



*Life*  
with  
*Passion*<sup>™</sup>

*Designing the perfect plan  
for you--without losing it*

8

THE INCOME REPLACEMENT FORMULA LIVE  
YOUR MARKETING





# Overview

Marketing is the all-important bridge between having a spectacular offer that's designed specifically for your niche and creating leads who are interested in buying it.

Without marketing, you don't have sales, which means you don't have a business.

We all know how overwhelming it feels to be trying to sort out the best ways to build our business online when there are literally unlimited options and EVERYONE has a different opinion on the best way to do so.

Good news: as with everything else in business-building, it can be simple; it just requires you to believe it!

So, we're delving not only into the strategy behind marketing that you'll be building on in future weeks, but also into what's holding you back from going BIG with your marketing efforts!

Let's get started!



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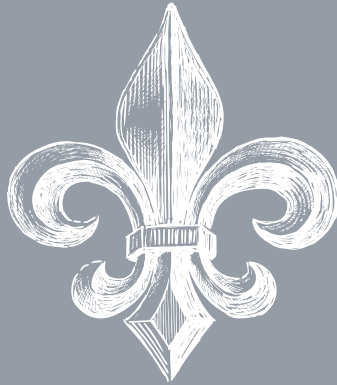
# Assignments

- Participate in the group call on Tuesday, November 6th
- Complete this PDF by Monday, November 12th

*\*This PDF is for you, so feel free to be completely honest here--you'll only share what you choose with me and the group.*

## In this module, you're going to:

- Learn the easy way to cut through all the noise and figure out exactly how & where to show up online to get clients
- Discover how to be as successful as you want with just one simple strategy



# — Marketing Foundations —

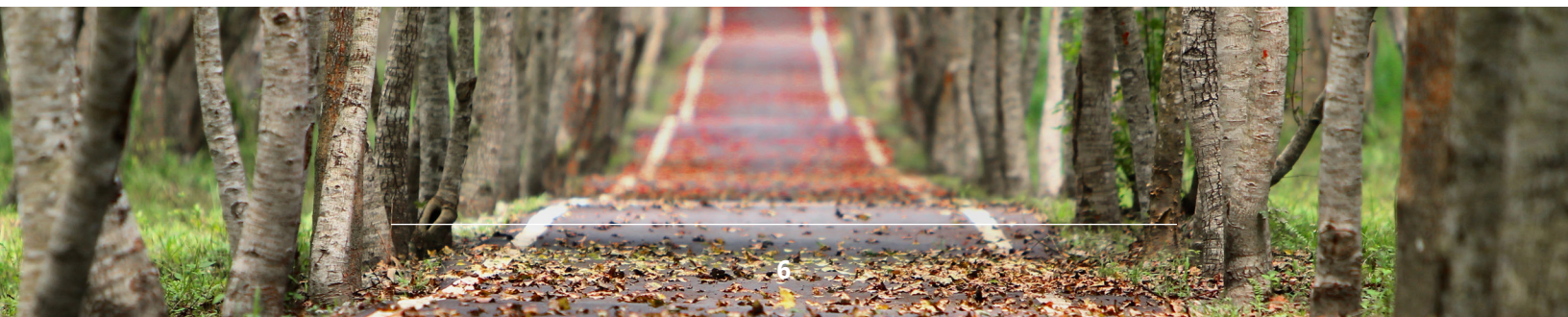


Over the next few weeks, we're going to be talking about pieces of marketing, including messaging and visibility, but first, we're going to lay that important strong foundation based on what you've just created in your packages and pricing.

**Do you feel like you've got a solid handle on marketing your business? Why or why not?**

**What does marketing yourself look like right now? List your marketing activities below.**

**How much are you actively marketing yourself right now? Is it a part of your daily routine? (This is the goal--that you show up every day in some way to help people see and remember you.)**



**Going deeper, what fears do you have about marketing?**

**Where does the resistance or block come from?**

**What else do you think has held you back from being more consistent with it as of yet?**



When you look at these on paper, do these feel like something you are ready to move through or something that you need support (like asking a question on a call) to work through?



If you're ready to "flip the script" and create positive momentum from today forward, write down the opposite of these fears/blocks, just like you did with your money affirmations!





If you hear a voice within you say, “you cannot paint,” then by all means paint, and the voice will be silenced.

– Vincent  
Van Gogh



# — Pursuing Possibilities —

Here are some of the many viable platforms I've used--and that you can use, too--to build an audience that leads to a successful business online. I'm not asking you to choose one YET (that will come when we talk about visibility), but I want you to consider these all as viable options!

*Facebook business page*

*Facebook groups--others'*

*Facebook group--your own*

*Facebook personal profile*

*Facebook ads*

*Instagram*

*LinkedIn*

*Twitter*

*YouTube*

*Podcast guesting*

*Leadpages*

*Email Newsletters*

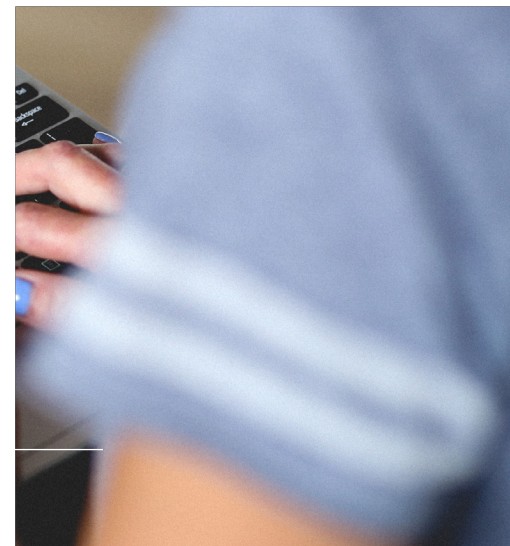
*Guest Livestreams*

*Guest articles*

*Referrals*

*Having affiliates (\*not recommended until your audience is larger)*

Which of these feel good to explore (or is there another one you want to look into)? List below.





**The thing to start to wrap your head around NOW (and this is a mindset piece!) is that:**

You CAN build a successful 6-figure business online by getting consistent with and eventually mastering just ONE of these visibility strategies (like I said, I'm giving you time to decide which one you want to commit to).

In fact, if you look around at those influencers you follow and admire, those who are farther along than you, chances are very good that they got GREAT at one strategy as their main lead source/ community builder, and the rest are ancillary/they added later. Not until they had traction, and often once they added team members to help them manage all of the moving parts and remain consistent without splitting their focus or getting overwhelmed.

How can you tell? Simply look at the place where they have their largest



following--in fact, to make it even simpler, it's PROBABLY where you first found/ followed them.

I'm giving you permission to do a little bit of rabbit hole research here ;), if you like, to confirm this hypothesis with YOUR favorite influencers.

**Share your findings below.**



# — Your Marketing Personality —

It's time to do a fun assessment to help us determine how you most prefer to communicate and market.

Go to [16personalities.com](https://www.16personalities.com) and take the free assessment. You'll receive a 4-letter code and a detailed description of that personality type. Alternatively, if you've already taken it or the Myers-Briggs (MBTI) assessment, you can skip the assessment and go straight to refreshing yourself with the description of your 4-letter code.

Does it feel accurate (even creepily so, like they're reading your mind)?



**Record your letters and what feels true about the description of your personality and its preferences below.**

**Now, re-visit specifically what it says about how you prefer to communicate. How can you apply this to marketing your business online?**



Next, look at what it says about the topics you prefer to think and talk about (ex. Emotions, feelings, facts, statistics, numbers, etc.). **Record those below, because you'll want to be sure to include those in your marketing!** Why? Because it's likely your main customer base (niche) likes to talk/hear about the same things! A genius hack you can include in next week--your messaging!

What weaknesses or other themes do you see that might help explain any issues or hang-ups you have about marketing? For example, does knowing that those with your personality type are prone to being overly private help you want to overcome that for the sake of your business? **Explore below.**

Now consider how you're feeling about marketing yourself and your business, compared to how you felt at the beginning of this module. What's changed? **Record those shifts below!**



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