

This board is set to public. You can change it.

M Personal Public Invite

Smart Marketing Tasks

- Set SMART Goal
- Surveys - Ask Your Audience
- Target client/customer research
- GET TO KNOW THE MIGHTY TOOL FOR ORGANIZING YOUR BUSINESS + ONLINE MARKETING
- Social Listening
- Customer profile/avatar

+ Add another card

JENNIFER BURKE

MightyMarketingMojo.com

The image shows a Trello board titled "TRELLO TIPS". The board has a "Public" status at the top. It contains several cards: "Smart Marketing Tasks" (with sub-cards like "Set SMART Goal" and "Surveys - Ask Your Audience"), "Target client/customer research", and a large card for "GET TO KNOW THE MIGHTY TOOL FOR ORGANIZING YOUR BUSINESS + ONLINE MARKETING" which includes "Social Listening" and "Customer profile/avatar". There are also buttons for "Add another card" and "Invite". At the bottom, the name "JENNIFER BURKE" is displayed, along with the website "MightyMarketingMojo.com" and a "Mojo" logo.



About Jennifer at Mighty Marketing Mojo:

I'm Jennifer Burke, a proud marketing geek. For busy solopreneurs who stumble on marketing technology - like email services, landing pages, or managing social media - I'm here for you. I explore the tools, so you don't have to.

You see, I'm that person who felt they had to go learn and know it all! After all, I left my first career in marketing, and the stint in customer service management, to get a graduate degree in finding stuff (aka my Master's in Library Science). And eventually I left the path of becoming a professor to go out as a solopreneur. I discovered there's more than one way to teach.

And I'm a sharer! I love coaching you to confidently promote your business. I want you feel mighty, and inspired, and go promote your mighty business, attract clients, and lead the life you love. I hate seeing solo pals get stuck with tech + marketing headaches. MightyMarketingMojo.com is where I share my tips, tools, and more on getting smarter about solopreneur marketing. I'm also a geek about all things sports, wine, photos, and grilling! Ask me about my favorite wine app. 😊

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Plan for Success, Consistency + Mightier Marketing with Trello!

I love showing and sharing how [Trello](#) helps me stay organized in my business, so my actions are more consistent and client-attracting. Get the Post-It note, to-do list clutter off your desk, save all your great ideas in one place, and advance towards your goals. If our marketing actions are organized, it's easier to stay consistent. And consistency is the secret sauce for marketing mojo!

Why Trello?

My community of consultants, coaches, writers, and service professionals often asks me ...

Is Trello better than Post-Its, or my pretty planner, or will it replace Google Calendar?

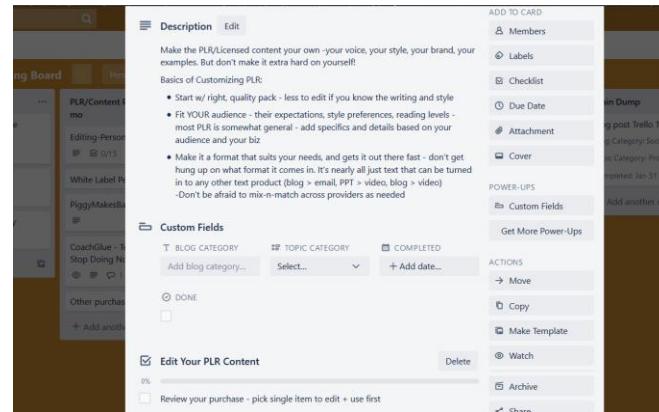
- ✓ Trello is like a digital Post-It, easy to move around, much harder to lose!
- ✓ You might like using Trello along with your planners and it has a calendar power-up as well as integrations with Google.
- ✓ Yes, there are plenty of productivity and project management tools out there – I've tested probably a half dozen and keep returning to Trello.

Is Trello hard to learn? Will it really make my business and marketing more organized?

- ✓ I don't think it's hard, but I know it doesn't suit how everyone thinks. It's visual and easy to drag-n-drop things. If you're not sure about using it for your business, I have [workshop and course to dive into Trello and show how easy it is](#) to use for various types of small businesses. 😊
- ✓ And I really do think it's a great tool to get the clutter off our desks, ideas out of our heads, and all into action in building our businesses.

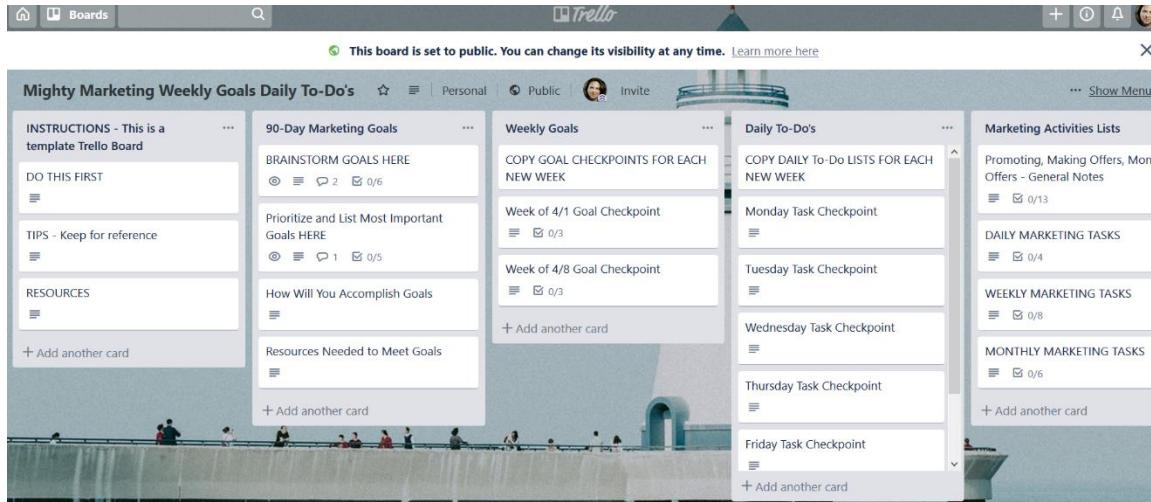
Trello can help you:

- Build your week around money-making content tasks
- Move you towards your goals
- Be a single place where you and anyone connected to your business can see your goals and priorities at a glance
- Collect your ideas, inspiration, licensed content, curation ideas in 1 spot
- Track your affiliate links, favorite tools/books/videos/courses to recommend
- Create standard operating procedures and make tasks easier to share with a VA, business manager, or other team members. Faster on-boarding means less work for you.
- Beat the “where do I start?” or “but what’s next?” in your content creation and marketing
- Create a streamlined content marketing strategy, with everything in one place, easy to manage, easy to update, easy to put into action. Action = business success.



1 Use Checklists for Repeating Marketing + Biz Tasks

Trello 101 - Common Questions My Solo Pals Have Asked



2 My Sample Marketing Goals Board - Want this board? Email me and ask!

First things first ... Trello is FREE!

The free version has so many features you will likely never need to pay or upgrade. You even get some limited numbers of Power-Ups in the free plan. If you don't already have a [free Trello account](#), it's very much worth signing up to test it out. I've been on the free plan since 2014!

For more tips on getting set up, [check out Trello's Getting Started Guide](#). Or check out the [course I created for solopreneurs wanting to learn more about using Trello](#) for their online business. (*psst – watch your email for a coupon!*)

What's The Difference Between Gold And Business?
Why Would We Upgrade From Free Trello?

Chances are you may never need to upgrade beyond free!

- **FREE level** - includes unlimited personal boards with unlimited lists and cards, one Power-up per board (you deactivate a Power-up to activate another), change your backgrounds with included photos.
- **Gold** = more features and power-ups; 3 power-ups per board, 250MB file attachments, saved searches, premium stickers/backgrounds/emojis, and

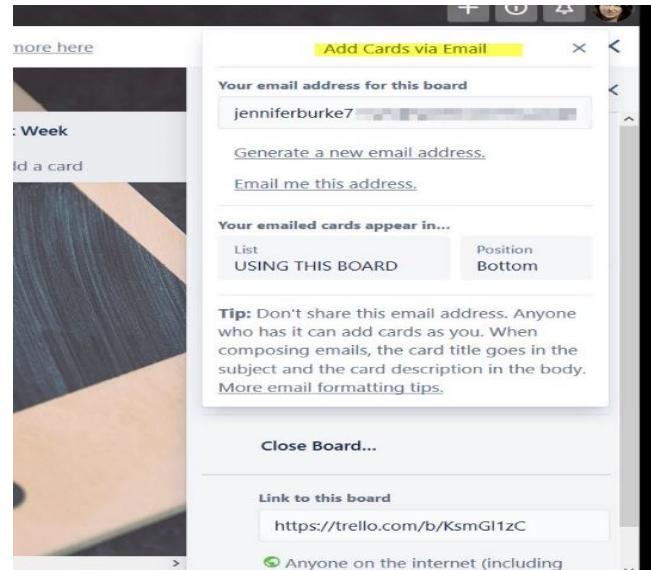
advanced automations with the Trello Butler. Gold costs \$5/mo. – you can get Gold status or months of Gold if you use your referral code to share Trello to others and they sign up.

- **Business class** – is more for teams or those using Trello with many other users on their boards – Business gives unlimited power-ups, built-in workflow automations with Trello Butler (rule-based triggers, calendar commands, etc.), additional enterprise-level security features \$9.99/user/month. The instances we know of where someone needed to upgrade, it was to Business class because they ran out of Team boards or were using many boards with many clients.

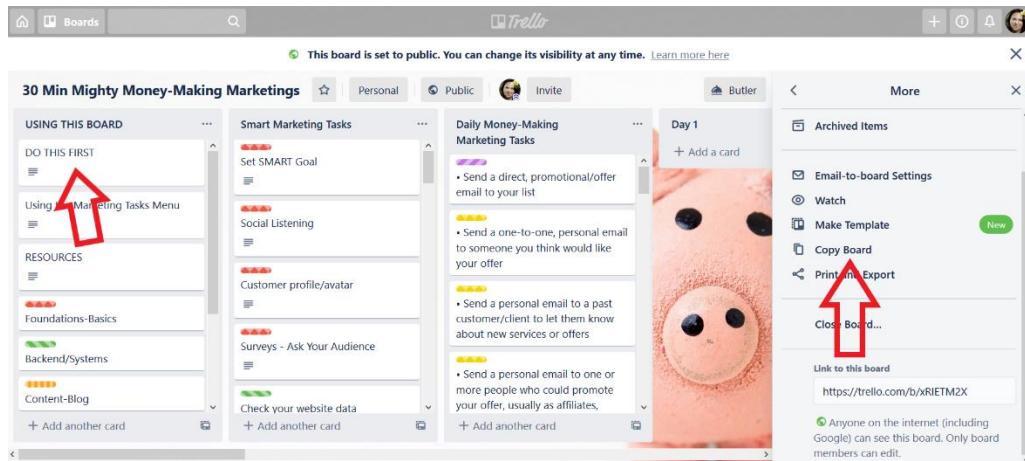
I activated Gold in late 2019 and - meh. For personal use, with no teams, most of the additional power-ups don't seem worth the learning curve or the Gold status needed for using multiple power-ups on the same board. If there's a power-up I really want to use, I consider creating a new board and activating there.

Did You Know About These Cool Features?

- You can email to a board!
- You can copy someone else's board or a public board?!
- There are notifications - in the app, for browser, via email
- You can copy items from a list (e.g. in Excel) + Trello makes all items their own cards
- Cards that don't move from a list are 'static workflows' on a 'reference board'
- You can use a GIF as your Board background!



3 Email to a Card or Board



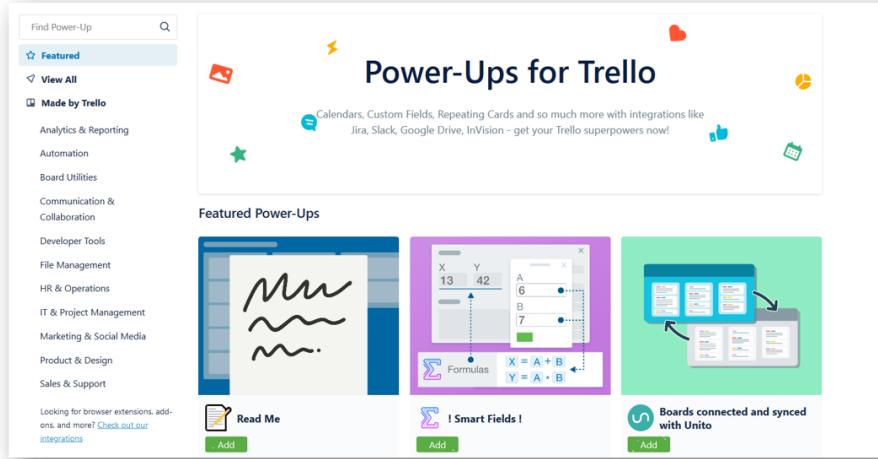
4 Copy a Public Board to Your Account

What's A Power-Up And Why Do I Want One?

[Power-ups bring added functions](#) to an individual board and can connect Trello to other 3rd party apps- e.g. add a calendar for due dates on cards, connecting to Gmail, Evernote, Google Drive, Slack etc. They can pull info from outside Trello and add it to Trello.

- FREE accounts can have 1 Power-up per Board [one reason to have multiple boards]; GOLD users can have 3 Power-ups per Board; Business Class gets unlimited Power-Ups
- Enable from the Board Menu > select your power-up; if you don't need it any more, click the gear icon and Disable
- [100+ Power-ups for popular 3rd party apps](#) -
 - E.g. Gmail add-on – adds Trello icon inside Gmail – click it inside an email and create a new card in Trello (for client follow up, for a project, to notify a VA)
 - E.g. use an automation connection (e.g. automate.io) and connect Zendesk and Trello – pushes all support tickets to cards in Trello
 - E.g. Custom Fields power-up – create a checkbox to mark items as “Done”, add a date field to show when the task was completed, add an “Author” box to enter info for guest blog posts, have a drop down menu for your blog’s categories, or add your common keywords, hashtags for posts as part of your content planning in Trello

- Slack power-up - bring a brainstorm conversation into Trello as action items, attach a conversation to a card; Trello App for Slack is enabled on a per-team basis



5 Trello Power-Up Directory

Power-Ups

ts Power-Up limit. Upgrade to [Business Class](#) to enable additional Power-Ups.

for [Business Class](#) and [Enterprise teams](#).

Intergalactic Tours, LLC
in list [Incoming Leads](#)

MEMBERS
 +

Description [Edit](#)
Customer would like a test flight of our latest commercial rocket

Custom Fields

Name	Email	Priority
Zoe Abbott	zoe@igtours.biz	High

Last Contact	Opportunity	Test Flight
Apr 27 at 12:00 PM	1300000	✓

Industry	Lead Source	Power-Ups
Tourism/Travel	Webinar	Custom Fields

[SUGGESTED](#) [Join](#) [Feedback](#)

[ADD TO CARD](#) [Members](#) [Labels](#) [Checklist](#) [Due Date](#) [Attachment](#) [Cover](#)

[Get More Power-Ups](#)

CRM/Sales Pipeline [Travidux, LLC](#) [BC](#) [Team Visible](#)

Meeting Scheduled
Damashe Holdings
Name: Carter Quinto
Last Contact: Feb 13
Opportunity Value: 900,000

Proposal Delivered
Intergalactic Tours, LLC
Name: Zoe Abbott
Last Contact: Feb 21
Opportunity Value: 1,300,000

Won
Lommite Limited
3 3/3

Custom Fields power-up

Examples of dates added in a content planning board with Custom Fields power-up enabled

The screenshot shows a Trello board with three main sections:

- Marketing Team Snapshot**: This section includes a card for "Q2 OKRs" and a "Planning this Week" summary card.
- Needs Design or Development**: This section includes a card for "Webinar: How To Amplify Content" with a due date of "Launch: Sep 26 End: Oct 10". It also features a "Back to School with Trello" promotional card.
- Campaigns in Progress**: This section includes cards for "Ambassador Program" (due "Launch: Aug 2 End: Sep 2"), "Chegouuuuuu!" (due "Launch: Jun 1 End: Nov 1"), "Global Sporting Event" (due "Launch: Aug 3 End: Aug 24"), and "Break O' Dawn Meetups" (due "Launch: Jun 1 End: Nov 1").

Each card typically includes a title, a due date range, and a small profile picture of a team member.

Discover more ways you can make use of the ultra-flexible [Custom Fields power-up with this post from Trello](#). I personally like creating fields to add categories, tags, and dates for my blog post cards.

Can you save or export data?

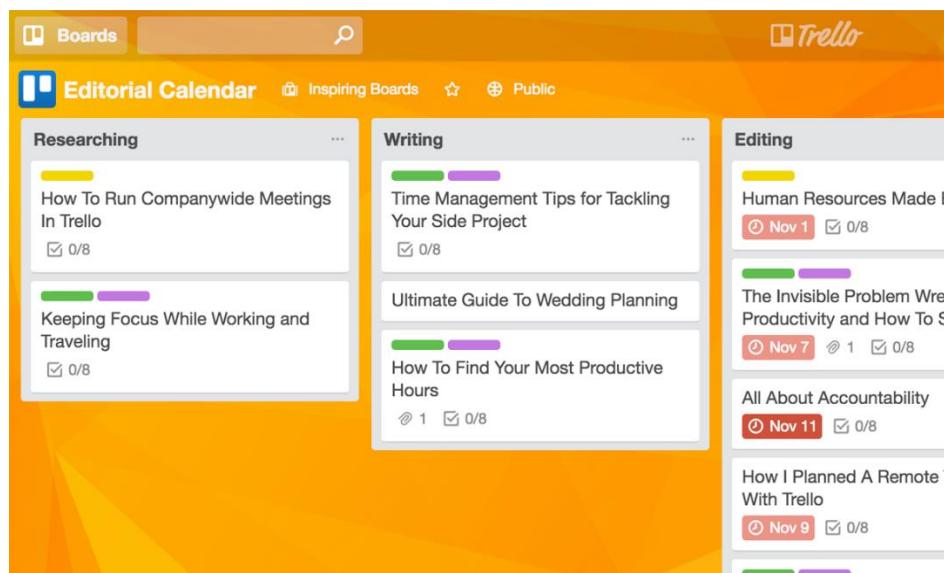
Well ... only sort of.

Personal data export is possible (as .json file), export boards (also as .json file) Board Menu > more > Print + Export – but you **can't** use this data to recreate a board. It's just not a file type we can regularly access - it's more for data analytics. BUT the upgraded, paid Business Class accounts CAN export boards as CSV files (and .json) and that export include attachments.

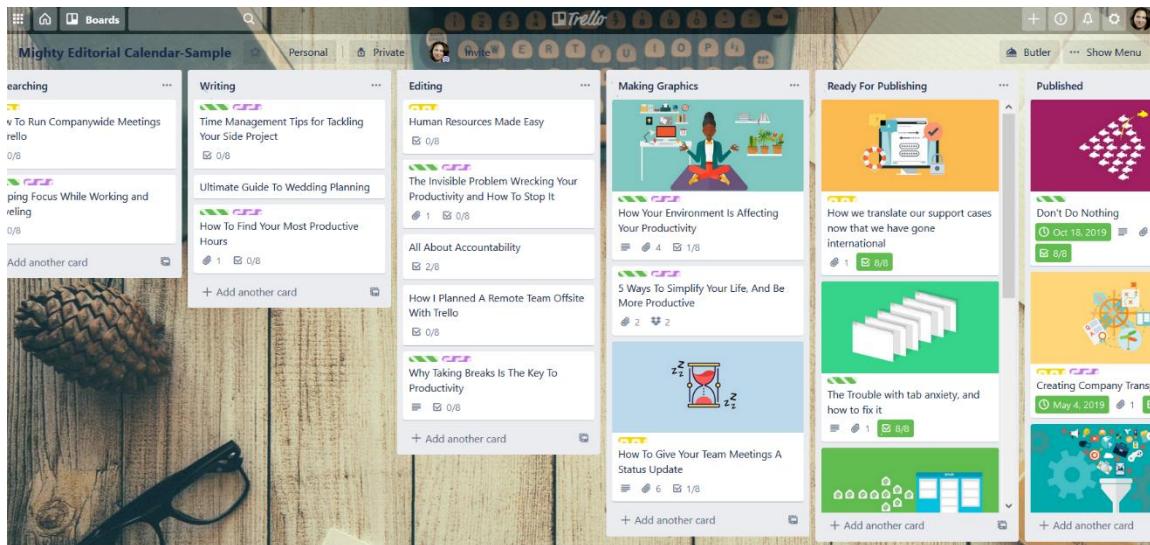
HOWEVER ... other Trello power users pointed me to this [Chrome extension Trello Export Excel Suite](#) that DOES let you export tons of card info! As when adding any extension - beware, check the reviews, etc.

TRELLO TEMPLATES

Templates of boards are great ways to learn from other power users! Trello makes many Boards available publicly that you can view, copy and adapt for yourself. Here's a [post from Trello on 6 ways to make use of templates](#) that could inspire you or help if you work with teams. Some of the tips apply more to orgs or team settings vs. us as solos - but if you ever work with a partner, hire a VA, share a board with a client, or need an extra set of eyes on a project -these tips will help.



You might look at - and even copy - these [templates of marketing-centered boards](#), from organizations like the Telegraph, Dropbox, Wired, and Trello's own content marketing teams. Or you might check out these [templates for productivity-centered boards](#) and make them your own.



[Trello can even be a lightweight CRM](#) (Customer Relationship Management) tool and let you keep track of data on people you meet at events, possible guest writers, JV partners, and more. You can connect a Google Form as an integration or power-up and import contact data right to Trello. [Trello has a CRM workflow template you can copy](#).

Have a task or action you repeat a lot? [Make it a template card](#) in a list on Trello!

Template cards are good for teamwork – making sure you and a teammate, VA, or partner are on the same page and keep consistency in your planning. Card templates allow for standardizing cards on boards. Look for the template icon at the bottom right corner of any

card. You can create a template card from scratch as well as turning an existing card in to a template:

E.g. you already have a card with a checklist of the things you do every time you publish a blog post - make it a template and then you can reuse/copy for every new blog post - no need to retype that checklist and risk forgetting something!

The screenshot shows a Trello board titled "Marketing Editorial Calendar". The board has three main columns: "Incoming Pitches", "Writing", and "Editing".

- Incoming Pitches:** Contains one card titled "Article Pitch Title" with a status of "Template" and 0/8 items.
- Writing:** Contains one card titled "Keeping Focus While Working and Traveling" with a status of "Category: Productivity" and 2 items.
- Editing:** Contains several cards:
 - "Copy Edits Due: May 30" (Category: Workflows)
 - "How To Run Companywide Meetings In Trello" (Category: Workflows)
 - "Why Taking Breaks Is The Key To Productivity" (Category: Productivity)
 - "Draft Due: Aug 6"
 - "Copy Edits Due: Aug 9"
 - "Human Resources Made Easy"

A modal dialog titled "Card Templates (Beta)" is open over the "Writing" column. It lists three templates:

- "Article Pitch Title" (status: Template, 0/8 items)
- "Blog Design Requests" (status: Template, 0/4 items)
- "Copy Edit Request" (status: Template, 0/0 items)

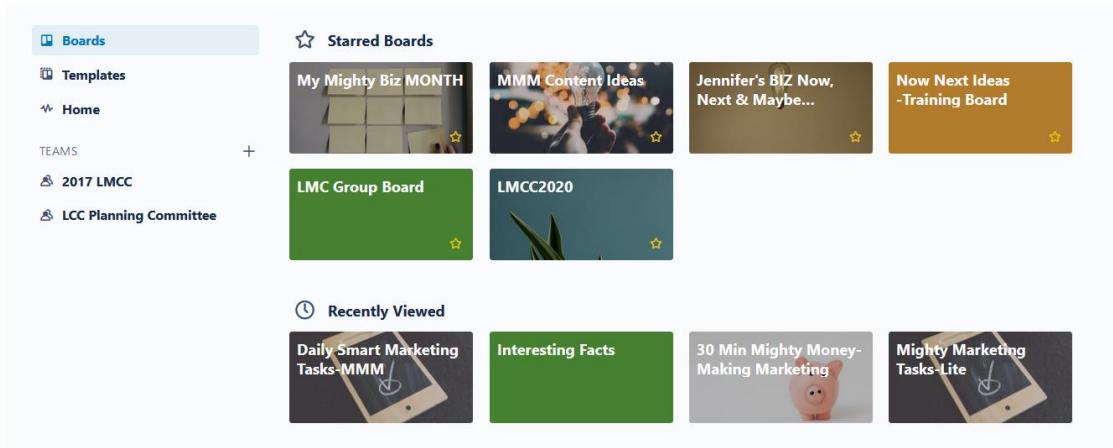
At the bottom of the dialog are buttons for "+ Create a New Template" and "Feedback". A cursor is visible pointing at the "Article Pitch Title" template.

6 A Sample Blog Editorial Calendar Board

If you'd like more ideas on how to use card templates, [check out Trello's 6 ways to use card templates](#). They're really a great way to keep consistency among projects or recurring tasks. [As of fall 2020, card templates are available in the mobile versions of Trello]

More shortcuts and power tricks

- Working on a team and need to notify team member - **@ mention** them – in a card or comment
- **Keyboard shortcuts** - for those keyboard wizards! Press ? anywhere to bring up the menu of shortcuts – yep, a shortcut to shortcuts!
- **Double click to add a Trello List or Card** – double click on any free space of a boards and you get the “Add List” pop-up window. Handy, because there’s not a keyboard shortcut specifically for new lists.
- **Drag any URL/Link** – if you have a tab or window open and want to save that link to a card, just click-n-drag the link from the web address bar right to a List in Trello. If there’s a featured image with the link, it will become the cover for your new card – showing exactly what you copied at a glance.
 - E.g. You find a cool article online you want to curate in a blog post or email, drag the link to your This Week list in your content planning board
 - E.g. You have a meal planning board and you see a cool recipe for a grain salad on Pinterest – drag it to your vegetarian meals List.
- **Star your boards** – your most important boards will always show up first



- **Email yourself at Trello** – each Board has a unique email and you can send it mail to create cards – Board Menu > Email to Board Settings. You can also [email to a Card](#).
 - writing or forwarding an email to Trello.
 - Open the Menu in the right sidebar and select "More," and then "Email-to-board Settings".

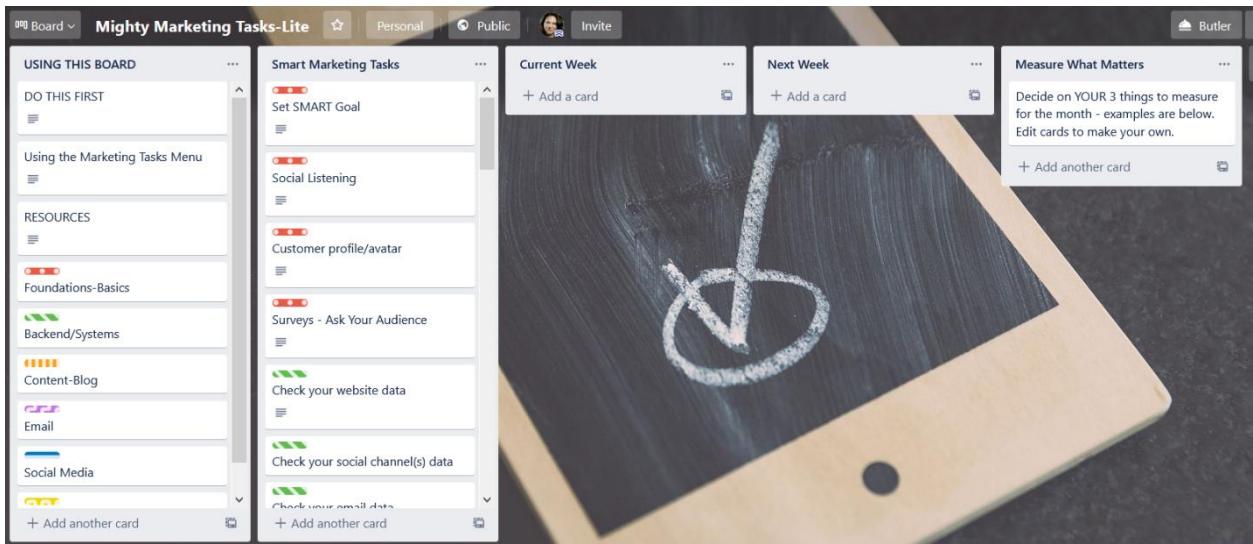
- email address is unique for each board and board member.
 - The Subject of the email becomes the card's title.
 - The Body of the email becomes the card's description.
 - Attachments in the email will be added to the card.
- **Multiple cards at once** – create multiple cards or checklists at once when you copy a spreadsheet column or list separated by new lines from a word processor document. Paste into a new card, and tell Trello you want it to turn that data into multiple cards.
- **Notifications** – might help with ‘out of sight’ problem – enable notifications from Chrome or Safari (boo, no Firefox?!)
- **More color-coding** – with new [Card Covers and Card Colors](#)! Add images – upload your own or use Trello’s connection with Unsplash. Organize your cards by changing the color of the card header. Use colors for categories, priorities, ways to break up a long list or large board. View colors and covers on all versions of Trello, edit via web version.
- Use Trello on your phone or tablet with the **mobile** apps - [find your platform here](#)
- **Copy a public board to your own account** – don’t edit the original owner’s board. Menu > More (3 little dots) > Copy Board [give it a new name, make sure there is a blue check mark to keep the cards]
- [Card Aging Power-up](#) - The Card Aging Power-Up helps you see cards on a board that haven’t been touched in a while. When enabled, cards will visibly age with inactivity.
- [Card Repeating power-up](#) – automates creation of cards for repeated tasks; set a schedule on a card and Trello automatically makes exact copy at given date/time – good for weekly to-dos, recaps, monthly closings, annual reminders for gifts
 - Schedule for daily, weekly, monthly, or yearly repeat
 - Cards copied to specified list automatically
- **Chrome extensions** - If you use Chrome as your browser then you will find some fun and useful extensions for Trello. Check out [Trello blog post for their list of top extensions](#) [a popular one my pals use is this [list layout](#) one so you get a grid or rows of lists vs. infinite scrolling] and if you’re like me and use Firefox, there are some extensions for us too.

- Trello uses **Markdown** language to add formatting to text - use in card descriptions and sometimes in checklists, comments, bios.

BONUS

You can copy and 'borrow' one of my boards and make it your own! Get your own free Trello account and start playing around to build an organized marketing routine with Trello.

You can [copy and use my Mighty Marketing Tasks Board](#) –



This Board has a List with Cards representing marketing tasks you can do in 30 minutes per day. The color-coded Labels in the Board represent the areas of your business marketing the tasks fall under: email marketing, social media, 1-to-1 outreach, etc. Copy or drag-n-drop the Card for a task to either Current Week or Next Week to plan out your simplified, mightier marketing. See the DO THIS FIRST Card ... first!

If you want to dive deeper into using Trello for your business – [check out my Mightier Marketing with Trello course](#) – and watch for new, live workshops and planning sessions.