



# Market

## LIKE A BOSS

### HOW TO DOUBLE YOUR SALES IN 30 DAYS

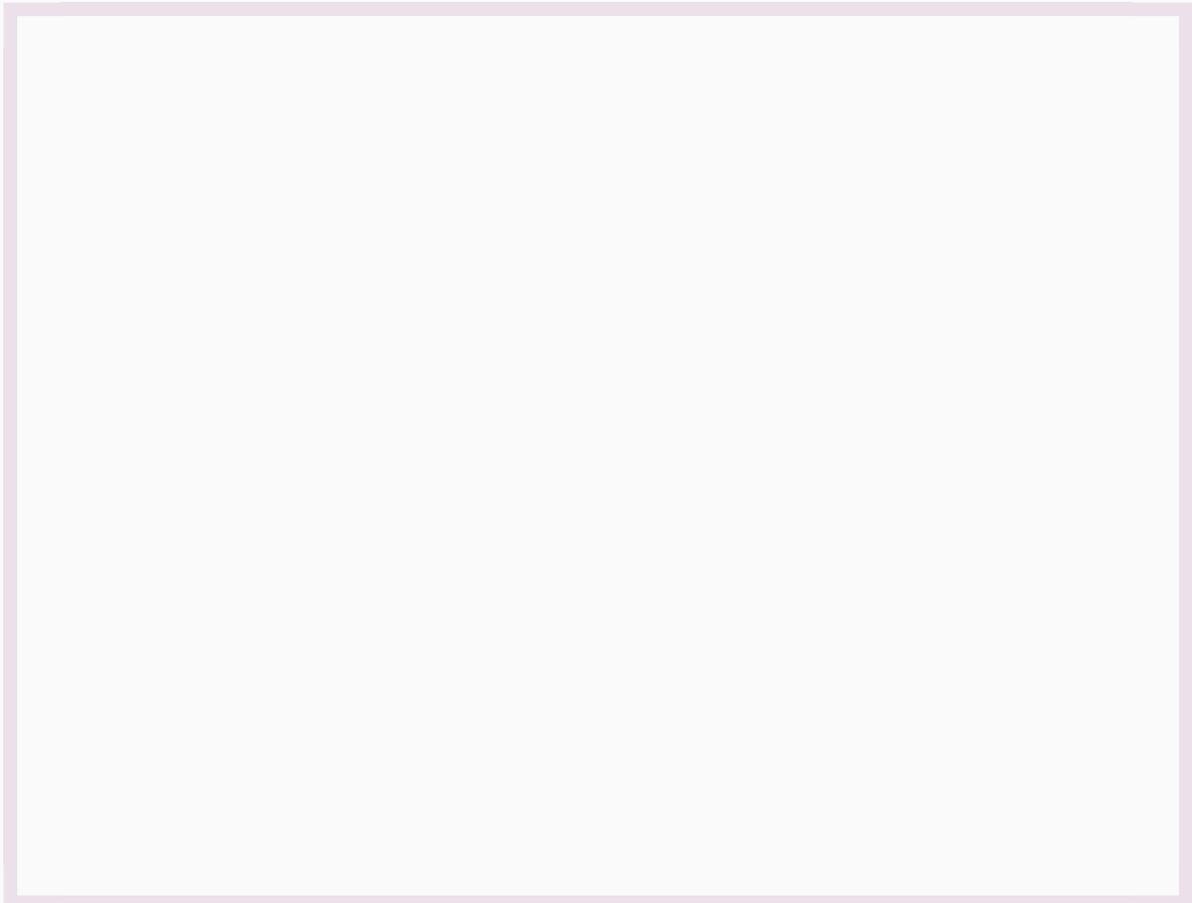
# Congratulations

**YOU'RE TAKING THE FIRST STEP IN BUILDING YOUR BRAND, WHICH LETS ME KNOW THAT YOU ARE SERIOUS ABOUT YOUR BUSINESS. TO SUCCEED IN BUSINESS, YOU NEED THE RIGHT TOOLS AND AN ACTION PLAN.**

**USE THIS WORKBOOK TO HELP PLAN AND EXECUTE YOUR STRATEGY, STAY CONSISTENT AND WATCH YOUR MONEY GROW.**

Let's start with your WHY. Why did you choose the product or service you are offering and what problem is it solving for people? People like to spend their money on things that they feel are helping them in some way. Once you figure out what problem your product is solving, start making post on your social media that make people feel as though they NEED what you re offering.

Use the space below to write your why, what problem you are solving and create some sample post.

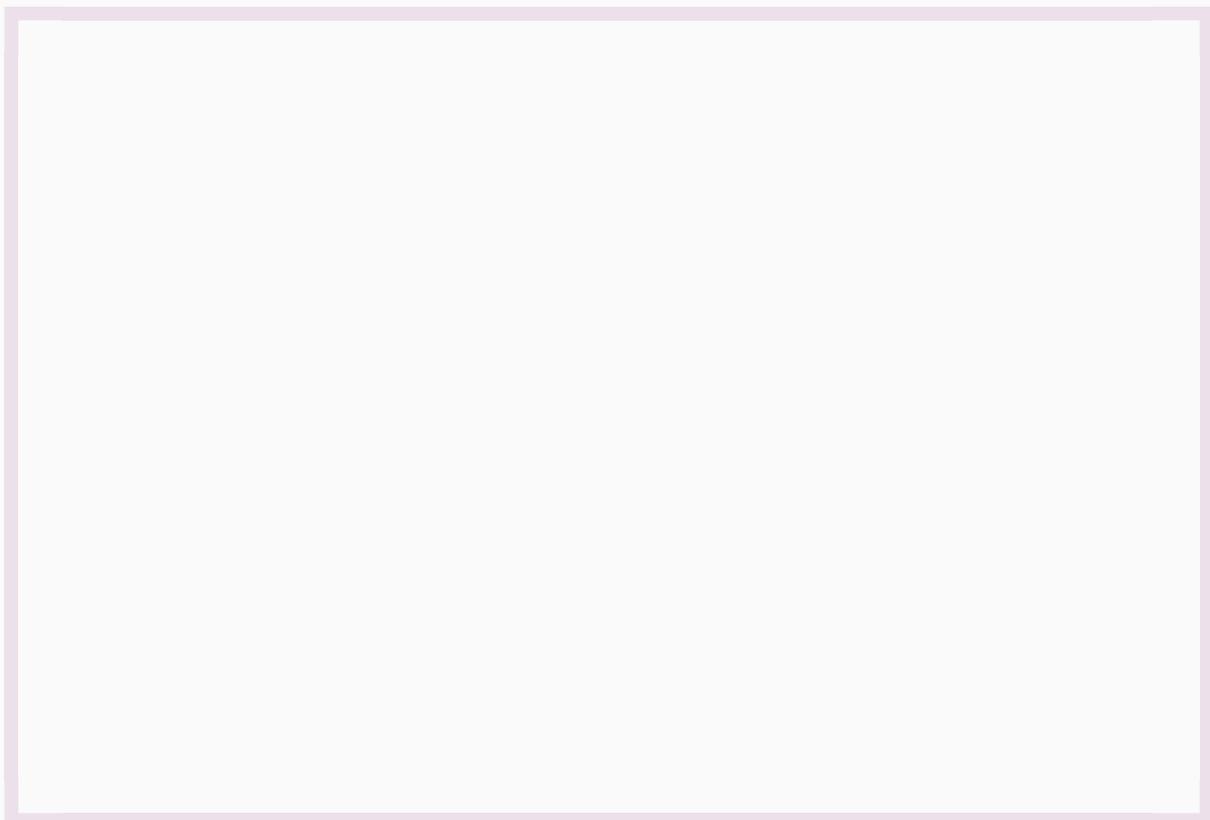


## WHAT ARE YOU GOOD AT, AND WHAT SHOULD YOU OUTSOURCE?

Let's be clear! Everyone is not going to be good at everything. You will have to reach in your pocketbook and pay for many services. Trust me I learned this the hard way and cost myself many sells by trying to take shortcuts.

You will need professional pictures of your products and well-designed flyers for your services. If this is not your expertise, invest in your business by hiring a professional. One site that I like to use is Fiverr, you can get mockups of your products for as low as \$5, business plans, video trailers and so much more. If you are a little savvy in the design department then Canva is a great place for you to design book covers, ebooks, flyers and social media visuals.

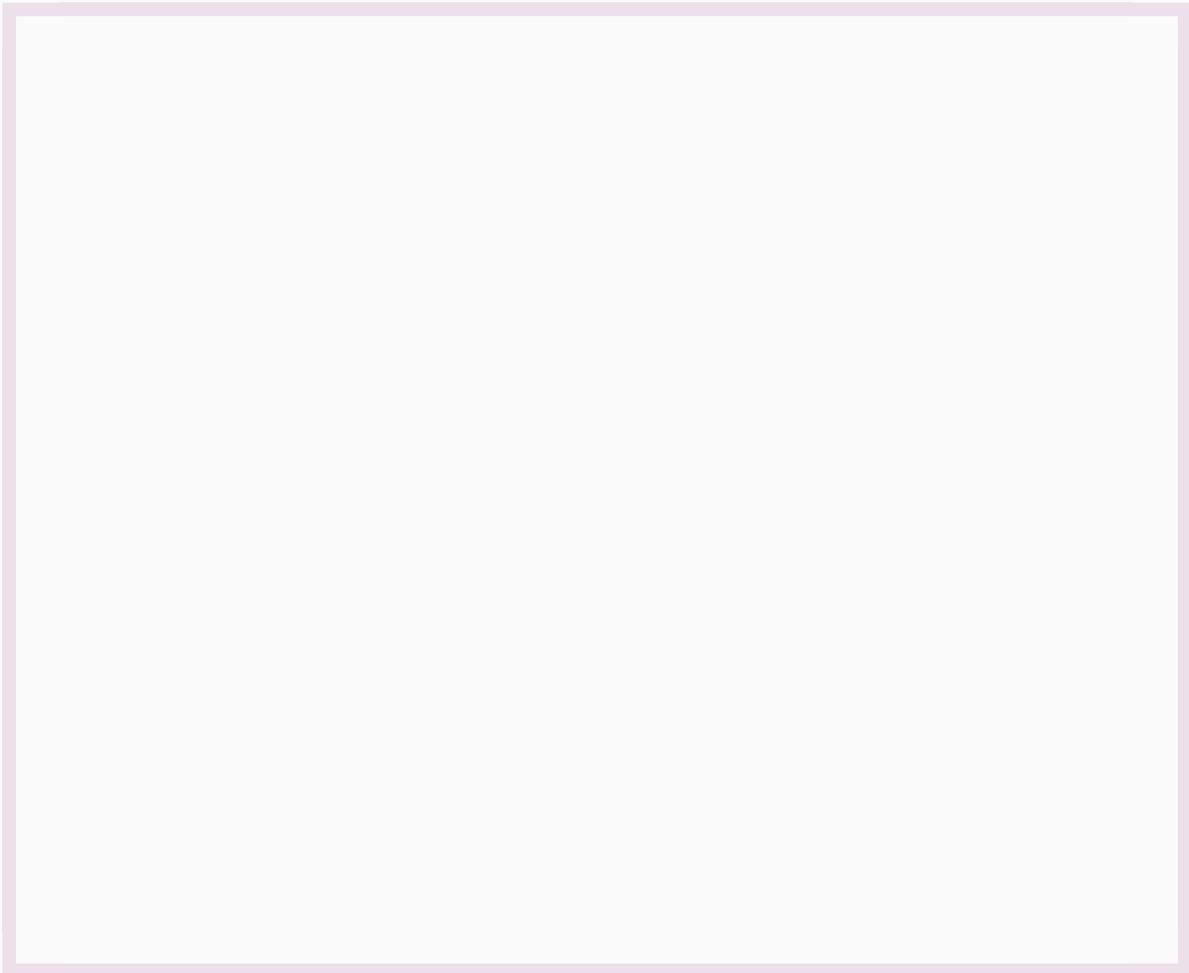
In the space below write down a list of things that you can outsource so that you can stay focused on the things that you are good at and then head over to Fiverr and Canva so that you can get some professional images created.



# Branding Your Biz

Branding is a very important aspect of your business. You will need a logo that everyone can associate your brand with. You also need a color scheme to make everything look polished and put together. You should have social media pages under your business name but still be as personable as you can to build trust with your audience. If you have a physical product, you should wear your brand as much as possible or go live on Facebook and Instagram using your products. You should have a design element that you stick to and let's not forget your packaging. For some packaging inspiration, head over to Pinterest to get some unique ideas.

In the space below list some adjectives that describe your business and center your brand around that list.



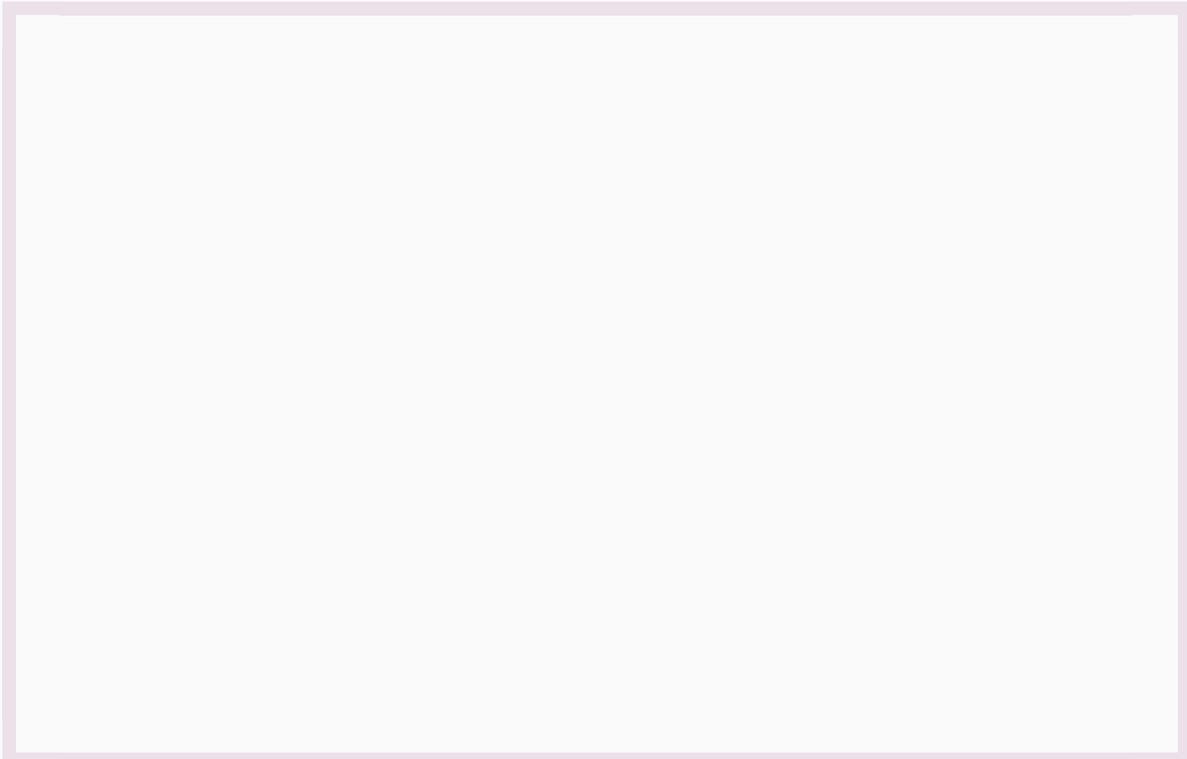
# Marketing 101

## CONSISTENCY IS KEY.....

My number one rule in business is to market consistently. It is ideal to post on all of your business social media platforms twice a day and once on your personal pages. If you are not showing up for your brand then no one will take you serious. You need to hand out business cards at any and every available opportunity. I like to challenge myself and set a limit such as to pass out ten business cards over the weekend or ten to twenty a week. It will also help you a great deal if you place a flyer with a discount code in all of your orders, this will bring repeated customers and never be afraid to ask for customer reviews. Customer reviews help potential buyers to feel more at ease and to have more trust in your services.

Rule of thumb: Know whom you are marketing to!

In the space below, describe your target audience. What do they like to do for fun, what are their characteristics, what type of jobs do they have, where can you find them, what social media platforms are they on?



## **A CLEAN PROFESSIONALLY DESIGNED WEBSITE IS SO NECESSARY!**

Your website should be easy to use, responsive and there should be tabs for different categories. A popup box for email subscribers is a must for sending newsletters, updates on new inventory, and exclusive discount codes. **DO NOT SKIP THIS STEP!**

To bring more traffic to your website, make sure your business is added to Google (it is free) and that you are using SEO. A little trick that I like to use to get my business at the very top of Google is to set my first SEO word with a word that starts with an A. This will get your business bumped to the top of the search engine.

Take a moment to research which web host will work best for your business. I recommend looking into Wix or GoDaddy, however, there are far more options. In the space below write down some SEO keywords that will help bring more customers to your website.

# Meet The Boss!



My name is Tamparey Jones and I love building brands and creating online courses just as much as I love to binge on Netflix! So you can imagine that's a whole, whole lot.

I started building my own personal brand and creating my courses as a way to help other women become freedom-based entrepreneurs. My first book Goal Digging made over \$2000 in sales the first day and I have been creating content for coins ever since.

What was meant as a way to comfortably work from home so that I could meet the needs of my children and husband turned into a profitable online business that has offered me the financial freedom that my family and I enjoy today.

It hasn't been easy, but if I can do it, you can too!

## Its Time To Live Our Best Life!

[Click Here To Grab Your Copy Of My Best Seller Goal Digging](#)

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**amazon**

