

How to “Make a Splash” in Your Business

Six strategies for entrepreneurs to avoid feeling like you’re sinking.

Start by Getting Your Feet Wet

What sets YOU apart from the competition?

How am I unique (as a person)?	What is different about my business?

WHO are you trying to reach?

Key demographics:	
Where are the best places to find them?	
What do they do for fun	
What keeps them up at night?	
Where would I meet them for dinner?	

Swim Consistent Laps: Solidify Your SEO

We'll focus on your onsite SEO. Use Google, SEOptimer, or other keyword research tools to help you find the best keywords for each page of your website. What keywords will give you the most views with the least competition?

Write down the top five keywords that are most applicable to your company:

- 1.
- 2.
- 3.
- 4.
- 5.

The Perfect Dive: a Solid Marketing Strategy

Brainstorm the best possible ways to reach out to your ideal customer. (Use the information above to spark ideas):

Let the Pool Games Begin: Content Marketing and Social Media

Not everyone loves social media. How can you make social media more fun for you? How can it better reflect your unique personality?

Go for the Cannonball!!

Okay, we're going for a major head turn here! What is the most improbable, impossible, bonkers goal you'd like to achieve? (You might not have even dared to whisper it to another living person yet!) People might think you're crazy. That's ok! Write it in pencil, in pen, or go for the bold and use permanent marker.



Still Not Getting the Technique Just Right? Reach Out to a Coach.

At JamboJon, we're more than just proud computer geeks. We know how to get you the most positive responses from your website and marketing strategies. Contact us today to let us steer you in the right direction.

Call: (801) 432-0514