

My Marketing Strengths

The secret to making marketing work for your business is to leverage your personal strengths and interests.

Use the chart below to identify marketing activities you would find easy and enjoyable. The more you enjoy the marketing tasks you take on, the more likely you are to stick with it so you create a sustainable flow of customers (and cash) into your business.

<p>Writing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Blog articles <input type="checkbox"/> Case studies (success stories of real customers) <input type="checkbox"/> Articles for journals, magazines, or websites <input type="checkbox"/> Guest blog posts <input type="checkbox"/> Weekly or monthly newsletter <input type="checkbox"/> Ezine (electronic magazine) <input type="checkbox"/> Book reviews <input type="checkbox"/> eBook <input type="checkbox"/> Posts on LinkedIn, Facebook, or Medium <input type="checkbox"/> Email campaigns 	<p>Speaking</p> <ul style="list-style-type: none"> <input type="checkbox"/> After-dinner speeches for community groups <input type="checkbox"/> Lunch-and-learns for business groups <input type="checkbox"/> Podcast <input type="checkbox"/> Guest appearances on podcasts <input type="checkbox"/> Webinars <input type="checkbox"/> Workshops <input type="checkbox"/> Conference presentations <input type="checkbox"/> Conference keynote addresses <input type="checkbox"/> Video-based online courses <input type="checkbox"/> YouTube channel
<p>Visual Arts</p> <ul style="list-style-type: none"> <input type="checkbox"/> Images for social media posts <input type="checkbox"/> Signage (physical or digital) <input type="checkbox"/> Flyers and posters <input type="checkbox"/> Product packaging <input type="checkbox"/> Narrated slideshows <input type="checkbox"/> Animated videos <input type="checkbox"/> Instagram posts 	<p>Networking</p> <ul style="list-style-type: none"> <input type="checkbox"/> Social media <input type="checkbox"/> LinkedIn and Facebook, including groups <input type="checkbox"/> Membership sites <input type="checkbox"/> Webinars <input type="checkbox"/> Chamber of Commerce events <input type="checkbox"/> Community clubs (e.g., Toastmasters, Rotary Club) <input type="checkbox"/> Volunteer work <input type="checkbox"/> Mount A alumni network
<p>Digital Marketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Website design and development <input type="checkbox"/> SEO (search engine optimization) <input type="checkbox"/> Google ads <input type="checkbox"/> Social media ads 	<p>Hospitality</p> <ul style="list-style-type: none"> <input type="checkbox"/> Focus groups <input type="checkbox"/> Learning events <input type="checkbox"/> Social events <input type="checkbox"/> Executive roundtables <input type="checkbox"/> Virtual summits

Now, where do you want to begin?