

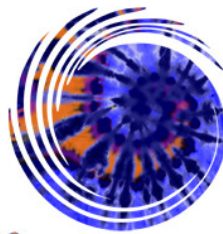


What's Your Tie-Dye?

A Guide to Finding Your Unique List of Marketing Strategies.

By:

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**Coaches'
Marketing
Source**

You are as unique as tie-dye.
Trust it & Capitalize on it.

Introduction



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. Once you settle in on what you want to market, you can choose how to go about getting the marketing done for it.

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. It starts with just 4 questions you can ask yourself. You can easily get marketing done without the late nights, the busy schedule etc...

You've probably heard much of what's in this e-book before. However, if you downloaded this e-book, you've never gone through it with trust in mind. That's what this e-book is all about. Helping you identify what works best for you and trusting in it for an easier, less overwhelming way of running the marketing in your business.

Give yourself time to go through the questions on the following pages. Journal, sit with it and see where it fits for you. In the end, you'll discover a new way of going about your next project that honors who you are and creates success without overwhelm.



Your Tie-Dyed Marketing Strategy List

Typically when we think about marketing strategies, we think about what other people have told us we have to do in order to have a successful business. I challenge you to look at it from a different perspective, starting now. You have your own, unique, combination of marketing strategies that will work best for you. You can uncover this by getting clear on what you want for yourself and using your values to set priorities. It's time to start looking inside yourself for what marketing strategies to use. Below are four questions to help you with this.



Answer each question with the first things that come to mind. I've given you extra questions for each one to help you dig a little deeper. Make sure you block off uninterrupted time to work on this.

Question #1: What do I 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. Remember, this isn't about other people...this is about what YOU want for YOU.

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



Question #3a: 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 values. Write them down. Define them. Be as descriptive as possible. If you need help listing them, just think of what's most important to you in life as a whole.
- 2) Rank them starting with 1 being your most important value.
- 3) Pick 1 thing from question 1 ("I want") or question 2 ("It looks like") that matches value 1 the most, then value 2 and value 3. Write out exactly how they match up with your values. This will help you solidify what it looks like when you are honoring your values.

Question #3b: What is my top priority?

Now that you've identified what "want's" honor your values, it's time to turn them into priorities. Think about how honoring your #1 value will look with that "want" in mind. How does that affect your business and marketing? What do you need to make a priority in order to honor that value? Do this for each of your three values. Whatever you need to make a priority...THAT is what your priority list is made of.

Priority #1:

Priority #2:

Priority #3:

Now create a list of marketing strategies that honor your top priority. Compare with priorities number 2 and 3. What marketing strategies make the most sense for your priorities? If it honors your priorities, then it's worth looking at. If not, then it's time to scrap it.

Marketing Strategies:

Whenever you are unsure about whether you should use a strategy, 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 or something of that caliber (i.e. A sick kid trumps showing up for an interview).

Homework:

For the next two weeks compare what you are doing with what you want. Make changes accordingly.

Do some journaling: If you can, journal daily on:

- 1) Where did I get stuck?
- 2) What has allowed me to choose what I want?
- 3) What prevented me from choosing what I want?
- 4) What needs to change, adjust or move in order to honor my values/wants more?

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".

Your Tie-Dye Marketing Strategies

Print this worksheet out and fill in the finals for all you've explored in this workbook. This is now your marketing plan. Keep it in front of you, while you work on your marketing. It will change as you change. So, keep adding and subtracting what fits for you as you and your business grow.

Follow it and trust in it. It came from you and who you are.

Top Priorities (in order):

- 1)
- 2)
- 3)

The lifestyle I want this business to create for me:

Marketing Strategies to choose from:



About Kristen



I specialize in helping Coaches, Massage Therapists and other Wellness/Empowerment providers trust themselves and quickly earn the trust of others. This e-book is a key part of the foundation for Inner Trust-Building. You have to trust yourself before others will trust you.

Sticking to your guns when it comes to honoring your priorities, is a key part of success. Most people find during the initial implementation phase, it's really easy to slip back into old habits. If you find you need someone to hold you accountable and help you get creative about how to get what you want while honoring your priorities, 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 prosperously.

Contact me to explore more options by requesting a "Get To Know You Session" at <http://www.coachesmarketingsource.com/gettoknowyou.html>. I will be happy to share your next steps and possibilities for deepening trust in yourself.