

Focus Your Marketing: Pick One Thing



“If you want to make progress with your marketing efforts, sometimes you just need to start.”

Part One: Determine Your Focus

To get started, we challenge you to pick ONE marketing initiative to focus on for the next 3-6 months. Maybe it's starting a blog. Or, maybe it's redoing your website. Whatever it might be, the questions below will help you determine where to spend your time and focus.

1. What is one area of the business that needs the most help?
2. What is one marketing initiative that could make the biggest impact on our business in the next 3-6 months?
3. What is the “low-hanging fruit” opportunity that would be easiest for your team to implement?
4. What is one marketing effort that you've been putting off that you know could make a difference?
5. Which marketing deficiency is hurting you the most? In other words, is there a critical issue that needs to be fixed?

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Part Two: Build Your Plan

1. Determine the marketing initiative you will focus on.

This is an easy one! You've already done the work in part one of this worksheet. Now all you have to do is choose one and write it here.

2. Create a task list of what items need to be accomplished to work on this initiative.

Use this space to jot down anything you think you'll need to do, you can revise later.

3. Determine the team members who will be committed to this initiative.

Who can help you reach your goal?

- Pick one action item that each team member can do each day, each week and each month to help you focus on this initiative.

Pull and sort these from your list in number two, you're going to need them for the next part!

Daily Action Items	Weekly Action Items	Monthly Action Items
Example: 15 min of writing	Polish post(s), find images, & schedule	Brainstorm topic ideas

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- Now pull it all together! Create a chart for these items or plot the activities out on your calendar to help you stay on track and keep your team accountable.

Here's an example, but feel free to map this out in any way that suits you. Post it where you'll see it most!

(list team members)	Monday	Tuesday	Wednesday	Thursday	Friday
Example: Thomas	15 min of writing + (first Monday of the month) Brainstorm topic ideas	15 min of writing	15 min of writing	15 min of writing	Polish post(s), find images, & schedule

That's it! Put these steps into action and you'll be well on your way to a simpler, more successful marketing plan in no time.

Be sure to check out more helpful resources like this on our website:
<http://flybluekite.com/resources>

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