**Marketing**: activities to get in front of clients/customers

* Activities that get you out of the entrepreneurial witness protection program

Website

* Creation
* Updates
* Blog?
* Sales page?
* Landing pages

Social Media

* Facebook
* LinkedIn
* Instagram

Networking – online



Networking – in person



Blogs – reading, writing

Branding

Podcasts

1 to 1 meetings / individual networking events

* How many a week?
* When is best for you?
* Investigate a scheduling system

**Operations**: the do that you do that makes you money

* Great place to utilize the monetization spreadsheet as a forecast tool.

Performing speaking engagements

Performing money generating activities – servicing clients/customers, selling product

All income producing activities (IPAs)

* Offering 1
  + Spin off 1-1
* Offering 2
  + Spin off 2-1
* Offering 3
  + Spin off 3-1
  + Spin off 3-2
* Offering 4
  + Spin off 4-1

**Administration**: the running of your business

* Tasks in this world are typically created by activities in operations and marketing

Set-up/Incorporation

* What is needed locally?

Research & Development

Finding networking events, speaking engagements

Sales meetings/presentations

* How many per day? Week? Month?

Insurance needs review

Bookkeeping

Invoicing

Structure & scheduling

Follow-ups, contacting referrals, setting up meetings

Personal/professional development

Budget

Office hours