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| Facebook (2x daily) | Twitter (3-10x daily) | LinkedIn (1x daily) | Biznik (1 article per month) |
| Guest blogging (1x week)  **Attention** | My Blog (1-2x week) | Facebook Ads ($10-15/week) | In-person networking (2x month) |
| Slideshare.net (1x week) | Blog Commenting (2-5x day) | Meetup.com (1x week) | Newsletters (not mine) (5x mo) |
| YouTube videos (1x mo) | SEO/SEM | Yelp | Manta |
| Google Ads | RapidBuyer Ad | Google Places |  |

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| Facebook Fans (10/week)  **Capture** | Blog Carnival/Twitter Party (1x mo) | MailChimp sign-up (5x day) |
| Biz cards from networking | Webinar (1x mo) | Free Consults |
| Test Kitchen Project | Referrals from clients |  |

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| **Newsletter Sign-up** | **Other Networking** |
| Weekly email updates re: new blog posts; announcements; special offers  **Nurture** | Personal emails from me (hello/intro >> here’s something you might find interesting>>sign up for my eNews?) |
| Personal emails from me (hello/intro >> here’s something you might find interesting) | Weekly email updates re: new blog posts; announcements; special offers |
| Phone call from me/invite to coffee/skype >> free consult | |
| Handwritten note mailed | |
| Special Offer emailed | |

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| eBook ($9)  **Low Entry** | Power Words Coaching ($99/mo) |
| Workshop ($59-$89) | 1 hr consult ($175) |
| Annual Membership ($79) | 2-hour consult pkg ($249) |

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| Copywriting Project $200-$500  **Commit** |
| Website Copy Overhaul (5 pages) $700 |
| 6-hour consult pkg ($750) |
| WordPress Installation $1200+ |
| WP Installation + Copywriting $1600+ |