



My Reach More People by STANDING OUT 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 and stand out? What will standing out look like?
What channels and media will you use?

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, speak at other people's events
- **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** - send regular emails or newsletters to my email list, injecting more of my own story and personality
- **In Person** - attend networking events/ trade shows/ other places my ideal client hangs out and sharing my Connection Statement
- **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, write a book or eBook or create a lead magnet

Think about your HOW in terms of whether it is an Owned, Earned or Paid traffic channel.

Owned	Earned	Paid
Website	Publicity	FB Ads
Email List	Social Media Mentions	Google Adwords
Social Media Followers	Guest Speaking	Tradeshow Stand
Events/Webinars	Guest Blogging	Sponsorship/Influencers
Podcast/Blog	Referrals	Other People's Database
In Person Appointments	Affiliates/Strategic Alliances*	Affiliates/Strategic Alliances

*Affiliates/Strategic Alliances can fall into either/both Earned and Paid channels depending on the activity/arrangement.



My Reach More People By Standing Out Goals

The 1-3 main communication methods that I'll use to stand out over the next 90 days.
e.g. website, speaking, blog, video, email, in-person, FB live, alliances, publicity etc.

My Reach More People Goal <i>(Be as specific as possible about numbers and details)</i>	No. Of people I Want to Reach <i>(Specific Qty)</i>	How I Will Reach More People <i>(Describe the methods choosing from owned/earned/paid traffic channels)</i>
e.g. Start a Free Facebook Group	200 members	Emailing my database. Running paid ads to Facebook. Doing a guest post on a blog.

My Reach More People NEXT STEPS