount of your time working “on” your business, not just “in” it. That means, instead of always consulting with clients, you might lock yourself up with your computer and write up your ideas for services and products, figure out how to market them, get them on your website or decide how to offer them to your clients.

Many times I find clients find it hard to concentrate strictly “on” the business rather than “in” it since doing the work is what makes them the money; do you have that same problem?

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It takes determination and fierce dedication and often prioritization to get it all done. I've always been the one who makes sure everyone else is 'good', others have what they need, etc. and my biggest hurdle is putting myself and my own needs first. It's time to start putting our needs and desires first, don't you think?

Whatever your business, whether it's your own or you work for someone else; if you want to move ahead, get noticed, get more business or just be happier, I highly recommend that you dedicate a specific amount of time each week to working "on" your business. Brainstorm ideas with peers, friends, or other industry experts; develop them, test them out and then launch them!

I know you want to know the Top 3 Ways to JumpStart Your Marketing....But First...

Who is "Kat" and Why Should You Listen to Her?



Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. She works with highly motivated women entrepreneurs that want to maximize and fast-track their business to make more money and enjoy more free time...NOW, not later. Katrina uses online and offline Relationship Marketing Systems & Strategies to leverage your resources, contacts and your expertise; plus she kicks you in the butt to implement it all too!

Katrina was named "The Networking Queen" by her peers and clients since she founded her business in 2002. She was always found out mingling at chamber of commerce mixers, business networking events and expos and any event she could attend where her target market would be in attendance. Consistent networking and follow up is the primary reason Katrina has been so successful in her business.

From the Corporate World to Becoming a Solopreneur!

As a former advertising Account Executive at the largest newspaper in the Sacramento area, Katrina loved working with small businesses on how to effectively market their business; often times recommending strategies other than advertising in the paper because they would be more effective for the advertiser.

As a Sales & Marketing Director at a retirement community she loved the guerilla marketing tactics used to build relationships with her referral sources and contacts.

From those two corporate positions, Katrina decided that in her heart she really wanted to work with small business people and entrepreneurs to help them make sure they had the knowledge and tools they needed to make educated marketing decisions (and to stop making costly mistakes!).

Change of Her Business Model

Since 2006 however, Katrina has transformed her local, hourly-fee based business into an international online marketing coaching and information-product company. This has leveraged her own time and money in ways where it's freed her up to design the business that better fits her lifestyle – family, relationships, friends, traveling, volunteering, etc.



Katrina enjoys inspiring, motivating and educating other women on how to design a business to fit your life and frees you up to do the things you love. A business that's primarily online with automated services and products plus high end coaching, consulting or speaking.

Katrina constantly tells entrepreneurs she meets, **"The fastest way to build a successful business is to automate, delegate, systematize, build your list and talk to your list regularly in order to be on top of mind at all times."**



Katrina has her B.S. in Business, Marketing Concentration, from California State University, Sacramento and currently lives in the Sacramento, California area with her German Shepherd Zeke. Get Katrina's Free Entrepreneur's Success Kit online at [www.JumpStartYourMarketing.com!](http://www.JumpStartYourMarketing.com)

To read more about Katrina, go to the [About Kat](#) page of her website now.

Now...for the

“3 Easy Ways to JumpStart Your Business Today!”

They are listed here for easy reference and below are detailed descriptions on them. Enjoy!

1. **Clearly Defining Your Target Market**
2. **Building Your List**
3. **Effective Relationship Marketing**

Now some of you are saying, “This isn’t brain surgery; I know these things”. However, is what you are doing really working for you? Do you know that what you are doing could be improved with little effort?

These three things are ABSOLUTELY CRITICAL to any small business. Without focusing your efforts on these three things FIRST, before making decisions on your marketing and advertising – YOU COULD BE MAKING SOME COSTLY MISTAKES!

1. **Clearly Defining Your Target Market – *This is your most important marketing task!***

Most people aren’t focused enough with their target market, you need to dig deeper for what kinds of clients you really want including labeling them with specific demographics, psychographics, etc. The reason being is that in your marketing, the hot buttons (most important things to your target market in regards to your product or service) of that target market will evolve into your marketing messages.

Therefore if you haven't clearly defined your target market, how will you know what their 'hot buttons' are or what really matters to them in regards to your product or service?

After all, their 'hot buttons' are what you will craft your marketing messages from, your website content, your 30 or 60 second commercials and everything that you do in your marketing. So if you don't have these things narrowed down enough or the information clear enough...then what will happen to the response or results of your marketing? Nothing right? You'll get no where fast.

Your target market is the specific type of customer you want to buy your products or services. You will want to know their demographics and psychographics in order to determine the best places for you to meet them and advertise to them.

If you are not sure how to specifically define your target market or want to learn how to narrow it down even further then you should probably meet with me to discuss this further – BECAUSE EVERYTHING YOU DO IN YOUR MARKETING SHOULD REVOLVE AROUND YOUR **SPECIFIC** TARGET MARKET!

Your "target customers" are those who are most likely to buy from you. Resist the temptation to be too general in the hopes of getting a larger slice of the market. Try to describe them with as much detail as you can, based on your knowledge of your product or service.

Ask yourself some simple questions to help clearly define your target market.

Here are some questions to get you started:

- Are your target customers male or female?
- How old are they?
- Where do they live? Is geography a limiting factor for any reason?
- What do they do for a living?
- How much money do they make? This is most significant if you're selling relatively expensive or luxury items. Most people can afford a latte. You can't say the same of custom murals.
- Are there kids in the household? What ages?
- What other aspects of their lives matter? If you're launching a roof-tiling service, your target customers probably own their homes. If you're marketing an online product business then your target customers will be internet users for one but what types of professions maybe to get specific?

For example, if you can describe your target customer as 'one' specific person, that would be best. Figure out who your most favorite client has been so far (or who the ideal would be if you're just starting out), what is their name, sex, income level, family situation, profession, hobbies, habits, etc. Then go after like-minded individuals!

2. Building Your List – *This step is crucial and one that I see many business owners NOT focusing on at all times – HUGE MISTAKE!*

What I mean by building your list is to build your database or contact list. Usually I'm talking about your email marketing list however it's important to also build your contact mailing list for marketing via US Mail (Yes I know you want to only do email marketing because it's free, but that won't work long term.)

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You want to build your list as big as you possibly can get it because then the goal is to 'talk' to them on an ongoing basis via 'Relationship Marketing' like I talk about in the 3rd step in order to build 'top of mind awareness'.

Your goal should be to meet or come in contact with as many people you can, preferably in your target market or with referral sources, and then connect with them regularly via email, mail, phone, fax or face-to-face each month so that they think of you first when it comes to needing themselves or referring your products or services to someone else.

In order to build your list efficiently however, you must have many different systems and automation in place. Otherwise you're constantly scrambling to enter everyone's information, send and track stuff plus do your regular work right?

Some of these systems and automation include:

- Your website bringing in qualified traffic
- Your website automatically converting visitors to your list
- Your website, shopping cart or other online software auto replying to opt-ins, purchasers and inquiries
- You hiring an assistant or Virtual Assistant at least for a few hours a month to perform data entry, update and manage your database and organize and coordinate your entire follow up system
- Having a clear and effective follow up system in place where you know what and when you will send what to whom every month or every time you add a new contact either via networking, advertising or online



How will you build your list?

There are thousands of ways to build your list, both offline and online, many include (but are not limited to):

- Pay per click advertising
- Social networking
- Blogging, podcasting, webinars, teleclasses
- Joint ventures with other professionals
- Radio or TV interviews and getting free publicity
- Networking in person
- Exhibiting at tradeshow, business expos or industry conferences
- Traditional advertising
- Article marketing
- Search engine optimization
- Ezine advertising
- Buy a target mailing list (do not buy email lists)
- Online directory listings, memberships
- Speaking
- Word of mouth and referrals

Building your list should be your #1 goal in your business and then rely on your systems to perform in order to bring you the results you desire. It can be that simple however without the right systems, you may struggle trying to 'do it all yourself' so don't let that happen to you.



Want help figuring out which systems you need and how to implement them easily into your business in order to make this really work for you? Then you'll want to at least meet with me for a private 1on1 consult and we'll get you on the right track, I promise! Go to the Coaching page of my website www.JumpStartYourMarketing.com right now to get started!

3. Effective Relationship Marketing - *How to really keep track of your list and how to systematize and automate your Relationship Marketing.*

For small businesses owners your database (entire contact list) is your most important marketing tool. Whether you keep your contacts in Outlook, ACT, Goldmine, QuickBooks, Excel or another program, what matters most is that it is kept up to date, new contacts are added often and that it's easily accessible, mail mergable and downloadable.

Now, if your database isn't in a computer program of some sort, then you have a problem; you probably aren't keeping in touch with them often enough since you can't mail merge them, right?

Do whatever it takes to enter your contacts, business cards, emails, scraps of paper, etc. into the computer. Use Excel at the very least and build yourself a spreadsheet. If you hate to type or feel it might take you too long then DELEGATE THIS! Pay someone, a Virtual Assistant or office type person, to type them all in and organize them for you; **you don't have to do this**. (I definitely delegate this!!) Besides, doing this type of work does NOT make you money; you need to be concentrating on getting more people to add to your list!



Make sure you keep columns or categorize your contacts for 'where you met them', categorize as 'hot, warm or cold prospect', 'client, active or non', 'referral source', 'vendor' or other form. This way you can pull out mailing lists to separate groups because each of them will need different messages from you. Prospects will need sales type messages, clients will need additional services and or touchy-feely messages, referral sources will need to be asked for referrals and to know about new services.

As for **How to Systematize and Automate Your Relationship Marketing**; I first recommend signing up for and using an email marketing program of some sort.

There are a few out there I know of, such as:

- ⇒ www.constantcontact.com
- ⇒ www.emailbrain.com
- ⇒ www.bluehornet.com
- ⇒ www.exacttarget.com
- ⇒ www.ezinedirector.com
- ⇒ www.icontact.com
- ⇒ www.verticalresponse.com

Email marketing is free (except for low fees if you go with these companies to manage your programs) and it can be your best bang for your buck! I like to use [Constant Contact](http://www.constantcontact.com) because it's easy to manage, create my templates, upload logos and photos and include links, etc. Plus they track every email that goes out, who opens them, who clicks through to my website and who opts out, etc. They also offer a survey option and autoresponders – I Love it!



I recommend emailing your database (everyone you know who has email) **at least** twice a month or more if you really need to stay on top of mind with your prospects and clients to promote your products and services. Do make sure they have agreed to opt in to your list however because there are many spam laws now and if you're not following them pretty strictly you will get a bad reputation. **For more information on how to run a really effective email marketing campaign, go to the Products page of my website for some of my info-products on email marketing.**

Secondly, depending on the type of business you have, more than likely you will need to do some direct mail. If you have a tough market like Real Estate, Mortgage, Insurance or Financial Services you will definitely want to do monthly mailings. For other types of businesses, you should do monthly mailings if you want to for best top of mind awareness or you could do them every other month but absolutely do not do less than 4 mailings a year to your entire database.

When I coach privately with my clients, we come up with a much more specific follow up system than this but this will get you started.

What's important with mailings though is that you send something of value to your list. Make sure you send items and information that they want to know about, not just what you want to tell them about. **YOUR MESSAGE IS THE KEY TO SUCCESS!**

Making mailings automatic can be as simple as designing a campaign of 6-12 postcards or letters all at one time, setting up the printing to be done at a mail house or printer and every month all you have to do is email them your updated list and they get the piece out. If you plan ahead with your mailings, not only will it save you money but it will make your message more targeted and planned out for specific times of year, holidays, special sales, etc.

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Otherwise you will be frantically trying to put together a mailer each month; fitting it in between appointments and a few late nights and more than likely nothing will flow, your message might not be clear or attention getting and worse yet, you could forget about your branding – how your list recognizes your pieces from others every month.

If you do want to know how to build ***YOUR Ultimate Marketing Follow Up System*** now, then go buy my product I created from my many years of setting up these systems for all types of clients and industries. It's on my Products page at www.JumpStartYourMarketing.com.

Finally, if you can't manage all of this yourself – JUST DELEGATE IT! Hire a graphic designer and/or marketing company who can design your pieces, coordinate your mailings and then hire an assistant for your office or Virtual Assistant to manage and update your list each month. It will save you money in the long run believe me.

Now spend your dollars wisely
and don't try to "do it all yourself"!



**Get FREE Tips on Marketing, Advertising, Publicity,
Networking, Graphic Design, Web Design,
Copywriting, Follow Up, Your Mindset, Your Purpose
in Life and more...**

**Specifically for Small Business Owners, Start Ups,
Independent Consultants, Contractors, Coaches and
Entrepreneurs!**

In my FREE weekly emails, I share the **simple, practical, and proven marketing techniques** that help my business earn **thousands of dollars** each month plus information that I learn through all my ongoing coaching and conferences; I bring it back to you! Valued at \$297 per year. (But really, it's *PRICELESS!*)

What you'll learn:

- creative marketing ideas that really **work!**
- how to design an **effective** ad
- how to **double your database** in less than no time at all
- how to determine your **target market**
- how to **best reach** your target market
- how and where to **network** in order to build your list
- how to get **free or low cost** publicity
- how to write and send **email marketing** campaigns
- easy strategies for **follow up** marketing
- website and internet resources and tools to **save you time and money**
- ... and much more!



But don't take MY word for it! 3,600+ subscribers can't be wrong! Here are just a few comments I've received about my emails over the past few years...



"Hi Katrina! I enjoyed reading your 'networking tips' on your email this month. I think eye contact really lets people see that you are listening too. Also, I wanted to say thanks for being a big part of my success. On the Move just had its biggest month in visits, services, and collections ever! I couldn't do it without your push to get things done!! I was bragging to some others about how I called you on Friday hymin' and hawin' over that brochure...and voila...you got it done on the spot! If I needed to look you up in the yellow pages, I would look under the letter A for Absolutely Amazing!!" ~ *Jill Freitas, D.C. - Owner, On the Move Chiropractic, Folsom, CA*
www.onthemovechiropractic.com



"It is amazing that you (Katrina) can offer so much valuable information at NO COST to those who read your newsletter. The advice you give continually opens my eyes and reminds me of all the marketing activities I should be doing to promote my business." ~ *Vickie Rosalli - Owner, State Farm Insurance Agency, Fair Oaks, CA*
www.vrosalli.com

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About the Author



Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. She works with highly motivated women entrepreneurs that want to maximize and fast-track their business to make more money and enjoy more free time. Katrina uses online and offline Relationship Marketing Systems & Strategies to leverage your resources, contacts and your expertise; plus she kicks you in the butt to implement it all too! Get her Free Tips, Free Audio & Free Report online at [www.JumpStartYourMarketing.com!](http://www.JumpStartYourMarketing.com)

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Now take action with something today to help you move forward faster in your business:

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- 2. **Private 1-on-1 Coaching with Katrina Sawa**, go to the Coaching page of www.JumpStartYourMarketing.com now!**
- 3. Get affordable monthly kicks in the butt from Kat plus **\$1,000's of dollars worth of resources** to help you grow your business in Kat's Monthly Mentor Program, go to www.MentorSignUp.com!**

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