

PUTTING
yourself
OUT THERE



MARKETING IS *clarity*

**"IF YOU CAN'T DESCRIBE IT SIMPLY
YOU DON'T KNOW IT WELL ENOUGH"
-ENSTEIN**

marketing is brand awareness and connection

IF YOU HAVE A *money* PROBLEM

YOU HAVE A *value* PROBLEM

IF YOU HAVE A *marketing* PROBLEM

YOU HAVE A *clarity* PROBLEM

(AND PROBABLY A VALUE PROBLEM TOO, LETS FACE IT)

if it's **NOT** selling:

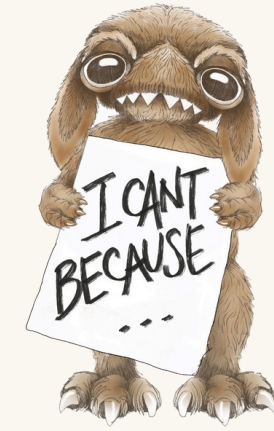
it's **NOT** connected

WHAT IS YOUR *brand* MISSION?

WHAT IS YOUR *invitation*?

WHAT IS YOUR *promise*?

MARKETING MONSTERS



I DON'T KNOW WHAT TO SAY - I HATE SOCIAL MEDIA

I AM MARKETING BUT NO ONE IS BOOKING/BUYING

I CAN'T GET TRACTION, IT'S SOCIAL MEDIA'S FAULT

THE ALGORITHMS HAVE CHANGED THEY'RE CHOKING MY BUSINESS

THESE AREN'T THE PROBLEM



**these monsters will have a
pity party at every opportunity**

**So here's the thing the secret
to the energy, the vibe, the
magnet of your business is
YOU**

MARKETING =
putting myself out there

HOW CONFIDENT DO YOU FEEL

YES

NO

NETWORKING

☐☐

SOCIAL MEDIA

☐☐

MY FACE / MY BODY

☐☐

MY VOICE / MY WORDS

☐☐

RELATIONSHIP BUILDING

☐☐

YOU ARE THE BRAND *do you like your brand?*

YOU ARE THE VOICE *do you like what you say?*

YOU ARE THE FACE *do you like how you look?*

YOU ARE THE PURPOSE *do you feel that?*

YOU ARE THE ENERGY *do you feel value doing it?*

IF YOU DON'T VALUE IT WHO WILL?

posting IS NOT SELLING.

networking IS NOT SELLING.

marketing is

AUDIENCE BUILDING • SHARING • LIST BUILDING
ADVERTISING • PROMOTION • PUBLICITY
PUBLIC RELATIONS • NETWORKING
AFFILIATE SALES • BUSINESS TO BUSINESS
PRODUCT AMBASSADORS
EMAIL MARKETING • CAMPAIGNS

selling is

AN OFFER OF **VALUE** THAT LEADS TO A **YES OR NO**

PUT YOURSELF AND YOUR PRODUCT
OUT THERE WITH CLARITY AND VALUE

SELL EVERYTHING BUT THE PRODUCT!

show DON'T *tell*

SHOW THE BENEFITS

SHOW HOW IT'S
used/loved/shared

SHOW THE **JOY** OF
*wanting it, getting it,
enjoying it, using it.*

show

**THE EXPERIENCE
THE GIFT
THE REACTION
THE TRANSFORMATION**

show

**THE CONNECTION
THE CREATIVITY**

show

**THE EMPOWERMENT
THE FUN
THE EDUCATION**

SHOW: THE *founder* STORY
your STORY
THE *brand* STORY
THE *product* STORY

TELL: YOUR *clients'* STORIES

show THE MAKING OF IT
THE CREATION PROCESS
THE CRAFTING
THE MASTERY
THE MANUFACTURING
HOW AND WHY

HOW MANY OF THOSE 10 COULD YOU CREATE RIGHT NOW?

YOU BUILD AN AUDIENCE ON SOCIAL

**SOCIAL IS FOR SHARING AND SHOWING OFF
NOT SELLING**

**YOU BUILD A LIST FROM YOUR AUDIENCE
AND SELL TO THEM**

SOCIAL MEDIA IS MARKETING,
BRAND AWARENESS AND CONNECTION.

SOCIAL IS FOR ENTICING
THERE IS NO *yes* OR *no* OPTION

LIKES ARE **NOT** BOOKINGS OR SALES

to invite the list:

- JOIN THE **VIPLIST**
- JOIN THE **NETWORK**
- JOIN THE **WAITLIST**
- JOIN THE **MEMBERS ONLY GROUP**
- JOIN THE **COMMUNITY**
- JOIN THE **NEWSLETTER**
- JOIN THE **REVOLUTION**

to reward the list:

- FIRST OPTION TO BUY/BOOK
- MONTHLY GIVEAWAY
- MEMBERS DISCOUNTS
- GIVE THEM CONTENT
- DIGITAL PRODUCTS

DO NOT ABUSE THIS LIST

nurture it

IF YOU COULD CREATE A *lead generator*
VIDEO ABOUT YOUR BUSINESS
FOR YOUR CLIENTS,

WHAT WOULD IT BE?

WHATEVER YOU SELL - *coaching*
product
service

THE SECOND IT'S SOLD OUT **OPEN A WAITLIST**

POST *sold out, join waitlist for next dates.*

IT'S THE ABILITY TO *craft compelling narratives:*

IF YOU ARE A *solo-preneur*
WHO IS BUILDING A BRAND AROUND *you,*

THEN YOU ARE **CREATING AND STARRING IN**
your brand story.

I love this quote:

**WHEN YOUR STORY IS THE MARKETING,
ALL YOU HAVE TO DO IS LIVE.**

**THE BEST ARTISTS AND ENTREPRENEURS FIGURE THIS OUT,
AND ESSENTIALLY HACK THE UNIVERSE.**

**THEY LOOK LIKE THEY'RE DOING A MILLION THINGS,
BUT REALLY THEY'RE DOING ONE.**

**THEY'RE MAKING ART,
AND LIVING INSIDE THEIR WORK.**

**THEY NEVER TURN OFF,
BECAUSE THERE'S NOWHERE ELSE TO GO.**

- Zach Pogrob

I have coached thousands of people over 15 years do you want to know something extraordinary in the first three - five years you struggle for any consistency in your bookings.

But when you serve, connect and deliver on your promises. WHEN you provide VALUE and there are systems around you to activate this momentum the word of mouth from your clients starts to take over.

It's SLOW but you can ask most small businesses and solo-preneurs that have created a successful income and they will tell you it's weird it's like magic one year its all struggle then less struggle then the marketing engine is in place it starts to gain momentum.

**When you say what are you doing
in your marketing they say OH UM
well I post and I share and I have
referral system but now they're
just showing up.**

**THAT's when you know you've
stopped chasing and started
attracting**

That tells me you're focused on BEING GOOD ENOUGH and if your product and service is good enough instead of being focused on HOW good it is for you and them DIFFERENT ENERGY

**You will focus on validation
on being seen and being
chosen, you're focused how
people treat you in this new
business instead of WHAT
YOU HAVE TO OFFER**