

**21-Point Biz Blitz:
Are You Workin'
Smart or Just
Hard?**



ZOOM



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About ...



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500+ connections



Project Biz Lab



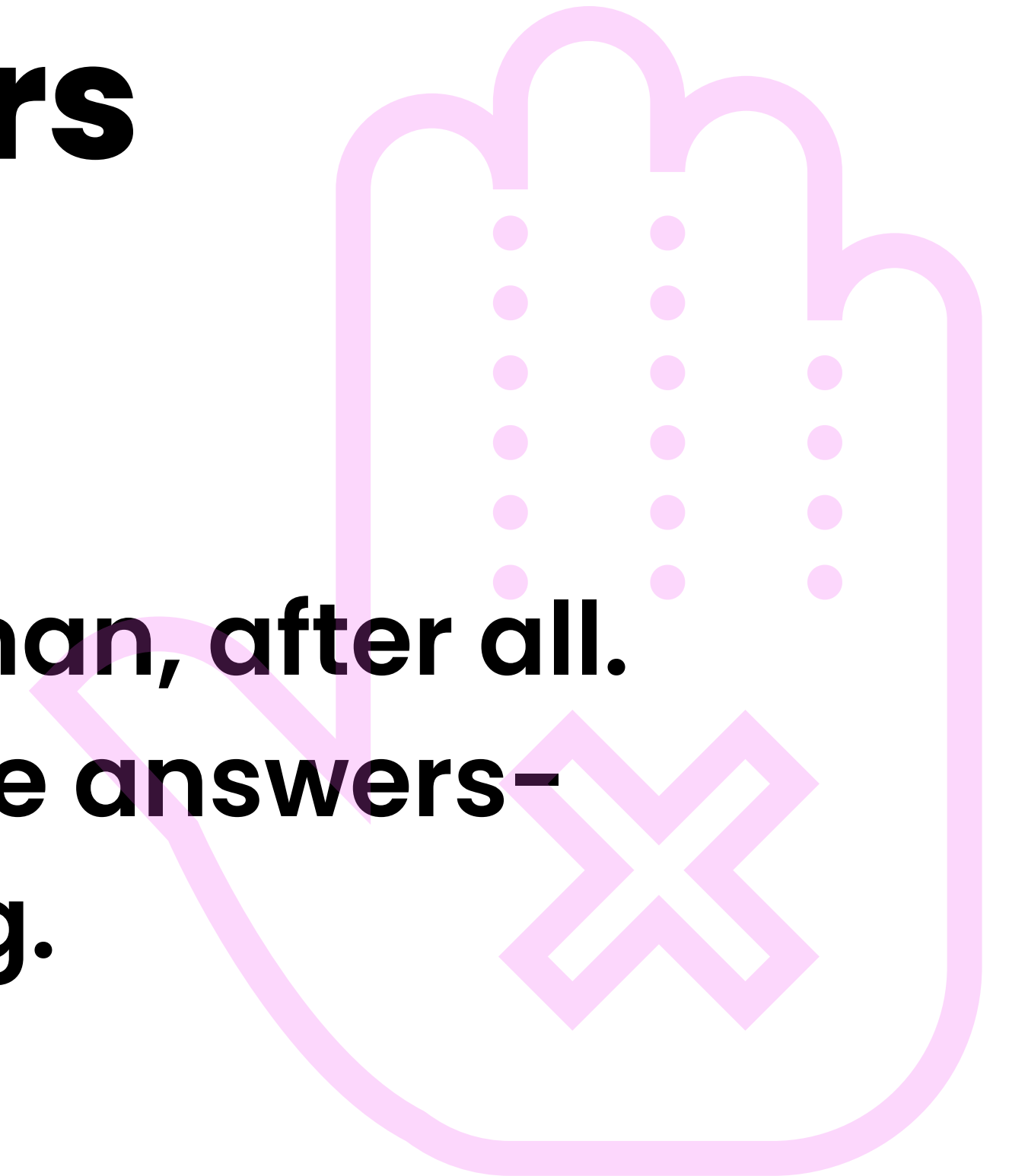
University of Wisconsin-River Falls



Disclaimers

#SarahGetsReal

- **Interactive: Use the chat!**
- **There might be typos- I'm human, after all.**
- **I don't pretend to have all of the answers-
technology is always changing.**
- **COPIOUS NOTES ALERT!**



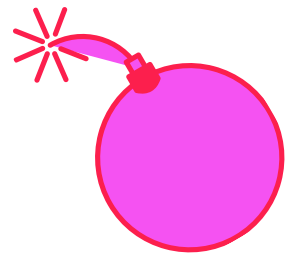
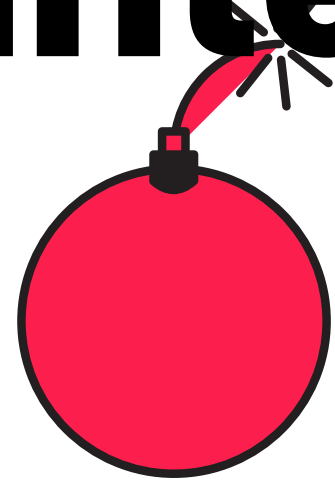


**Does your elevator speech
regularly solicit qualified
referrals?**





**Are your marketing methods
intentional and/or part of a plan?**



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Do you have a system to engage with your audience regularly?

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**Do you know how many clients
you need to earn your annual
sales goal?**

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**Do you have less than 5
services/packages that you
sell?**

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**Do you offer any incentives to get
an immediate sale?**



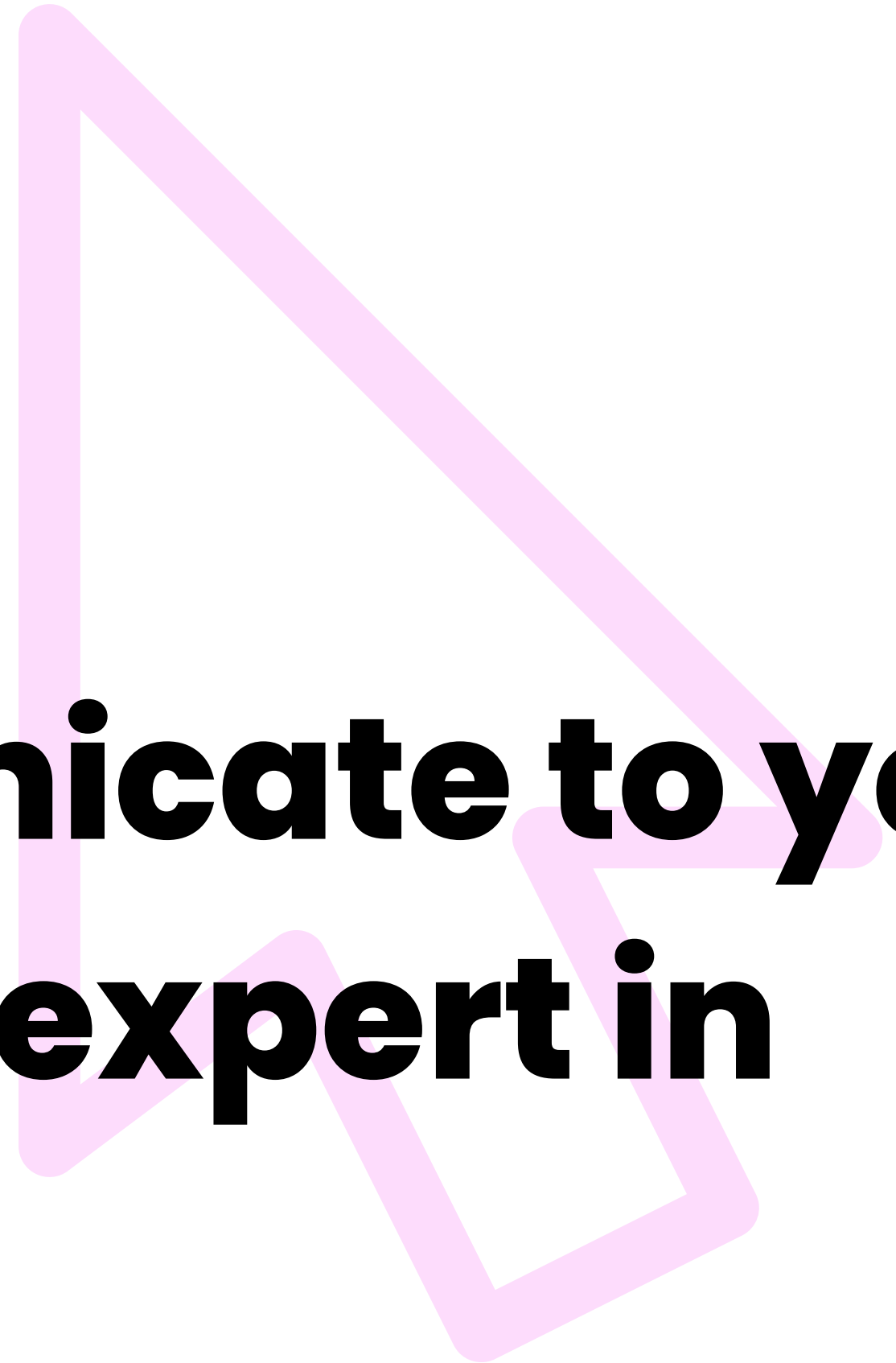


**Does your brand messaging have
a specific voice?**

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Do you communicate to your audience as an expert in your field?





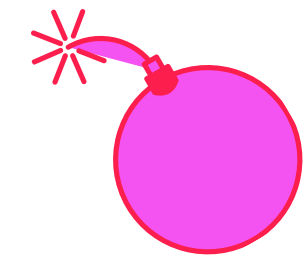
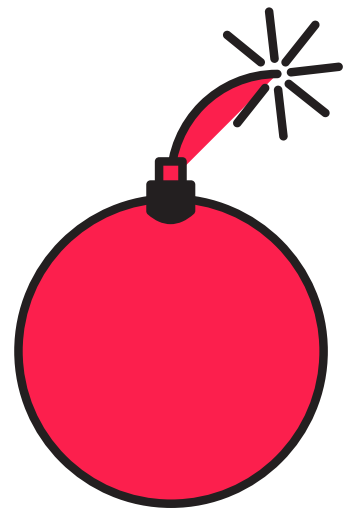
**Are your weekly sales activities
mapped out?**

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#10

**Do you know what problems your
business solves?**



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Q&A



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Thank you

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STRATEGY SESSION APPLICATION



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