

3 STEPS

TO STARTING A SUCCESSFUL WORK FROM HOME BUSINESS

WRITE IT DOWN

MY VISION TODAY

WHAT ARE MY STRENGTHS?

HOW WILL I USE THESE IN MY BUSINESS?

BENCHMARK: WHAT COMPANY / PERSON IS MY ROLE MODEL AND WHY?

MY VISION LONGTERM - SKY IS THE LIMIT



WORDS ASSOCIATED WITH MY BUSINESS

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COLLECTIVE
MARKETING

WWW.COLLECTIVEMARKETING-S.COM



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MARKETING 101

WHO NEEDS MY PRODUCT OR SERVICE?	describe away!
WHAT DOES MY DREAM CLIENT LOOK LIKE?	age sex income household type career location other interests
HOW MANY PEOPLE OF THIS SEGMENT ARE IN MY AREA?	www.factfinder.census.gov
BENCHMARK: WHO IS THE TARGET MARKET OF MY ROLE MODEL COMPANY / PERSON	
PRICES FOR MY SERVICE OR PRODUCT (BRAINSTORM)	



WHERE MY CLIENTS HANG OUT



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TODAY

BUSINESS NAMES

WHERE COULD I REACH MY CLIENTS: LOCAL

store
restaurant
community event
professional associations
holiday event

WHERE COULD I REACH MY CLIENTS: ONLINE

social media
paid advertisements
website
professional association listing
email
free giveaway

BENCHMARK: WHAT IS THE ONLINE PRESENCE OF MY ROLE MODEL COMPANY / PERSON?

3 GOALS FOR TODAY



OTHER THOUGHTS I DON'T WANT TO FORGET

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