



Day TEN

Sharing YOU!

Oh goodness,

You may notice as you proceed through day ten and the remainder of the course, a shift. We've done lots of digging, writing, deep thinking, and tuning into our own voice, message and hearts. Now, don't get me wrong, I love the deep stuff and could spend oodles more time reflecting, journal writing, discovering and unearthing stories, narratives, beliefs and goodness within each of us. There is so much goodness to uncover! But without the practicality of daily actions, that goodness stays within and we want our goodness to ripple out...

So, on that note.....You'll notice more invitations to play, experiment, let down your guard and show up perfectly imperfect.

Are you ready?

Let's do this!

I invite you to reflect upon the following inquiries, thoughts, and questions, in relevance to both the online and offline world. So many of us have chosen to create an online/virtual/laptop/location independent business via the internet, and though it is a wonderful venue to expand and get your message out to the world, it is ONLY a small piece of your marketing strategy.

In this workshop we aren't going to go full depth into marketing, strategies etc. I will provide links below to inform you to do your own due diligence and research into how social media can play a strategic plan in the growth of your business.

Below is a wiki link to social media marketing:

https://en.wikipedia.org/wiki/Social_media_marketing

A link to the various types of marketing that can be used to grow your business, in a way that feels unique to you.

<https://www.splashcopywriters.com/blog/types-of-marketing>

With so many types of marketing and ways to bring your message and voice to the world, how do you know what is the best approach?

Let's keep it super simple, shall we?

1. We need to clearly define our goal over a trackable period of time. (90 days is a great number to see or not see any results from how you choose to bring your business, voice and message to the world).
2. Defining your goal:
 - a. A monetary value
 - b. A client/product/service value (how many clients would you like in 90 days, how many of each product would you like to sell in 90 days, what service would you like to share over the next 90 days and what is the return you would desire to see from sharing that service)
 - c. Clearly define your timeline. If 90 days feels too much, what is your goal date?
 - d. Choose ONE product or service to directly market at a time.
 - i. Sub-products can be used to fill your business with new clients and sales. (Meaning: You can host a \$10 workshop to upsell into your 6 month program)
3. Choose two ways to spread your message, share your stories, invite people to spend time with you and get to know what you and your business is all about.

- a. _____

- b. _____

Choosing two platforms/strategies/paths to sharing your business, doesn't need to be conventional. You don't need to do a webinar, a challenge or anything that doesn't FEEL like it is the truest, best way to cultivate community and grow your organic, sustainable business.

Let's explore what unconventional might look like:

Off the cuff things that come to mind:

OFF-LINE

1. Hosting a small gathering at your home on a ULTRA-specific topic that leads into your service/program.
2. Doing a talk at your local library.
3. Creating a monthly get together on meet-up.com
4. Checking into community space for rent and hosting a lunch & learn.
5. Gathering folks for an informal yet informative coffee chat.
6. What about a picnic in a local park?!
7. A half day intensive workshop at a local resort.
8. Partnering up with other complimentary local businesses and have a fundraiser to bring awareness to a mutual purpose/non-profit/social justice/project for great change!
9. Having a local contest/give away. You could give the winner a free 60 minutes of your services or a product etc.
10. Utilizing referrals from friends, family, business contacts, acquaintances, former clients etc. Who do you know, that may know someone, that would benefit from what you do?

ON-LINE

Literally each one of the above can be turned into an online event with a little creative, shifting....

You can host that talk on Zoom.

Yup, you can do a lunch & learn as well on Zoom/Google hangouts.

Creating a half day intensive that can easily be done from around the world....Cool hah?!

It really comes down to choosing what feels like the best way to move the needle forward in our business, through avenues that are specifically designed with our clients best interest in mind.

What you need to know about sharing your message?

Where are you clients?

List three places you know your clients are:

1. _____
2. _____
3. _____

What is the BEST way you can be where your clients are, to serve them, grow your business, and honor yourself?

Here we consider:

Boundaries

Creating a consistent schedule

Taking into account our NON-negotiables

Consider your values

Understand your personal priorities as to how they play into how and where you show up.

Write 3 ways that you can show up, where your clients are, serving them and honoring YOU:

1. _____

2. _____

3. _____

How can you best cultivate a thriving community?

This is about nurturing. Do your clients need you to provide a safe container? Could they benefit from tangible step by step? Do they need inspiration? Love? Guidance?

It's our job to nurture our personal and professional relationships so they grow and thrive.

Scribble out 3 things you can do or provide to nurture your clients, community and relationships:

1. _____

2. _____

3. _____

What do your clients need from you the MOST?

To nurture our communities we need to understand what their top challenges are and how can we provide real life solutions to help them move forward.

Can you identify what 3 challenges your community struggles with the most:

1. _____

2. _____

3. _____

What is the best way to give them what they need? With so many ways to deliver solutions, services, products, experiences....

What is the best way for you to communicate with your tribe?

- PDF's
- Live stream
- Video
- Audio
- Facebook
- Pinterest
- Newsletters
- Blog posts

The list goes on and on.....

Scribble 3 ways you can communicate and deliver support, solutions and value to your tribe:

1. _____
2. _____
3. _____

NOW:

BREAK time!!! Horrah, right?!

Tomorrow we'll gather you info. and craft a simple way to share your voice, message and business that feels good, builds connections and cultivates a thriving community of kindred spirits!!