

Marketing in 30 Minutes a Day

Monday

Research

Search for:
Prospects
Blogs
Networking events
Directories
LinkedIn Groups

Tuesday

Prospecting

Warm Email

Wednesday

Content Marketing

Start email newsletter
Make it specific to
your market

Thursday

Follow up

Tues. prospects
Outstanding proposals
& invitations
Invoices

Friday

Your Website

Add article
Tweak contact form
Develop services page
Add something to bio
Add resources
Add testimonials

Sample Prospecting Process:

Day 1 – Connect on LinkedIn + follow on Twitter

Day 3 – Send an introductory email message

Day 5 – Follow up with a phone call

Day 12 – Send another email

Day 18 – Send something via snail mail

Day 25 – Send another email

Day 28 – Follow up with another phone call