



# MARKETING CHECKLIST

for Service Based Business Owners

Yoon Cannon

# 3 Best Ways to Market

## Your Business to Reach Your Target Market

*These are the 48 different tactics that your ideal target market discovers (finds out) about you.*

### 1 - ADVERTISING

- |   |  |
|---|--|
| <input type="checkbox"/> Digital Advertising                      | <input type="checkbox"/> Print, Traditional & Niche Advertising    |
| <input type="checkbox"/> <a href="#">Digital Magazine Ads</a>     | <input type="checkbox"/> Billboard Ads                             |
| <input type="checkbox"/> Facebook Ads                             | <input type="checkbox"/> <a href="#">Direct Mail Ads</a>           |
| <input type="checkbox"/> <a href="#">Google Pay Per Click Ads</a> | <input type="checkbox"/> Flyers / Posters                          |
| <input type="checkbox"/> LinkedIn Ads                             | <input type="checkbox"/> Groupon - Coupon Ads                      |
| <input type="checkbox"/> Website Banner Ads                       | <input type="checkbox"/> Press Releases                            |
| <input type="checkbox"/> YouTube Ads                              | <input type="checkbox"/> <a href="#">Print Magazine Ads</a>        |
|   | <input type="checkbox"/> Radio-Podcast Sponsorship Ads             |
|   | <input type="checkbox"/> Trade Show Booth Advertising              |
|   | <input type="checkbox"/> <a href="#">Word of Mouth Advertising</a> |

### 2- DIGITAL MARKETING

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> <a href="#">Authority Marketing</a> | <input type="checkbox"/> <a href="#">SEO (search engine optimization)</a> | <input type="checkbox"/> <a href="#">Social Media</a>       |
| <input type="checkbox"/> Article Writing                     | <input type="checkbox"/> Domain Authority Score                           | <input type="checkbox"/> Facebook / Instagram               |
| <input type="checkbox"/> <a href="#">Blogging</a>            | <input type="checkbox"/> Link Building                                    | <input type="checkbox"/> <a href="#">LinkedIn</a> / Twitter |
| <input type="checkbox"/> Book Writing                        | <input type="checkbox"/> <a href="#">On page SEO</a>                      | <input type="checkbox"/> Snapchat                           |
| <input type="checkbox"/> <a href="#">Business Website</a>    | <input type="checkbox"/> Off page SEO                                     | <input type="checkbox"/> Tik Tok                            |
| <input type="checkbox"/> Lead Gen Sales Funnels              | <input type="checkbox"/> Social Engagement                                |   |
| <input type="checkbox"/> Online Press Releases               |   |   |
| <input type="checkbox"/> Reviews - Reputation Marketing      |   |   |

### 3- SPEAK TO SELL MARKETING

- |  |  |
|--|--|
| <input type="checkbox"/> Free Consults / Courses / Demos   | <input type="checkbox"/> Video Marketing (your speaking clips promoted on :) |
| <input type="checkbox"/> <a href="#">Live Event Speaking: Conferences / Seminars / Workshops</a> | <input type="checkbox"/> Emailed to your subscribers                         |
| <input type="checkbox"/> Networking Groups (30 second commercials / elevator pitches)            | <input type="checkbox"/> Facebook, Instagram, LinkedIn, Twitter              |
| <input type="checkbox"/> Podcast and/or Summit Speaker (interview) as Guest Expert               | <input type="checkbox"/> Tik Tok   |
| <input type="checkbox"/> Podcast Show (or Summit) Host   | <input type="checkbox"/> Vimeo   |
|  | <input type="checkbox"/> YouTube   |
|  | <input type="checkbox"/> <a href="#">Webinar Speaker</a>                     |
|  | <input type="checkbox"/> YouTube Episodes                                    |

II. List 3-4 specific marketing activities above you are already doing in the past 12 months?

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\_\_\_\_\_

II. List 3-4 specific marketing activities above you ENJOY doing the most?

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\_\_\_\_\_

III. Which tactics have been the top 3 biggest sources that brought in the most new clients/ customers in the past 12 months?

SOURCE	# NEW CLIENTS IN 12 MONTHS	1 YR REVENUE	I DON'T TRACK = I DON'T KNOW

IV. What are 2-3 specific tactics you most want to LEARN how to get better at to generate more leads?

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\_\_\_\_\_

V. What are 2-3 specific tactics you most want to HIRE someone to do in-house (or you currently have hired)?

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\_\_\_\_\_

VI. What are 2-3 specific tactics you most want to OUTSOURCE to start generating more leads?

\_\_\_\_\_

\_\_\_\_\_

VII. What do you think is the biggest challenge in your marketing that is keeping you from rapid growth? Please rank and number your top 3-4 challenges.

\_\_\_ I am unclear what the overall marketing strategy should be.

\_\_\_ I don't have a written marketing plan.

\_\_\_ I don't know how to best market my business / I don't know how to create a marketing plan.

\_\_\_ I have a marketing plan in my head, just on on paper.

\_\_\_ I lack consistency in executing on my marketing plan.

\_\_\_ I have outsourced and/or hired other people to do my marketing, but I am not happy with results.

\_\_\_ I do all my own marketing, but not seeing consistent leads to sustain my business growth goals.

\_\_\_ I need to master more effective ways to market my business other than cold emailing / cold calling.

\_\_\_ Other: \_\_\_\_\_

### **NEXT STEPS...**

Great job!! You've made 7 marketing decisions so far! WHOO-HOO!! 🎉🎉🎉

Now that you have identified your current marketing challenges and what marketing tactics you want to explore and/or commit to ... I want to help you feel rock solid about your overall marketing strategy and execution plan.

Keep in mind whether you are the one doing a lot of your own marketing or you hire an employee / virtual assistant, or you [outsource some of your marketing](#) to outside agencies, what you DON'T want is a bunch of random, isolated pieces of marketing tactics being done just for the sake of showing activity. Being busy doing a lot of marketing does not necessarily equate with being effective in your marketing.

What you DO want is the marketing tactics you choose (whether one or ten different people are doing them) are all working cohesively, contributing their part to fuel and fulfill your ONE core marketing strategy.

So, if you'd like to feel secure and confident about having a rock solid marketing AND execution strategy I invite you to book a complimentary strategy session with me.



Step 1: Book a time in my calendar here:  
<https://www.paramountbusinesscoach.com/APPLY>




Step 2: Email me your filled out Marketing Checklist to:  
[YoonCannon@ParamountBusinessCoach.com](mailto:YoonCannon@ParamountBusinessCoach.com)

I look forward to supporting you!

Talk soon,

Yoon S. Cannon  
Founder, ParamountBusinessCoach.com



**ABOUT YOON CANNON** ~ Founder, ParamountBusinessCoach.com

My mission is to encourage, equip and empower entrepreneurs to help you grow a thriving business and life you love! Since 1998 I have started and sold 3 other companies in both B2C and B2B, so I completely understand the struggles you go through whether you're starting from zero or growing a 6 and 7 figure business. I invite you to book a free sales growth strategy call with me below.

<https://ParamountBusinessCoach.com/coaching-call-sign-up>

As featured in:

THE WALL STREET JOURNAL. Entrepreneur **CNN** Fortune **Money Inc.**

## ABOUT YOU:

- **You started your business because you truly wanted to help people.**  
*You're a visionary and a big thinker.*
- **You created a successful business because you are a high achiever.**  
*You're a fast action taker, focused and determined. And, you're damn great at what you do!*
- **You're serious about taking your business to the next level.** *You realize what got you here, won't get you there. You know that YOU are the biggest asset in your business, so you invest highly in yourself.*
- **You're ready to play bigger in your business.** *You want to make a greater impact and leave a lasting legacy. You're not afraid to get out of your comfort zone. You're coachable. You know that great success stories are never achieved alone. You're excited not only for your business to grow but more importantly, how YOU will grow to the next level.*