

LIMITING BELIEF CHECK IN



YOU ARE THE ONLY ONE STANDING IN YOUR WAY

- WHAT DO YOU HAVE IN YOUR BUSINESS THAT'S NO LONGER ALIGNED WITH YOUR VALUES OR GOALS?
- WHAT'S THE BEST ADVICE YOU CAN GIVE YOURSELF TO ACCOMPLISH YOUR TOP GOALS?
- WHO CAN SUPPORT YOU IN ACHIEVING YOUR GOALS?
- WHAT DO YOU NEED TO STOP DOING TO ACHIEVE YOUR TOP GOALS?

YOU ARE

THE MARKETING PLAN



TELL YOUR STORY

Authentically connect with your community

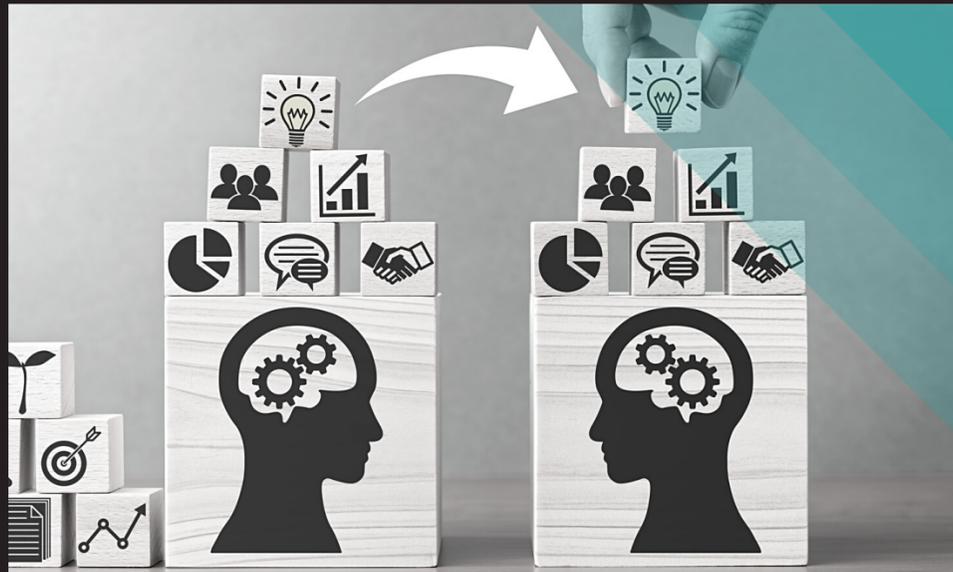
BE CONSISTENT

Serve your community, educate and bring value for FREE

ASK FOR THE SALE

Tell them how doing business with you they will experience transformation. Then keep it simple for them to do business with YOU!

Purpose Driven Entrepreneur Marketing Plan



CLARITY ON YOUR
PRODUCTS & OR
SERVICES

keep it simple for you and your
customers



KNOW YOUR
CUSTOMER AVATAR
& HOW TO SOLVE
THEIR PROBLEMS

you are marketing to this
person



CONNECT, EDUCATE,
& SERVE.

YOU are the marketing
program

JUST
ASK



ASK FOR THE SALE

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KEEP IT SIMPLE FOR YOUR CUSTOMERS TO EXCHANGE MONEY WITH YOU!!!

DO NOT MAKE THEM JUMP
THROUGH HOOPS OR HAVE
TO FIGURE OUT HOW TO
BOOK YOUR SERVICE OR BUY
YOUR PRODUCTS

TIP: HAVE FRIENDS AND
FAMILY TEST OUT YOUR
BOOKING SITES OR POS
SOFTWARE, ALWAYS!

SOCIAL MEDIA FOR PURPOSE DRIVEN ENTREPRENEURS

HELPFUL TIPS

BE ON THE SITES
WHERE YOUR
CUSTOMERS ARE

YOU DON'T HAVE TO BE
ON ALL THE SITES!
CUSTOMERS SHOULD
KNOW EXACTLY WHAT
YOU DO WHEN ARRIVING
TO YOUR SITES.

HAVE GOALS WHEN
YOU POST
IS THIS POST?

1. EDUCATING
2. ENTERTAINING
3. BRAND
AWARENESS/GROWTH
4. TO CONNECT WITH
YOU
5. MAKE A SALE

AUTOMATE

STEP 1: HOW MANY POST,
REELS, STORIES, ETC WILL
YOU POST A WEEK?

STEP 2: BLOCK THE TIME TO
CREATE AND AUTOMATE ALL
CONTENT FOR THE POST AND
SCHEDULE THEM.

THEN DO IT FOR 2 WEEKS,
3 WEEKS, 1 MONTH!!!



SETTING BOUNDARIES FOR SOCIAL MEDIA IS FOR THE ONES YOU LOVE THE MOST AND YOUR OWN MENTAL HEALTH!

TEACHING CUSTOMERS HOW TO DO BUSINESS WITH
YOU IS CREATING A BOUNDARY!



OFFLINE MARKETING MATTERS FOR PURPOSE DRIVEN ENTREPRENEURS

YOUR CLIENTS AND COMMUNITY ARE
CRAVING HUMAN CONNECTION,
COMMUNITY, AND YOU!





HOMWORK

Set Goals & Boundaries for Social Media

Automate Post 1 week at a time for the next month

Brain Dump Marketing Plan & Ideas. Pick 3 and take action to make your marketing reality over the next 30 days!

Review Your Social Media Accounts, Website, and other Online Accounts and update content.



BUSINESS COACH