



Time to brainstorm!

Introduction and Instructions: Marketing Brainstorm Worksheet

Welcome to the "Marketing Brainstorm Worksheet" designed to empower you in growing your officiant business effectively. This tool is curated specifically for members of "Grow My Officiant Business" to enhance your marketing strategies and elevate your professional presence in the wedding industry.

Getting Started

1. Purpose of the Worksheet

The Marketing Brainstorm Worksheet serves as a brainstorming, idea guide to spark marketing ideas. It is crafted to stimulate creativity, track your marketing efforts, and refine your strategies over time.

2. Exploring Marketing Ideas

Inside this worksheet, you'll discover a plethora of marketing ideas spanning various channels, including website enhancements, social media tactics, client engagement methods, and promotional activities. *Even if you've already completed one of these, it's important to evaluate to see if you can improve on your previous efforts.*

Instructions for Use

1. Recording Marketing Tasks

In the "Marketing Task" column, jot down specific marketing activities as you mark them off on the list and complete them. Be creative and consider strategies that align with your goals and target audience.

2. Keep Accurate Dates

Use the "Date" column to record the dates when you complete each marketing task. Keeping track of timelines allows you to monitor your progress and maintain consistency in your efforts, as some items can become regularly scheduled marketing tasks.

3. Assessing Relevance

The "Do Again" section enables you to indicate whether a particular task warrants repetition in your marketing strategy. Evaluate the effectiveness of each activity and determine if it merits inclusion in your future marketing plans/schedule.

4. Understanding the "Why"

In the "Why" column, provide insights into why you choose to repeat or discontinue a specific marketing task. Reflect on your results, consider feedback, and adapt your approach accordingly to optimize your marketing efforts.

5. Continual Evaluation and Adjustment

Regularly review your completed tasks, assess their impact on your business growth, and refine your strategies based on your observations. Embrace experimentation and adaptability to stay relevant in a dynamic market landscape.

Maximizing the Potential

- Leverage the Marketing Brainstorm Worksheet as a dynamic tool to brainstorm new ideas, track your progress, and refine your marketing tactics iteratively.
- Collaborate with fellow members, seek feedback, and share insights to foster a community of learning and growth within "Grow My Officiant Business".

Remember, your dedication and strategic approach to marketing will play a pivotal role in enhancing your visibility, attracting clients, and ultimately, flourishing as a professional wedding officiant.

TIME TO ELEVATE YOUR OFFICIANT BUSINESS TO NEW HEIGHTS!

Happy Marketing!

Chad

MARKETING BRAINSTORM WORKSHEET

p.4

- ☐ SHAREABLE CLIENT REVIEW VIDEOS
- ☐ STYLED SHOOT
- ☐ EXHIBIT/SHOW/EXPO
- ☐ UPDATE ONLINE CONTENT/PHOTO/VIDEO
- ☐ PODCAST GUEST ON AREA SPECIFIC/INDUSTRY SPECIFIC PODCASTS
- ☐ BLOG\
- ☐ GUEST POST ON BLOG
- ☐ ADVERTISE ON INDUSTRY SPECIFIC BLOG
- ☐ REACH OUT TO MICRO INFLUENCERS
- ☐ FACEBOOK AD FOR SPECIFIC PROMOTION (BASED ON HOLIDAY OR PACKAGE)
- ☐ CONTEST
- ☐ WEBSITE
- ☐ WEBSITE PAGES WITH SPECIFIC AREA KEYWORDS
- ☐ WEBSITE PAGES WITH SPECIFIC LOCATION KEYWORDS
- ☐ CARDS TO PAST CLIENTS ADVERTISING SPECIAL FOR FRIENDS GETTING MARRIED
- ☐ ANNIVERSARY CARDS
- ☐ BIRTHDAY CARDS
- ☐ VENDOR RELATIONSHIPS
- ☐ VENUE RELATIONSHIPS
- ☐ INSTAGRAM / TIKTOK VIDEOS TAGGING LOCAL VENUES AND OTHER VENDORS
- ☐ NEW REFERRAL RELATIONSHIPS
- ☐ GOOGLE BUSINESS PROFILE
- ☐ GOOGLE BUSINESS PROFILE POSTING
- ☐ GOOGLE BUSINESS PROFILE REVIEW SYSTEM (PROCESS TO ASK EVERYONE FOR REVIEWS)
- ☐ GOOGLE/YOUTUBE ADS

MARKETING BRAINSTORM WORKSHEET

p.5

- ☐ EMAIL LIST
- ☐ PINTEREST MARKETING
- ☐ RETARGETING ADS
- ☐ WEDDING WIRE
- ☐ THE KNOT
- ☐ IMPROVE CLIENT EXPERIENCE
- ☐ REEVALUATE PROCESSES AND SERVICES
- ☐ REEVALUATE PRICING
- ☐ CHECK H1 TAGS ON YOUR WEBSITE
- ☐ CHECK SITE SEO ON SEMRUSH OR SITE CHECKER
- ☐ JOIN FORCES WITH OTHER VENDORS AND OFFER SPECIALS
- ☐ BE AN EXPERT ON TV OR IN LOCAL PAPER OR BLOG
- ☐ DO FACEBOOK LIVES WHILE AT WEDDINGS
- ☐ YOUTUBE CHANNEL
- ☐ CHECK COMPETITION REGULARLY
- ☐ OPTIMIZE WEBSITE SPEED / IMAGES
- ☐ SOCIAL MEDIA PLANNER
- ☐ FOLLOW-UP PROCESS FOR LEADS THAT HAVEN'T RESPONDED
- ☐ CREATE SALES FUNNEL AND PROCESS FOR LEADS
- ☐ CHECK CALLS-TO-ACTION
- ☐ WEBSITE MOBILE-FRIENDLY TEST
- ☐ FACEBOOK COMMUNITY GROUPS
- ☐ START A FACEBOOK COMMUNITY GROUPS FOR WEDDINGS
- ☐ OFFER ADD-ON SERVICES AND SMALL RENTALS (IE:ARBOR)
- ☐ CREATE A WORD-OF-MOUTH MARKETING PLAN
- ☐ EMAIL CAMPAIGN AUTORESPONDER LIKE HONEYBOOK
- ☐ SEARCH ENGINE OPTIMIZATION (CLEAN UP OR HIRE SOMEONE TO HELP)
- ☐ VENUE REFERRAL SHEET (PRINTED SHEET MAKES IT EASY FOR VENUES TO REFER YOU)
- ☐ CHAMBER OF COMMERCE
- ☐ LEAD MAGNET ONLINE

MARKETING BRAINSTORM WORKSHEET

p.6

- ☐ FACEBOOK REVIEWS
- ☐ MULTIPURPOSE TIKTOK INTO YOUTUBE SHORTS
- ☐ CREATE A GUIDE FOR ENGAGED COUPLES
- ☐ CREATE A GUIDE FOR A SMOOTH CEREMONY
- ☐ CREATE A GUIDE FOR SPECIAL CEREMONY TYPES
- ☐ COMMUNITY GIVEAWAY FOR FREE CEREMONY
- ☐ STRATEGIC GROWTH PARTNERSHIPS (ON OUR WEBSITE)
- ☐ PACKAGES BASED ON YOUR AREA
- ☐ PARTNER WITH A PHOTOGRAPHER FOR A LARGE PACKAGE
- ☐ INCENTIVE-BASED REFERRAL PROGRAM
- ☐ FREE SERVICES FOR VETERANS OR LOCAL CHARITY
- ☐ DOG WEDDING (YES I'VE DONE ONE AND ATTRACTED HUNDREDS OF PET ENTHUSIASTS)
- ☐ PARTNER WITH WEDDING PLANNER FOR LARGE CEREMONIES
- ☐ PARTNER WITH BAKERY. 10% OFF OFFICIANT SERVICES WITH A CAKE
- ☐ WEAR A T-SHIRT THAT SHOWS YOU'RE AN OFFICIANT (WE NOW HAVE THESE ON THE WEBSITE)
- ☐ ASK COUPLES TO TAG YOUR PAGE ON FACEBOOK
- ☐ ASK COUPLES TO JOIN YOUR PAGE
- ☐ WRITE A FREE BOOK
- ☐ WRITE AN AMAZON BOOK
- ☐ STORIES ABOUT FUNNY CEREMONIES...PODCAST|BLOG|BOOK
- ☐ UNIQUE ELOPEMENTS - PARTNER WITH HELICOPTER OR PLANE RIDE SERVICE
- ☐ FREE SMALL WEDDING CAKE WITH SMALL ELOPEMENT



TRACKER

[illegible][illegible]

[illegible][illegible]

[illegible][illegible]