Ways to Market Worksheet

Embarking on a journey to transform your coaching passion into a thriving business is like planning for a road trip. Imagine you are behind the wheel, your business goals act as the destination in your GPS. It may be tempting to take every scenic route and detour that catches your eye, see the sights and explore as you go along. However, without a clear destination and an understanding of the road ahead, you might find yourself wandering down paths that, while beautiful, won't get you closer to where you want to be. (Warning, shiny objects ahead).

Starting with a map (**your marketing strategy**), that guides you closer to your target audience's needs and aligns with your business's unique value proposition will help you to create the journey that you are looking for.

This thoughtful plan saves fuel, (**your time, energy, and resources**), ensuring that you get closer to your destination in the quickest possible time. Remember, a road trip with a well planned route and the flexibility to adjust to the road's conditions will always lead to a meaningful journey.

Let's Go!

Your Target Audience

Go back to chapter 1 and revisit it, if you are still deciding on your avatar, (Target audience, your 1 person).

You really do need to pick your target audience and run with them for 6 months.

Perfection is not required, action is.

Will it be the right target audience for you, you will never know if you don't start.
Yes, you can change later.

If you change to often and too fast you will confuse yourself and your audience. Before changing ask yourself why and sit on it for a while. Do you still love your reasons or are you bored and looking for a new shiny object?

If you are bored, what do you need to give this audience, to give them the best you have, even for 3 months?

Marketing Goals

What do you aim to achieve, through your marketing effort?
Are you looking for:

- brand awareness
- new clients
- engagement?

Marketing Channels

Do your SMART Goals from Chapter 4 so you know what you are trying to achieve and how fast you want this to happen. The objective and speed may determine your marketing actions.

1. **Social Media**
    - Platforms: (Identify which platforms your target audience uses most, eg Facebook, Instagram, Tik Tok, LinkedIn etc.)
    - Content Ideas: (What type of content will engage your audience, eg inspirational quotes, success stories, tips.)
2. **Email Marketing**
    - Newsletter Topics: (Ideas for regular newsletters that provide value to your subscribers, eg coaching tips, personal development strategies.)
    - Lead Magnet: (What free, valuable content will you offer in exchange for email sign-ups, eg an eBook on overcoming specific challenges.)
3. **Content Marketing**
    - Blog Post Ideas: (Topics that address your audience's pain points and interests.)
    - Video Content: (Ideas for video content, platforms for distribution, and themes.)
4. **Networking Events**
    - Local Events: (List local networking events where potential clients might attend.)
    - Online Networking Events: (Research online networking events where potential clients might attend.)
    - Speaking Opportunities: (Opportunities to speak or present at events to showcase your expertise.)
5. **Podcasts**
    - Podcast Guesting Opportunities: (Opportunities to be a guest and showcase your expertise.)
6. **Traditional Media**
    - Press Releases: (Ideas for news stories about your coaching business that could interest local media.)
    - Print Advertising: (Options for advertising in local newspapers, magazines, or community eg sports, school based, location based etc.)
7. **Webinars and Workshops**
    - Topics: (Themes for webinars or workshops that would attract your target audience.)
    - Platforms: (Where these events will be hosted, eg Zoom, Facebook Live.)
8. **Direct Mail**
    - Campaign Ideas: (Concepts for direct mail campaigns that could reach your audience.)
    - Target Areas: (Identify geographic areas where your target audience is likely to reside.)

9. **Referrals**
    - Ask (Do you know others that would like coaching)

    Note -Testimonials and Case studies are great content for your website and social media

And so much more.
Don't get bogged down into trying to do everything, pick 1 or 2 channels and repurpose your content.

Now It's Your Turn

This worksheet is designed to help you brainstorm and organise your marketing efforts effectively. Tailor each section to suit your unique business needs and the specific characteristics of your target audience. Remember, the goal is to engage with potential clients in a meaningful way, addressing their needs and offering solutions that resonate with them, not to get so overwhelmed that you don't do anything.

Start Now

Pick 2 channels and start there.
You can pick a more than a couple of channels,
ONLY if you can repurpose your content and be active on them regularly.

You need to start, plan and keep going.

Eg
Do a 10 minute video

Teach a concept.
From that 1 video

1. Add to YouTube channel
2. Use the use quotable quotes and make a graphic on Instagram and Facebook
3. Use the transcript to write a blog article, shorten the article and use on LinkedIn and Facebook
4. Cut the video into short sound bites or key points, use on LinkedIn, Instagram and Facebook
5. Cut the video into ultra short and use as stories on LinkedIn and Facebook
6. Use the audio as a podcast episode
   Etc

Then you can repurpose the whole lot every 2 months or so.

Choose Your Marketing Channel.

Choose 2 channels to focus on first.
Your channel
1.

2.

Posting Ideas
What type of content do you need for these channels?

Write 5 FAQs that you can answer for your audience.

1.

2.

3.

4.

5.

When are you posting

How often

Day

Time