

6 Figure Soul Infused

*(No Bullsh*t)* Profit Plan

Module 5: Marketing

Marketing Brainstorm

List all the ways you've marketed yourself or your business. Don't hold back!

Narrowing Your Focus

Revisit the brainstorm you completed on the previous page and do the following:

1. Put a line through any method that has not worked for you.
2. Put a big "X" through any method that doesn't light you up.
3. Circle each method that has given you strong results.
4. Underline the techniques you love

Creating Your Core

Review the options that are both circled and underlined. Intuitively choose three and list them here:

1.

2.

3.

Excellent, you now have your 3 Core Marketing Techniques – woohoo! In the next module we will map out exactly how to create consistency and focus with these techniques.

Commit to focusing on only these techniques and everything will get so much easier!!!!

Easy Peasy Networking

You'll never need another elevator pitch again!

When someone walks up to you and asks "What do you do?" here is the answer that will make that conversation fluid and comfortable

Have you ever met ...

(insert description of your ideal client)

that...

(insert client's struggle/want/desire) ?

Person you are speaking with answers

Well I...

(insert description of your transformation)

HELP! I am Stuck!

Guidebook Addendum

The following pages have been designed to help you generate marketing ideas if you are unable to find 3 Core techniques that are working for you.

In Person

My ideal client spends time in person in the following places:

Of the list above which of these places can you physically be in that give you the biggest bang for your buck:

Social Media

My ideal client spends time on Social Media in the following places:

Of those platforms which one feels the easiest to you?

Total Intuitive Download

On the following page is a whole host of marketing techniques.
Review the list and scan for an intuitive "YES!" or an intuitive "NO!"

When you get a "YES!" circle it.
When you get a "NO!" cross it out.

Use this exercise and the exercises on the two preceding pages to find your
Core Marketing Techniques.

Marketing Options

Radio/TV Interviews

Networking

Search Engine Optimization

Pay-per-click

Podcasting

Blogs

Article Marketing

Social Media

Word of Mouth

Trade Shows

Ezine Ads

Speaking Live Stream

Joint Ventures

Affiliate Marketing

Teleseminars

Book Marketing

pattylennon

Building Soul-Infused™ Businesses

Once you have your 3 Core Techniques you can enter them on page 3 of this workbook.

If you are still struggling with narrowing your search what is likely happening is that fear and overwhelm are taking up a bit too much space in your body for you to receive clear intuitive information. Put the assignment out of view and close your eyes. Take a few deep breaths and return to the exercise later.