

Week Four

Free

- Start with value

Activate

- Create intrigue

Visual

- See it to get it

Outlets

- Multiple streams

Recycle

- Do it once and repeat

Get Started with Marketing:

1. Jot down five ideas for pieces of value (tips, how-to, etc) that you can offer for free.
2. Set up a Youtube account, Facebook business page, and Pinterest business page.
3. Pick one piece of content and use one of the three FAVORite methods to market your content.

Resources

- Event Promotion sites:
 - <http://www.eventbrite.com>
 - <http://www.meetup.com>
 - <http://skillshare.com>
- Pinterest training:
 - <http://powerofpinning.com/promo?p=staid228&w=popw>
- Infographic creation sites:
 - Free:
 - Vizualize.me
 - Easel.ly
 - Piktochart
 - Paid:
 - Fiverr.com
 - Visual.ly