

Web-Based Marketing



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Room setup

- Sit next to someone you don't know well.



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You Will Learn...

- Why getting online is crucial for business.
- The 4 authentic ways to communicate online.
- Where to start and how to not get overwhelmed.
- How to put yourself in a place of deep service.
- What it all boils down to....

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Marketing

- How do you feel about **MARKETING**?
- Is it a disservice **NOT** to share your spirit?
- Where do you aim your energy?

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Break-Out

- Tell your neighbor all the roles you play...
artist, musician, dancer, leader, therapist,
teacher, counselor, mentor, speaker,
author, writer, etc, etc, etc...
- Now, create a **VISION** for yourself.

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What IS Your Vision?

- Start backwards.
- Work step by step backwards in time
starting **FROM** your desired outcome to
the present day.
- Then you'll know what the first step is.

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Use Your Vision To A.I.M.

- It's crucial that you clarify your vision for your work.
- Have conviction in your beliefs, values.
- Align them with your vision.
- Infuse your marketing materials with your beliefs and vision.



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Break-Out!

- Share with a neighbor how you've been able to combine the way you LOVE to spend time with fulfilling a DEEP community need.

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Tribal Leadership

- You ARE the leader of a movement.
- 3 Characteristics of a tribe
 - > One or more leaders
 - > Common cause
 - > Easy communication among members
- Own it.



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Why Should I Get Online?

- What do you do when you look up reviews? Look up a book/author? Look for an auto mechanic? Look up a restaurant? Look up movie times?



- Don't underestimate in-person networking.
- Google and SEO is not the ONLY way.

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Where Do I Start?

- Website
- List



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5 Biggest Mistakes Of Small Business Websites

- No location on homepage
- No contact information or only ONE channel
- No email opt-in
- Using free web hosting
- No images of YOU



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Where Else Do I Start?

- SEO
- Facebook
- LinkedIn
- Twitter
- Pinterest
- Instagram
- Google+

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4 Ways To Be Authentic Online

- 1. Real and sincere with no facades
- 2. Relevant to the times
- 3. Helpful and service-oriented
- 4. Consistent
- CONVERSION is king

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The Power Of Sharing

- Old school: Don't share anything unless people pay for it! <fear>
- New school: Share your expertise consistently and openly, be accessible, be resourceful, and package your expertise into consumable goods

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Power of Sharing & Professional Growth

- By sharing, you build relationships with others, you interact, and you can find out what the deep community need is.
- When you marry your unique talent with a deep community need, you have achieved web-based nirvana!

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Why Share?

- Building relationships
- What would you like to see show up in Google?
 - Open opportunities to grow, expand, and flourish
 - Take part in the molding and shaping of our field for the future

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3 Ways To Become A Thought Leader + Expert

- Resource
- Role Model
- Researcher



**Book Recommend: Millionaire Messenger by Brendan Burchard

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**Professionalism, Personal Privacy,
and Consciousness**

- Releasing anything to the public is a big deal.
- Assume everything you put online is public.
- Communicate via email, permission-based
- Do NOT manually add email addresses to your list unless you have permission

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Become A Tribal Leader.

Take action NOW.

- Write down one big step you can take to become a web-based leader in your community, and...

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Become A Tribal Leader Now.

Visit **MT-Ed.com/DCFG**
for a super awesome handout.

Enter your name + email.

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Thanks a bunch!



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