



Hazel Palache: Hi everyone and welcome. This is Hazel Palache, President of Say Yes to Business Success and your host for **The Women Entrepreneurs Business Empowerment Symposium.**

Today I'm honored to have as our guest Katrina Sawa, I believe that's how you say it Katrina?

Katrina Sawa: It's Sawa but that's ok.

Hazel Palache: Sawa, ok. Katrina is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. She works with highly motivated women entrepreneurs that want to maximize their business to make more money and enjoy more free time and fully embrace your happiest life ever. Katrina uses online and offline strategies to leverage your resources, contacts and your expertise. Plus she kicks you in the butt to implement it all too.

Katrina is an author, speaker and coach and she's been featured on the Oprah and Friends XM radio network and is a regular business expert on news 10 in Sacramento.

You can get her free gift at www.jumpstartyourmarketing.com/gifts and we will give that out to you at the end of the call.

And Katrina's topic today is "**Kicking You and Your Business into High Gear and High Profits, Online....and FAST!**" she's going to give us a step-by-step method on how to affordably create your freedom-based, passion-driven online business. Because, maybe as an entrepreneur you're still trying to figure out the least expensive, most effective way to get an online business up and running and making money or you might be frustrated with the lack of sales or referrals or you're constantly struggling in your business to pay bills. And we're going to talk about, well I'm not but Katrina is going to talk about all of this on the call today.

So Katrina welcome, it's a pleasure to have you here.

Katrina Sawa: Thank you Hazel. I'm excited to be here.

Hazel Palache: Good so let's jump right in. My first question to you would be entrepreneurs seem to continuously struggle with working less in their business and they still want to make money obviously. So what's the secret behind working less in your business and still being able to make money?

Katrina Sawa: Well the main thing is leverage of course. I think a lot of your listeners probably know that is how you can leverage yourself. I also preach a lot of automate, delegate and systemize. I think it's important that you automate everything with software, technology, online systems, as much as possible so that you take a lot of the manual labor out of it.

I mean I still know people that are doing invoices and taking checks for coaching and I'm like that's just crazy I can't even imagine. I don't really want to work with somebody that wants to pay me by check. I don't have time for that.

Hazel Palache: Right. I didn't know that people still did that except in you know brick and mortar businesses maybe.

Katrina Sawa: Well yes but I work with a lot of people who are just starting out and who don't know the power of the internet and don't know all the different

things about online and internet marketing these days. So those are the kind of people I love to talk to because gosh when they learn about all of that stuff it just opens up your world. Right?

So automation, delegating. I mean I delegate everything that possibly comes across my desk that I don't want to do that needs to get done. There's so many opportunities that come across our path everyday and you'll see them every day, I mean you'll see them in your Facebook inbox in your messages, you'll see them on your email but you'll see them in the mail, you'll see them on TV, you'll see all kinds of opportunities for getting publicity, becoming a speaker somewhere, submitting content to a website.

But who has time to act on all those opportunities? You don't. If you have a plan of what you need to do everyday you have to focus on money making activities and sales and clients and things like that. But those opportunities still need to get acted on in order to build your business bigger so why not just forward them all to an assistant right? I mean that's just one thing you would delegate and of course you want to delegate for keeping follow-up and all that stuff.

So, leveraging your time, your expertise into group programs and products instead of just one on one; I mean I started out one on one in my business and you know I just got burned out after about three years. I was working so hard for everybody else that I was working like 60 hours a week when I found the world of internet marketing and these leverage business models it allowed me to work; I was really seriously working like 6 hours a week with clients after I changed my business. Now granted I work a little bit more now because I'm doing some bigger ramping up.

And you know once you hit six-figures there's no looking back. You can't go back. So it's only going forward and now you want to reach seven so you kind of have to do a little bit more, or set more systems in place or come up with new ideas. But it's never work because it's what we love to do right?

Hazel Palache: Absolutely and I totally agree with everything you just said. If I can delegate something it's going off my desk that's for sure.

Katrina Sawa: Yeah and you know it's hard when you just start out too. You can't always afford a whole entire team or five people for 500 bucks a piece or anything but you've got to start somewhere.

Hazel Palache: But you can get free interns.

Katrina Sawa: You can. I haven't been successful in finding them. And a lot of times you have to train them so much or really show them how to do stuff so much for me it's not worth it because first of all I'm not a manager, I'm not a trainer type. I'm a coach, I can tell you what to do, I can analyze, I can problem solve but to train somebody my idea of training somebody is by osmosis. If you can't learn by; seriously I had people in my office one time when I first started and I was just looking over their shoulder and I would just say watch what I'm doing and duplicate it, like I didn't know how to train people.

Hazel Palache: Well that's ok. I do have, well I did I finished working with her but I had a client who actually had four interns.

Katrina Sawa: Oh wow.

Hazel Palache: Successfully. It doesn't always work but it's an option to check out when you're first starting if you can't really afford to hire a VA.

Katrina Sawa: I agree.

Hazel Palache: Ok so everyone today is creating products and they're hosting teleclasses or summits or writing courses and eBooks and you name it they're doing it. Now are these business owners really making money from this stuff?

Katrina Sawa: Well obviously I don't know everybody else online but I know some people who are making really good money but I also know people that aren't making any money but it looks like they are making money.

So it is hard to tell and creating information products where you package your expertise into audios or eBooks and stuff, you definitely want to do that and have that available but my thinking is unless you have a large list or access to lots of people who will promote it for you with large lists, I don't see a lot of people selling a lot of their products. So they become handy if you are speaking in front of groups and you can give one away, have a drawing, if you can throw it in as a bonus with your coaching. I mean there's all kinds of different things you can use products for other than just selling them. Of course it also positions you online.

So yes you want to do it but a lot of times people jump into these online businesses thinking I'm just going to create an info product, slap up a website and sell sell sell. Well it doesn't always happen like that. And so you might want to do that, it's not usually the first thing I have at least new clients or new business owners start. It's something we might develop along the way but it's not the first thing I have people do creating products.

Now we might do some free teleclasses and you definitely have to have some kind of freebies to give away to build your list and things like that but you don't want to put all your eggs into one basket thinking your products are going to sell even if they're a hundred bucks or five hundred bucks that you're going to make thousands and thousands right off the bat without really a list to promote it to.

Hazel Palache: Right and that can be very challenging. And you mentioned getting other people who have large lists which of course for those that might not know that's joint venture partnering right?

Katrina Sawa: Right. Well I mean just like...

Hazel Palache: It's like actually what we're doing.

Katrina Sawa: Right, what we're doing here because I'm a guest on your call, you're running a telesummit and I'm going to be sending out information to my list to promote your telesummit.

So you can do that in many different ways but obviously it would have to be a good fit for the other person to promote you, something complimentary and something that fits their target audience whether it's a product or free service or some kind of opportunity to get on your list. Even swapping articles in your Ezine or newsletters; you want to think of anything that you can possibly do, these are just those opportunities that I was talking about that come up every day that you let slip by because you are either too focused and don't notice or you say oh I don't have time for that and you disregard it and don't act on it.

Hazel Palache: So when you say articles in newsletters just for the sake of our listeners you're talking about getting other people's articles and using them in your newsletter obviously with permission.

Katrina Sawa: Right definitely. Well all of us who do an email newsletter typically write articles and we have a little resource box usually at the end of the article that says if you want to use this article in your newsletter or on your website you can as long as you include the following blurb.

So you can do that in your own newsletter and then I know lots of people who have taken those articles from my newsletters and used them in theirs. They can do that, they don't even have to tell me.

But I'm talking about looking for opportunities where you would suggest to someone maybe like yourself where you and I would say I have a great article that might be a good fit for your list and I'd love to see an article that might be a good fit for my list and we could swap. It is hard to come up with, it's not hard I mean I can write all day about all kinds of business stuff but every once in awhile it's nice to throw in somebody else's article into my newsletter. It gives me a little

bit of a reprieve from writing and it highlights somebody else and you know it's a win/win for everybody if it's a reciprocal relationship.

Hazel Palache: Yep. I totally agree.

Katrina Sawa: And it's free.

Hazel Palache: Yeah and it's free. So what is the secret to creating information products and programs etc? One that works, that might be able to grow into a business and even make money while you sleep?

Katrina Sawa: Well the thing is to not just think of what you want to provide or what you want to tell people or teach people. It's to really think about who it is you're serving, who is your target audience, who is your ideal customer and what does that ideal customer need, want or what problems do they have that you could potentially solve?

So you really want to number one design something around what your target market cares about, not what you want to tell them but what they want to know. A lot of times people forget that and they don't, they just kind of well I have this great system on communication styles and I'm going to teach you this, this and this. Great, who's it for and do they care and do they have a problem that that is going to solve? Not all the time right?

Hazel Palache: Right.

Katrina Sawa: so that's usually why they don't sel. The other thing to look at is, I usually start out with talking to people about ok what is your signature system? What is your signature process? How are you going to, if you're a coach or a consultant or some kind of speaker or author what is it that you teach and what is the process that you take people through to teach that? Is there six steps, is there four modules, is there 16 series, I mean what is that system? And if you don't know then we need to pull that out of you because that signature system

can then become not only, if you dumb it down a little bit it can become your freebie right?

Hazel Palache: Right.

Katrina Sawa: It can also become your signature talk. It can be an eBook, it can be for an eBook for \$97.00 with basic information. It can be a home study product with DVDs and something you might of done in a workshop for a thousand dollars or two thousand. It might be a teleseries that you're doing in a group situation for 15 hundred or 5,000 or whatever the price is.

But that signature system is how you leverage your expertise in multiple different formats and business models.

Hazel Palache: Right. I think that that's something that people actually forget about, that you can take one thing and repurpose it into so many different things so that you have lots of products in one way or another.

Katrina Sawa: Right. And so if you have six steps in your process you can even break down each step into their own little product or teleclass or whatever.

So it is something t hat people forget. They try to create a new thing here and then they try to keep creating new things when all they need to do is keep it simple.

I have something that's been working for me this year is just keeping it simple and not trying to recreate 10 different products or services and launch 10 different things this year. It's keeping it simple. You know do you want this or that?

Hazel Palache: Right.

Katrina Sawa: That's what I've got to offer really seriously.

Hazel Palache: No no I agree with you. If you give people too many choices then of course it just confuses them. I'm going to sort of go off track here for a minute. Do you think that CDs are still selling as well as MP3s today with technology?

Katrina Sawa: Well there's a lot of people out there that prefer the CD. I mean there's pros and cons to both. I personally would rather have an actual CD than an MP3 because for me I have no idea how to upload that thing to my iPod and my iPod does not go anywhere with me ever except for on business trips and usually I just want to listen to music then.

So there are people out there like me who ...

Hazel Palache: And me.

Katrina Sawa: would rather stick a CD in their car. I even have a little CD/radio player by my bed that I would want to listen to there.

So I think you still have to offer things in multiple different ways especially now because so many different people want your information, they want to gobble up your information in many different ways.

So for example there's a lot of people who are on my email newsletter but then there are some people who only are subscribed to my blog which has a lot of the same information but it's mostly just the business and less personal stuff. And then some people just want my video tips. They don't want to read anything, they just want to see five minute videos every couple weeks.

So people want your information in different ways so you kind of have to, you just have to repurpose it. It doesn't have to be different information, it can be the same information just in different ways.

Hazel Palache: Yeah I have the same thing. Different people listen and read different things. I think most of us do probably, or those of that know we need to do that do.

Katrina Sawa: But if you're not delegating then you're not doing all of this because you have no time to get it all done.

Hazel Palache: Exactly.

Katrina Sawa: Because it takes a lot of time to repurpose all this stuff. So this is the kind of stuff that you would delegate. You would create one thing and then your assistant would push it out into all different places.

Hazel Palache: Absolutely. So what kind of online marketing techniques might actually make money?

Katrina Sawa: Well right now I mean gosh you ask that to anybody who's doing business online they're all going to have a different answer probably. My answer is really driving people to an interactive conversation these days. These days I think people are a little hesitant to spend their money and invest in places. A lot of people have gotten burned either with the stock market or by hiring other gurus who didn't necessarily help them along the way. Or they've invested in products that they never opened or whatever. So they're a little more hesitant and careful where they're investing these days because they don't have as many dollars as they might have had as before.

So I think helping people to get to some sort of interactive conversation with you if they can or with somebody on your team or in your company is really important for them to have a better understanding and trust for you and what your offering for them to understand what your offering as far as products and services and where that might be a good fit for them. It's also really frankly an easier way to sell higher end, more expensive products and programs.

Hazel Palache: Ok now when you say interactive conversation you're talking about getting on the phone right?

Katrina Sawa: Yeah I am. Which takes a little bit more time but I'm finding that's what is working in this particular economy. I don't like to say there's a bad economy because you make your own economy and I don't even watch the news. But people are feeling it. There's people who have businesses, their husbands got laid off and they're feeling the crunch, they need to make their businesses work. So it's just a matter of being ...

Hazel Palache: Connecting.

Katrina Sawa: a little more assessable and connecting. I've always been about relationship marketing and building relationships over time in order for people to like, trust and connect with you. And I'm just; it's not necessarily a free coaching session, I don't usually recommend that but it's an initial get to know you kind of session, something like that. It doesn't have to be done by you but if it can be it's even more powerful.

Hazel Palache: Right. I offer that too, definitely not free sample sessions because...

Katrina Sawa: We're worth much more than that and just like I explain to potential clients who tend to undervalue themselves, so many women undervalue themselves these days and you don't want to do that and I'm not doing that by any means.

Hazel Palache: No, you need a connection call. I call it a connection business strategy call or something. Truthfully I can't remember what we call it. But I do know that I get on the phone myself with people because I think a personal touch is very important.

Katrina Sawa: It is. I do too, I get on the phone.

Hazel Palache: So for those of you listening please listen to what Katrina is saying because this is a really important aspect of your business. And I know that a lot of people don't like getting on the phone because they are afraid of being rejected. Well I want you to think about well what's the worse that can happen? The worst that can happen is somebody will say no I don't want to speak to you but you won't die from that. So you know learn how to be comfortable talking to people on the phone not necessarily in a salesy way but in a getting to know you way. Right?

Katrina Sawa: Right. Yeah you don't have to be salesy, you don't have to be pushing your stuff. It's just figuring out what their pain is. Where are they, where do they want to go and what do they need to get where they're going and again are you a good fit to help them get there? Really is what it is.

Hazel Palache: Right. You don't want to be telling them all about what you do. You want to be asking them about them.

Katrina Sawa: Right.

Hazel Palache: And I think that people forget that sometimes. Ok so moving on, how about today – blog and social networking, which strategies do you think will make you money?

Katrina Sawa: Well you know all of it. You kind of have to be doing all of it now. You can't just send out an email newsletter. You can't just do that and pick up the phone. You even need to be doing direct mail. Think about how many pieces of direct mail you get in your mailbox these days, hardly any. So you can stand out like a sore thumb in direct mail. And social media is so personal. If there's someone you really want to connect with whether someone is maybe more successful than you or perceived more successful, I mean you can usually reach them through some kind of social media these days.

So blogging and social media, it's a way for people, and especially video too if you're going to have video tips or video blog, all of those are ways for people to experience you in other ways than just an email newsletter or at a networking event or seeing your website.

So it's interaction and relationship building just on a deeper level and in multiple different ways. You have to be in front of more people in more different ways these days. And you've got to be doing it all.

Hazel Palache: Oh I agree with you.

Katrina Sawa: Yeah. I've gotten clients from Facebook and LinkedIn and people have subscribed to my blogs before. Just like I have people that are on my email newsletter list. So you don't want to discount it but there's certain things; I mean I have a process for how I, I have a whole system on how I interact on Facebook and all the different social sites. I mean you have to have a process and a system for this. You can't just go haphazardly connecting and building relationships. You have to know what to say, when to say it, how to post, when to link things, when to get deeper into the interaction and when to ask certain questions and when to drive people back to certain pages on your website. There's a system involved.

Hazel Palache: Do you do that yourself?

Katrina Sawa: Some of it I do, yeah. But a lot of it is delegated. For the blog of course most of it's delegated because it's just repurposed information from my newsletter or speaking gigs or event postings and things like that. I'll go in there every other week or so and post some personal stuff. So that's my blog. Some people's blogs are very personal and that's all they do and they don't put the business stuff there so if it's a different kind of blog then you may have. So it just depends.

Hazel Palache: And you can have a mix of course.

Katrina Sawa: Oh yeah I believe in a mix definitely. And the social networking, there's some things that you can delegate, I believe in delegating some of the initial connecting and initial messages but I definitely take control when it comes to that second tier of communication (is what I call it). When people actually respond to your initial message that's when I get involved because there's many people that won't respond to your initial message their just there to build their friend list and they don't have a goal or strategy or care to really interact or know who you are. That's fine you can be my friend and then go away or get on my fan page or whatever. But I want to talk to the people who are going to respond to me.

Hazel Palache: Yes I agree with you totally. There was a point where I was getting about 50 requests for friends a day and I finally said to one of my VA's I need to direct this to you because it was taking up; so that she could do the initial thing and then I could go in and take over after that if necessary. But because it does take up time, there's no two ways about it. So you do have to be in my estimation you have to sort of be a little bit careful that you don't allow it to take over all your time.

Katrina Sawa: I agree totally.

Hazel Palache: So which strategies do you think you shouldn't bother to waste your time on?

Katrina Sawa: Well that's a great question. I think; well it depends on what kind of business you're in but a lot of the traditional marketing and I hate to say it, I come from the print advertising world and radio unless you're like a local business who needs really some local coverage that's something that I don't spend a lot of time talking to clients about. Usually it's about how we can leverage the online exposure. I think you just have to be doing more things.

Oh the one thing that I wanted to mention on this is that you want to be careful where you spend your money. So there's a lot of different websites even out there where you could subscribe. Oh it's only \$20 a month or it's only \$200 a year to join out site and be a member. Maybe it's an association or maybe it's a, I work with a lot of women entrepreneurs so maybe it's a women entrepreneurs business website. There's 50 million of them out there. Right?

Hazel Palache: Absolutely.

Katrina Sawa: And a lot of them have memberships on there. It's not that you don't want to join some of them because I am members of some of them but I really evaluate the criteria for those sites before I will spend money.

So things you want to evaluate first are how many people do they have access to in their membership and/or on their email newsletter list so the number of people, subscribers. You want to look at the amount of traffic that they are getting to their website. So you can ask them these questions if they don't actively say.

And then you also want to look for opportunities for exposure. It's like great if I'm a member but what do I get? Can I include articles on your website? Can I be a speaker at one of your teleclasses? Can I attend one of your events for free? Or what else do you get as far as exposure, linking, content, that kind of thing – access.

Hazel Palache: Do you always ask those kinds of questions?

Katrina Sawa: Always because everybody wants your dollar right?

Hazel Palache: Oh absolutely.

Katrina Sawa: You've got to be a member of my site, my site is the best ever. Ok why is your site the best ever? Like how many people am I going to get access to and is it my target market really? And how well do you market?

So sometimes I might get on their email list and see how well they market. If they're real salesy or if they only market once a month; I'm going to watch them to see if they're good at their marketing and they know what they're doing then I might consider that option.

Hazel Palache: Do you think that membership sites are still as popular? Not to join but to actually create yourself?

Katrina Sawa: That's a great question. I have a client that has an association. The free memberships are still going pretty strong but the paid ones are few and far between for her. And I have a membership program, it's more of an internal coaching membership, it's not something like an association would be. And it's interesting. It's very reasonably priced yet a lot of people don't jump into it even though it has some access to me. And I really think that people they don't necessarily want cheap these days, they don't necessarily want the cheapest thing you have to offer, they actually want access to you or higher access to you in some kind of a program so they are willing to pay you more.

So it is hard to say. I know there's tons of people making money off a lot of different memberships out there or associations and you've got to have a really great internet marketing strategy for that (online and offline actually) to fill your memberships.

I personally love having online forums for many of my programs so that the members and the participants can actually communicate with each other. So I always have forums that go along with my programs but they're not necessarily open to the public.

Hazel Palache: No I agree. Well it becomes a bonus for members, for people who sign up for your group programs obviously. So obviously you don't want to put it out there. Which is what I thought when I saw the name up on the screen before I got on the phone, that somebody had been able to access it. So,

because you don't want everybody accessing everything that you do otherwise they don't have any reason of course to work with you.

Katrina Sawa: To pay. Right, for sure.

Hazel Palache: Ok so I know that you have a secret formula to writing a web page so it gets read and so of course people take action on it. Can you share that with us?

Katrina Sawa: Yeah. It's something I've learned from my mentors along the way in the last five years as well and it's really simple and a lot of people probably know it but it's funny how many times I'll see somebody's website and they don't follow this kind of formula. You don't think about it when you're creating your flyers or your emails or your web copy.

Most business owners come out and they'll put, like on their services page they're like here's my services, this is what I offer, these are the different things I offer and these are the prices or you know you can buy an hour or they don't even give you an option to buy right and they just list them on the page, maybe a paragraph of each information but there's no other information other than what you offer. When your prospect comes to your services page it's important that you have to identify their problem first before you tell them the solution.

So the basic formula really is just problem, agitate, solution.

I've learned this like I've said, and everybody kind of teaches it the same way maybe using different words. But if you identify the problem that the target market has (not what you think but what they say - so using their words) in your headlines, in your first few paragraphs or pages of content; you have to identify the problem, you have to identify with them, you have to position yourself and why you're talking about this problem. You have to make sure they're in the right place – you know if you have this problem you're in the right place kind of thing.

And then you agitate it a little bit. You agitate the problem by saying don't you hate it when _____ or you must be wasting tons of time on this that and the other thing or whatever it is you're agitating. You're just making them feel that pain even more.

And *then* you offer the solution. Well, after my years of frustration with this myself I came up with this six step system that can totally transform what it is you're doing and it's so easy the step-by-step all you have to do is click here now to buy this and download it or sign up for my program, whatever.

So problem, agitate, solution.

If you can remember that or put it on a little sticky note in front of your computer so when you're writing your copy you've got to remember that stuff.

Hazel Palache: Yes I think that's...sorry I didn't mean to interrupt you.

Katrina Sawa: Yeah.

Hazel Palache: I think that's really important. Some people call it features and benefits. I mean I know that's old wording but that's what they do. They show you all about them and the features they have as far as their services and they don't tell the plus factor; the client or whatever you want to call them, they don't tell them anything about what they're going to receive, how they can change or transform from this or anything.

Katrina Sawa: Right and so I have another mentor who teaches basically the way you say it on stage if you're talking or even in a web page or flyer or whatever you would talk about 80-85% you would talk about the transformation the person is going to experience if they go through your program or buy your product. What's the transformation, the outcome, what are they going to get. And then about 15-20% of the page or the time you would mention this in a talk for example would be talking about the service delivery. How you're going to deliver

it. Well it's a five week teleclass. You get access to the forum, you have handouts and resources and extra bonus one on one time. And that's service delivery. That doesn't help people make decisions necessarily. The transformation is how they make the decision. The service delivery is just how it's being delivered.

Hazel Palache: Right and that's what people are looking for. They're looking for solutions. They're looking for transformation, they want change and they want something different if they're not getting what they want.

Katrina Sawa: Right right.

Hazel Palache: Isn't this the same secret formula writing emails or is there something different?

Katrina Sawa: Same thing you know whether you're writing an article, whether you're writing any call to action, anything you want somebody to take action on really. If it's; obviously your about page on your website you don't necessarily have to have a problem – hey have you been trying to figure out who Katrina Sawa is? I mean I think I would only need a headline on my about page.

Hazel Palache: Well your about page is really about telling them who you are. Right?

Katrina Sawa: Right. So I'm just giving an example but most of the pages, your home page should be like this, your services and products and then every inside sales page, squeeze pages, landing pages.

Hazel Palache: Yep everything. I know. Absolutely. So I hope everybody listening is hearing this because Katrina is sharing really really important information and please remember that if you're worried you might forget something since there won't be any replays of these calls you can upgrade to the VIP status and we'll send you the link to that in the email that you'll receive after the call.

So Katrina what would you recommend as specific ways to automate marketing strategies?

Katrina Sawa: Well it comes down to two things really. It's having systems in place, systems that are outside of your head that are actually written on a piece of paper that you can actually delegate. And then having pre-written templates of how you want to follow-up with people, what you want to say in certain instances. For example the social media, you know what do you say to every friend request that requests to be your friend. You write this and so you can pre-write that and somebody else can do it for you.

So it's pre-writing templates for that. For maybe email follow-up so when you go to a networking event and you come back and you have some people that maybe didn't agree to necessarily get your newsletter, you never ever ever want to add everybody to your email newsletter after networking that's totally email marketing bad etiquette. You want to separate the people that said yes I would like to get your information and your email newsletter and then maybe people that you didn't talk to about it and you can still follow-up with them.

But pre-writing those emails so that you can then entice them to get on your list or give them a free gift, an audio download, so that they'll want to hear more from you and then they'll go and sign up for your newsletter.

So there's pre-written things you can send in your follow-up, in your marketing online, all kinds of different things. Pre-written postcards; I have pre-printed postcards that we send out in the mail for follow-up. And then having a system; ok when I come home from a networking event I give my business cards that I collected to my assistant, she enters them in the computer, she sends out the postcards, she sets up the emails to go out, blah blah blah and I make the phone calls.

There's more to it than that but those two things if you can get the system out of your head what you want to do, pre-write what needs to be pre-written, all of it can be delegated pretty much.

Hazel Palache: Yes I agree and I think it's very important to have systems in place. Too often I hear well I know what I want to do but they don't have it written anywhere. Don't you find that sometimes with people?

Katrina Sawa: Oh yeah. So then you have to recreate what it is that you want to do every single time you want to do it. You have to come up with what you're going to say every single time and you're wasting time. But all you have to do is pull up some of the old stuff you did, the old emails that you've sent, save all that stuff and then you have these templates and you can tweak and edit them, spend a couple hours and pre-write some stuff and you'll really get farther faster.

Hazel Palache: That's exactly what I do. I mean I would be at the computer for hundreds and hundreds of hours if I had to do something completely new for every single thing as I'm sure you would.

Katrina Sawa: Right.

Hazel Palache: So what are the top three steps that our listeners can take right now to get more clients? Because, I know that's a big thing for people right now.

Katrina Sawa: Well you have to get in front of more people more often and in more ways. So you have to look for those opportunities. You have to search on Facebook for more of your target market or fan pages that you can join and interact on. You have to seek out speaking gigs or places where you can be an expert, teleclass or where you can exchange articles. You have to get in front of more people more often and in more ways. There's so many different ways to do that. Whatever ways resonate with you or whatever can be faster is what you need to do. Ok?

Hazel Palache: Ok.

Katrina Sawa: The second thing is to make it easier for people to buy from you.

Hazel Palache: How?

Katrina Sawa: Well online and offline ways. Online if you don't have a shopping cart on your site or opt-in box you need to get those types of functionality. It's just a no brainer these days. You have to ways for people to get on your list electronically through an opt-in box like I have on my website, you have on your website. But you also have to have ways for people to click and buy. So if you have a membership program or a CD for sale or a coaching program, that somebody can just go to your website and sign up for.

They're just not going to call you or send you an email so you have to make it easy for them to buy online. That includes having opt-in boxes on your Facebook fan page and profiles, having opt-in boxes on your blog, everywhere you have you've got have links. You've got to have a call to action - go get my three free gifts, I have a free gifts page and I'll put that in some of my articles driving people back to my free gift page. You can easily develop a free three gift page yourself. Use mine as a model, seriously it's one of the easiest things because you can do it in a speaking presentation, you can give it out online and it's very low risk. You're not asking people, you're giving so it's just about giving and you're building your list.

The make it easy to buy really quick offline is to go networking with order forms. So always have an order form on hand and hopefully you take credit cards and if not learn how. But have an order form on hand because you never know you might find a hot prospect that wants to sign up for your coaching or your service or buy a product right on the spot. You better have an order form on hand that you can get that money right then.

Hazel Palache: You're talking about live, right, live networking?

Katrina Sawa: Yep, networking events or conferences. I always bring order forms even if I'm not a speaker.

And the third thing is really develop your relationship marketing follow-up system. The follow-up system is huge. Nobody does enough follow-up not even me and I teach it. And so the things I was talking about, about pre-writing templates for emails and having postcards ready to go. If you go networking or speaking how you're going to follow-up with those people, having a system for that. That stuff has to get done. Even following up with your Facebook contacts when you meet them what else do you do with them? So you've got to have systems for that follow-up and that relationship building. I mean if you don't have it or you don't know how to do it there's, I can help you, you can help them, all sorts of people can help them. But if you're not doing that you're missing out on sales.

Hazel Palache: Yes absolutely. So, you talk about your free page, your free gift page. Where can people go to find this?

Katrina Sawa: It's at my website. Its www.jumpstartyourmarketing.com/gifts and you'll see three free gifts there. My entrepreneurs success kit you get a free report The 21 Most Mistakes Most Entrepreneurs Make And How To Avoid Them and you'll get an audio recording of how to think and play bigger and really create your business around the kind of life you want to live. You'll get a copy of email newsletter but you'll also get an opportunity to apply for a complimentary strategy session with me (you do one too). I like to talk to people who are really ready to do some of this stuff in their business and they just don't know where to start. They don't know how to find the time in their day or find the time to delegate or they don't know exactly what to say in these follow-up things or they don't know how to really implement the opt-in box. All the doing in your business is what I like to help people do because I'm all about getting stuff done.

Hazel Palache: Ok so you heard Katrina it's www.jumpstartyourmarketing.com/gifts G-I-F for father - T for Tommy – S for

sugar. Katrina it's been fantastic having you, wonderful wonderful information. Thank you so much for taking the time to be on the call.

Katrina Sawa: Thank you Hazel. It was really fun. I hope you have a successful teleseminar.

Hazel Palache: Yes I'm sure everybody is going to hear some great things from lots of people. So now remember to tune in for our next guest Kathleen Gage, tomorrow. Just a quick remember there are no replays of these calls but you can go to the VIP page and upgrade. So as always here's to your success and brilliance which I know everybody has you just have to access it.