



# My Reach More People Plan

## My Reach More People WHY

Describe your reason for wanting to reach more people. It could be that you're looking to build awareness, be more famous, grow your profile, generate more leads and/or sales. It could be that you have a mission to help change the lives of XXX people through some sort of charity or cause-related work that you will do.

## My Reach More People WHO

Describe the people that you want to reach. (This is the client avatar that you're going to focus on reaching more of.)

## My Reach More People WHAT

Describe the product or service that you're targeting with your Reach More People efforts?



## My Reach More People HOW

How will you reach more people? What does it look like to reach more people in your business. What media will you use? You can use Owned, Earned and Paid methods. For example... here are some ways you could consider.

- **Social Media** — build likes on FB, followers on social networks, start a FB group, host an online challenge
- **Webinars/FB Lives** - get more attendees, start running webinars, do Live video
- **Events** - run my own live event(s), get speaking gigs, run a bootcamps/retreat
- **Publicity** - get media/publicity, be a guest on a podcast, etc.
- **Leads** - grow my subscriber list, start a newsletter/email campaign, create and market a lead magnet
- **Email Marketing** - get new clients, nurture existing clients, re-engage dormant clients
- **In Person** - attend networking events/ trade shows/ other places my ideal client hangs out
- **JVs/Alliances/Sponsorship** - join forces with another company, sponsor something in my industry
- **Advertising** - Run paid ads on Google, Facebook, in relevant publications/media
- **Other** - start a podcast, run Google ads or FB ads,

90-Day Reach More People Focus		
Owned/Earned or Paid	How I Will Reach More People	The Number of People I Want to Reach This Way



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## My Reach More People NEXT STEPS