How to Choose a Niche and Free Up Your Time with Jenn Neal

with Jenn Neal · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Marketer Jenn Neal says leads are the main challenge her agency's clients face, and that running Facebook ads alone means Facebook takes a big cut of every lead.

- [ ] List where your leads come from today and how much of your budget goes to paid ads alone.
- [ ] Plan how your paid ads, organic social posts and blog content can support each other.
- [ ] Run a time audit for a week, logging everything you do in 5 to 15 minute blocks.
- [ ] Review your time log and mark what you can delegate and where you get stuck.
- [ ] Calendar time for family, friends, nature, meditation and exercise before your work fills the week.
- [ ] Block time inside your workday to read, journal and work on yourself.
- [ ] Build a spreadsheet of past clients and score each one on enjoyment, profit, lifetime value, type of project and results.
- [ ] Look for what your top-scoring clients have in common and name that as your niche.
- [ ] Decide which work and which clients you will say no to.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/how-to-choose-a-niche-jenn-neal/
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