

[STANDOUTVIRTUALLY.COM](https://standoutvirtually.com)



STAND OUT VIRTUALLY PRINCIPLE #4

It's Harder to Wing it!

DAY 4: MARKETING VEHICLES

Reciprocity is key. What are the vehicles you are going to use to Stand Out?

01. MARKETING VEHICLES

What approaches will you use?

02. REVIEWS

What reviews will you leave? How will you reach out BEFORE the holidays?

03. MATERIALS I NEED

What's important to invest in?

Power Up
Stand Out Virtually
5 Day Challenge

DAY 4: MARKETING + VISIBILITY

In day 4 we are exploring your offer. What do you want to create in your work? What is your offer?

WHAT MY CLIENTS WANT

I WOULD STAND OUT IF...

CUSTOMER JOURNEY

REVIEWS/TESTIMONIALS

Power Up
Stand Out Virtually
5 Day Challenge

BONUS: 21 IDEAS TO CARRY FORWRD

Use this sheet to outline your ideas around content you might create in 2021:

01. WHAT - LIST 7 THEMES/TOPICS WHICH COME TO MIND



02. WHAT'S THE OPPORTUNITIES YOUR CLIENTS ARE FOCUSING ON



03. WHAT QUESTIONS DO YOUR CLIENTS HAVE?



DAY 4: MARKETING+ VISIBILITY

What are the marketing vehicles you want to explore? Which areas do you want to focus on.

AREAS YOU WANT MORE VISIBILITY

What are the areas you want more visibility in?

KEY CONTENT AREAS

What content themes do you want to focus on in 2021

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

MY COMMITMENT AROUND MARKETING/VISIBILITY IS...

SCHEDULE IT IN AND BLOCK OFF TIME TO WORK ON IT

The AMPLIFY program will be focusing on both learning and action, along with reflection. Monthly Masterminds, Lab calls, Get it Done Days and Retreats round out the program