

101 + Marketing Ideas

1. Start a Blog
2. Undertake a speaking presentation
3. Know Your Audience
4. Join a professional association
5. Host a Podcast
6. Develop a monthly e-zine
7. Write articles
8. Develop postcards for your business (Vistaprint.com)
9. Partner/Collaborate with others on a Joint Venture
10. Join affiliate programs
11. Enlist your friends and family's support
12. Be featured in a local newspaper
13. Write a press release
14. Write an article to the editor of your favorite professional association
15. Develop a website
16. Join a blogjolt
17. Send out a special thank you at the holidays/for the new year
18. Write a book
19. Write An E-book
20. Organize a conference
21. Run a workshop/retreat
22. Appear in the media (TV, radio)
23. Join with others to have a booth at a trade show
24. Develop a marketing plan
25. Develop a marketing budget
26. Explore print advertising options
27. Appear on Internet Radio
28. Find a mentor
29. Assume a Board of Directors Role
30. Become active at the community level
31. Volunteer
32. Develop a CD package from a class you have led
33. Host a free monthly teleseminar
34. Reprint Articles You Have Been Featured in
35. Talk to a leader in your industry to learn THEIR lessons—aspire to be someone bigger
36. Sponsor a community event
37. Donate a door prize
38. Donate a prize for a silent auction
39. Develop a White Paper for Your Industry
40. Develop a free e-course
41. Build an electronic mailing list
42. List your blogs/websites/podcasts in directories
43. Teach at a local post-secondary institution
44. Present at a national conference
45. Speak at a community service organization
46. Host an event to celebrate a milestone or anniversary for your company
47. Develop an audio message for your website
48. Build relationships, and networks with others – your staff, suppliers, customers
49. Leverage Your Strengths – What are your top 5 strengths?
50. Develop a product funnel
51. Participate in a MasterMind Group
52. Hire a business/marketing coach
53. Collect testimonial letters from clients
54. Leverage your high school/university/college networks
55. License Your Materials
56. Write a letter every month
57. Develop a short and powerful “30 second speech”
58. What's Your USP?
59. What are your service/product features, benefits & results?
60. What's your Value Proposition?
61. Persevere
62. Develop an electronic signature
63. Look at fostering 1 new relationship each week – imagine what this would look like over 1 year. 3 years. 10 years.
64. Research what successful professionals are doing in your industry
65. Offer a draw for a free sample/product during a presentation you are giving
66. Join internet directories associated with your profession/industry
67. Engage in continuous learning/professional development
68. Be clear on your niche – We can't be all things to all people
69. Develop a tag line
70. Develop a logo
71. Receive an award
72. Get nominated for an award
73. Write a thank you letter to someone you admire/has touched your life
74. Develop bookmarks
75. Be clear on your business values
76. What's the value you provide through your business?
77. Have a company email address
78. Push vs pull marketing. Direct vs. indirect marketing
79. Develop your own post-it notes
80. Acquire an electronic/online shopping cart
81. Line up credit card facilities
82. Review your business vision regularly
83. Refer to your business plan regularly
84. Update your business plan/marketing plan/marketing vision on a regular basis
85. Develop your email signature
86. Schedule time for marketing
87. Create a Pinterest Board
88. Be a guest lecturer
89. Host a lunch and learn
90. Spend time marketing consistently on a regular basis
91. What makes you unique?
92. Watch for opportunities
93. Be ready when it comes
94. Send your book to those in power/influence
95. Mentor another professional
96. Have an autoresponder
97. Reserve your own domain name (www.jenniferbritton.com)
98. Hire a virtual assistant or have staff that are also marketers
99. Send a handwritten personal thank you
100. Build your credibility/build your skills
101. Develop a money-back guarantee
102. Celebrate!
103. Build relationships
104. Be consistent and persistent – 1% added effort over time adds up
105. Develop an Instagram Series

Jennifer Britton, PCC, CHRL, CPT is the founder of Potentials Realized. The host of the Coaching Biz Growth Lab, Jennifer works with coaches and other small business owners to accelerate their business results. She offers individual and group coaching support in

Since 2004 Jennifer has worked with a range of individual, team and group clients from a range of industries (safety, education, health care) through her company Potentials Realized. In 2016 she received a Prism Award from ICF Toronto for Excellence in Coaching for the work she undertook with The Scarborough Hospital in Coaching Skills Training and Developing a Coaching Culture.

Jennifer is the author of *Effective Group Coaching* (Wiley, 2009) and *From One to Many: Best Practices for Team and Group Coaching* (Jossey-Bass, 2016). She offers a number of ICF approved CCE programs including the Group Coaching Essentials™, The Advanced Group and Team Practicum (10 CCEs) virtually. Here Group and Team Coaching Intensive is a 2 day in person training program which can be delivered at your location (19 CCEs).

You can visit Jennifer on the web at: www.CoachingBusinessBuilder.com, www.potentialsrealized.com or at <http://groupcoaching.blogspot.com>. More information about her Group Coaching programs can be found at www.groupcoachingessentials.com.

Please send your feedback or questions to jennifer@potentialsrealized.com.

**Coaching
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Workbook and Planner
Putting the Pieces Together



Jennifer J. Britton

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