



The Marketing Roadmap

Stop letting your marketing run you and your life. Take control of your marketing now.

By:

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TRUST-BUILDING INSIDE AND OUT

The Marketing Roadmap: An Inner Trust DIY E-book.

Introduction

Hello there,



I'm Kristen Beireis and I am on a mission to change the way you work within your marketing.

For far too long marketing has been king. It has become a living thing that determines how to spend the work day. Sometimes, it bleeds out into other activities and takes you away from family, fun, and/or life in general.

It's time to stop thinking that marketing HAS to be done the way you've been taught. You don't have to do all the strategies you were told to do. You also don't have to go out and hire 5 marketing gurus to tell you what to do.

I tell potential clients that all you have to do is trust your own marketing knowledge and create your marketing structure in a way that serves who you are. They usually respond with "Easier said than done." Actually, it's not as hard as you might think. There are just 4 questions you can ask yourself which will get you started. You can easily build your marketing/business to fit your life vs. marketing running your life for you.

You've probably heard these questions before and may have even asked your clients the same question, but if you downloaded this e-book, I'm betting there's still work to do when it comes to marketing.

Do the exercises in this quick and easy e-book. Then you'll be well on your way to less overwhelm in your marketing.

The Four Questions

Question #1: What do you want?

Answer this from a couple different points of view. You probably already know the answer. You may even have it written down in a journal somewhere. Pull it out, read it again and make sure nothing is missing. Get the most complete list that you can possibly get.

- 1) What do you want your business to do for you?
- 2) What do you want for your life?

Question #2: What does it look like?

This one can be a little confusing because it's possible you answered some of this in the first question. Ask yourself the following two follow-up questions just to make sure you have as much information down as possible.

- 1) "If I want _____, what would it look like in my daily life to have it?"
- 2) "What do I want my daily life in my business to look like? Go through the routine (or lack thereof if you are a non-routine kind of person). What would a day in the life of you, as business owner, look like when you get what you want?"

Question #3: What are my priorities?

Priorities are keys to choosing what to do first, second etc... If you don't have priorities, it's hard to choose what your next steps are and whether or not you want to move forward with something. Here's how you get your priorities:

- 1) List your values. If you've done any kind of values work, you probably know your top 3-5 values. Write them down. Define them. Be as descriptive as possible.
- 2) Rank them starting with 1 being your most important value.
- 3) Pick 3 "I wants" or "It look s likes" that match your top 3 values the most. Write out how exactly they match up. This will help you solidify what it looks like when you are honoring your values.



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Use this list to help you determine what marketing makes the most sense for you. If it honors your values, then it's worth looking at. If not, then it's time to scrap it. Remember, top priority is value #1. When you are looking at your marketing tasks ask yourself:

- 1) Is this what I want?
- 2) Does it match what I want it to look like?
- 3) Does it honor my priorities?

Then ask yourself:

Question #4: What's most important right now?

This question kind of blows everything else out of the water. Sometimes we change our priorities because something more important comes up. So, in order to avoid getting lost in "I have to's," you check in on the present moment.

Note: This is ***NOT an excuse*** to ditch your priorities!!! It must be HUGELY important to trump the top priority. You or someone close to you had better be in danger (i.e. A sick kid trumps showing up for an interview).

Debrief:

Spend a couple weeks comparing what you are doing with what you want. Make changes accordingly. Journal about where you get stuck and what allows you to choose what you want. Notice where the hang-ups are. Make changes accordingly.

Remember, you don't have to do what everyone else is telling you to do in marketing. You only need to do what feeds your desires and matches your priorities. Otherwise, say "no".

Keep your roadmap list handy. It will change as you change. So, keep adding and subtracting what fits for you as you and your business grow.



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About Kristen



I specialize in helping Coaches and other Independent Service-Based Business Owners trust themselves and quickly earn the trust of others. This e-book is the financial piece of Inner Trust-Building. You have to trust yourself before others will trust you. So, trust in what you want.

Sticking to your guns when it comes to honoring your valuable work time and planning for time off is not an easy task. Most people find that they need someone to hold them accountable and help them shift as they and their business grow. They also need someone to remind them of what they know, when they forget. That's what I do. I help you stay on YOUR path. Not the guru's path, not your colleague's path, not your next door neighbor's path. Your path! When the road gets narrow and the fog sets in, I will help you find clarity and peace so you can move forward.

Are you ready for some clarity on your path? Let's set up a Get To Know You Session. You can request one of these FREE 45 minute sessions at <http://www.coachesmarketingsource.com/gettoknowyou.html>. We'll explore what you've discovered here and then discuss your next steps to greater trust and a more successful business. If, during the call, we find going deeper into this work will be helpful, I'll let you know what program is best suited to your needs.