

## ACTION ITEMS

1. Nail Down Your Ideal Client
2. Find keywords that are being searched
3. Come up with a list of your dream "featured in" media list
4. Try out creating a \$1 ad on Facebook

## LET'S WORK TOGETHER

### EMAIL

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### WEBSITE

<https://emilyjenks.com/sconw-sign-up>

### INSTAGRAM + FACEBOOK

@emilyjenksphotography

# GET NOTICED WORKBOOK

## WHO IS YOUR IDEAL CLIENT?

What does he/she wear? Age? Hobbies? Favorite brands? Favorite podcasts?

## RESEARCH KEYWORDS

Try Googling terms like "San Francisco Family Photographer" to see who comes up. If you want to get extra fancy, invest in tools like Keysearch.co so you can research search volumes and how competitive the keywords are.

## DREAM MEDIA LIST

Which publications do you want to get featured in one day?

## REACHABLE MEDIA LIST

Which publications or media can you contact today to get featured?

## \$1 Facebook Ad Topic

Try putting an ad out today! This can be a blog post you want to share, or a mini session you want to advertise for!

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education