

Grow Your Business the Cheap & Easy Way









Main point!

You need to structure and market your business so you can keep doing the work you love.



What we'll cover

Marketing

1. Face to face marketing
2. Your elevator speech
3. Social media marketing

Creating business systems



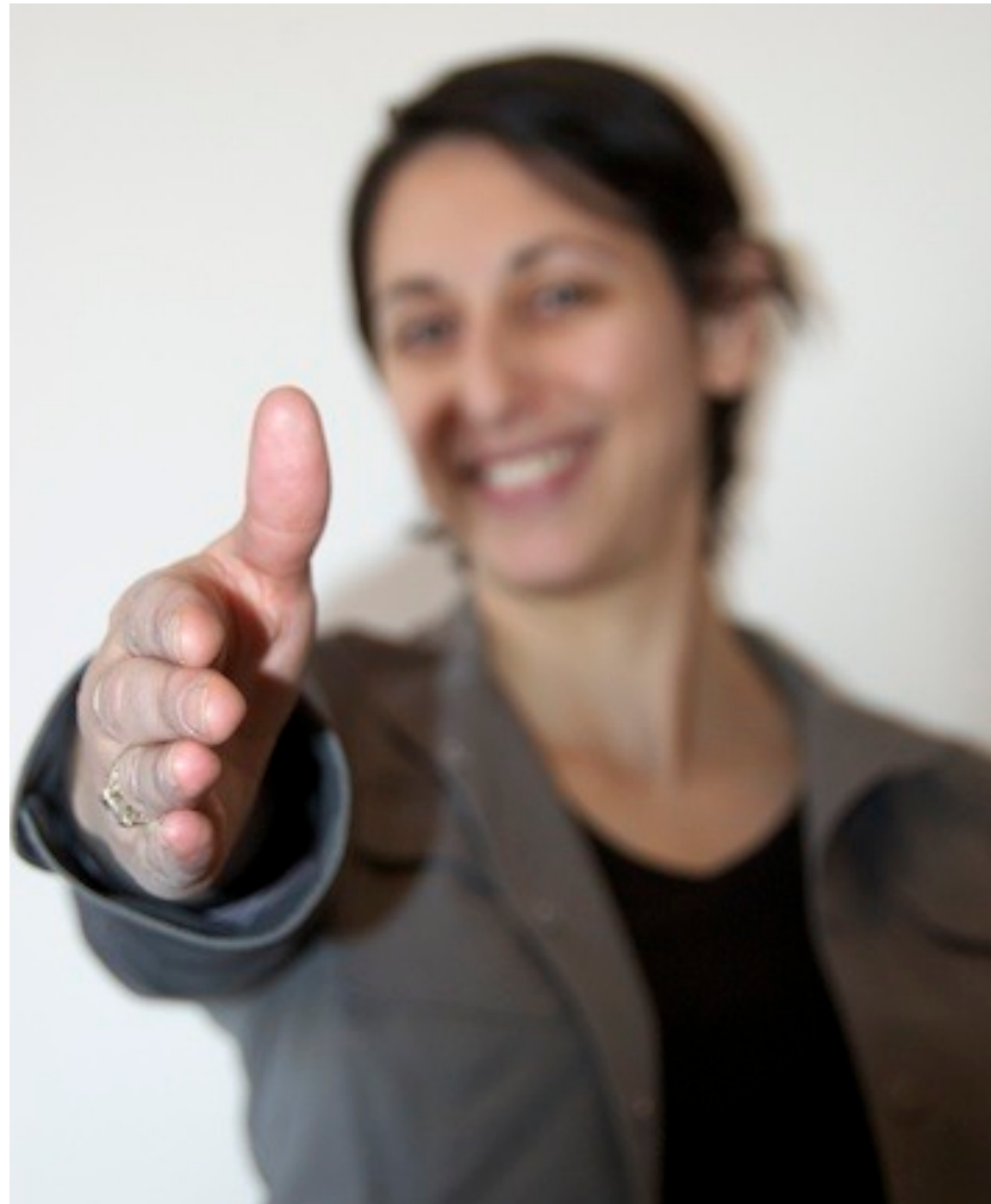
What is marketing?

Marketing is getting potential customers interested in your services (or products).

It can be easy and affordable.



Face to face marketing



Face to face marketing

Where to do it: At events

- Social events
- Networking events
- Other events



Face to face marketing

Where to do it: With current clients



Face to face marketing

Where to do it: Anywhere!

- Coffee houses
- The gym
- Etc.



Face to face marketing



How to break the ice



Your elevator speech



Your elevator speech

Must have 3 elements:

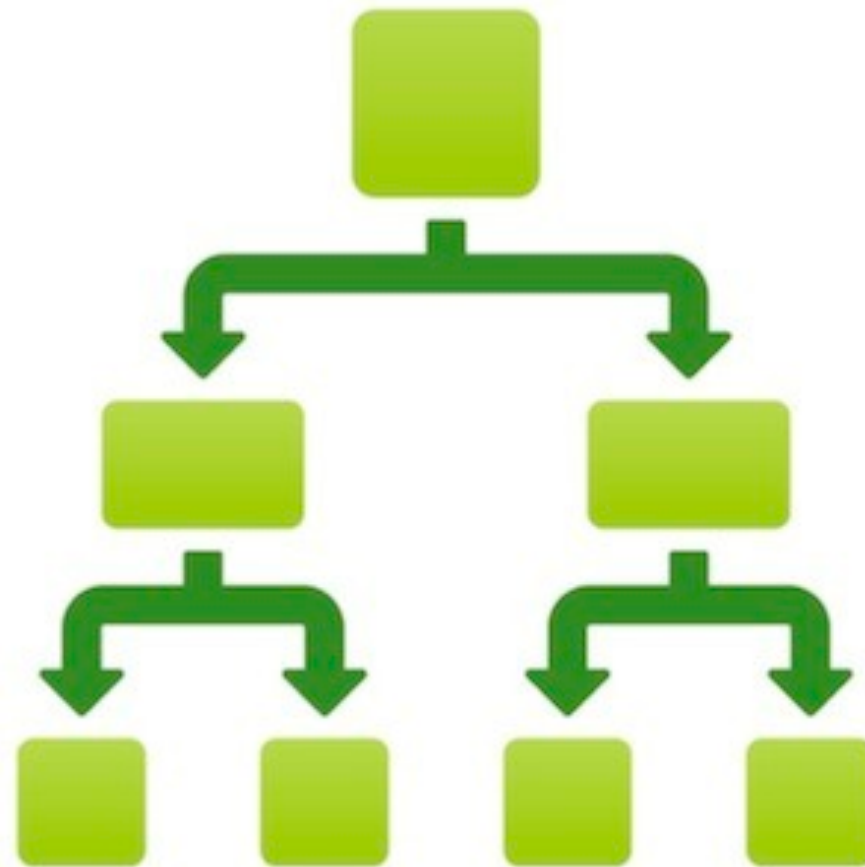
1. What do you do (no tech speak!)
2. What makes you different
3. Something that makes you memorable



Social media marketing



Creating business systems



Systems

Creating business systems



Finances



Creating business systems



Automation



Creating business systems



Professionals



Summary

- Marketing: Do it!
- Systems: Do it!



Supplementary materials

[www.ivanexpert.com/
bootcamp](http://www.ivanexpert.com/bootcamp)



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