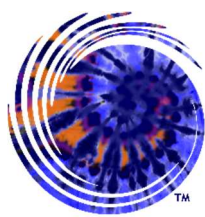




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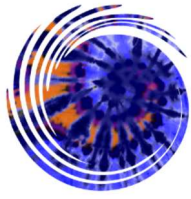
The Key to Marketing Success and Happiness

By Kristen Beireis
Trust-Building In Marketing Expert



Coaches'
Marketing
Source

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



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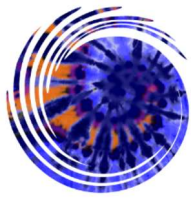
The Key to Marketing Success and Happiness

Welcome! I'm so glad you have decided to get clear on trusting yourself in marketing. In this e-book, I will walk you through 6 areas of knowing. You will need a piece of paper, journal or notebook to write in as you go. At the end, I'll tie it all together with Inner Trust.

Here are some guidelines to keep in mind as you go through the e-book.

- 1) **Free Writing** - With each area of knowing, you'll see a checkmark with questions to answer. Write down everything you can think of. It doesn't matter if it's right or wrong. It doesn't matter if it's fully clear or just pieces of information. It doesn't matter if it's a list or paragraphs or pages. Just write it down.
- 2) **No judgments** - The goal is to write without judgment. Leave the judgment at the door. If that means you need to take some time to be quiet before writing, then do so.
- 3) **Create the environment that will serve you best** - It might help to be in a quiet space with no interruptions.
- 4) **Take your time** - It might help to do each area of knowing at different times, instead of speeding through them all at once.
- 5) **Be with it and move on** - Whatever comes up for you as you go through the e-book, allow it to be with you. Write about it if it helps. Spend a few minutes with it and then move on.
- 6) **Honor your knowing** - At the end of each area of knowing, go back through and read what you wrote. Honor each and every thing that came out of your brain. It's all smart and it's all useful.

By the end of this e-book, it is my hope that you will have a different perspective on marketing and more trust in your own way of going about it, every day.



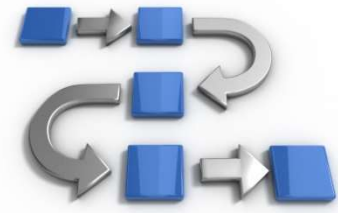
Inner Trust and Marketing:

The Key to Marketing Success and Happiness

Area of Knowing #1: Know the Marketing Options

If you've learned anything about marketing, you've learned at least a couple options for how to market your business.

It's important to know what strategies are available to you. There are countless books, training courses, conferences and gurus who can show you the way. All of them are hugely valuable and could, potentially, create success for your business. The thing is they, equally, have the potential to not work at all. So, how do you choose?



You learn as much as you can and choose based on what works easily and naturally for you. The marketing options that make you pull your hair out, may not be the best for you. **Try the ones that seem easy first.**

The list of ways to market a business is incredibly long. Even those who have been marketing for 10 years, still find new methods, venues and ideas about how to market their business. You know what that means? It means **you don't have to know every option that exists, right this minute!**



All you need to know is what you DO know, right *this* minute. Take an inventory and write the answers to the questions below:

How are you currently marketing your business?

What are you planning to add into your marketing?

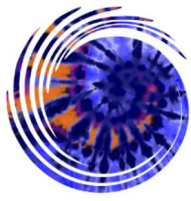
What are some other options you know about?

Honor your knowledge: Whether you only know a couple marketing options or 20, it's all valuable information to have in your brain.

The next time you wonder what to do in marketing, you have options to choose from.

The next time you learn a new marketing option, you get to celebrate by adding it to your list.

Honor your knowledge of marketing options in whatever way seems fitting to you.



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Area of Knowing #2: Know Who You Are

When you think about marketing, you probably think about it as strategy. There are certain things that have to get done, in a certain order. That's all part of knowing your marketing options.

Knowing marketing strategy is powerful, but when you partner that up with who you are, now you're on the road to success!



So, Who are you?

I don't ask this question for the quick answer. Although, it's good to know your age, where you grew up and what you do for a living...there's so much more to you than that! Who are you, really? Underneath the stats.

Knowing who you really are is hugely valuable in determining what marketing is going to be that "easy" marketing. If you're an introvert, networking meetings are probably not going to be your thing. If you are a chatty Kathy, then you need to get up on stage and chat away. If you are someone who needs a deep connection in order to open up, then your marketing should constantly be creating that deep connection.

Do you see how that works? You'll find the marketing that is most suited to you, when you know who you are.



All you need to know is who you are. Use the questions below to help you get clear on this:

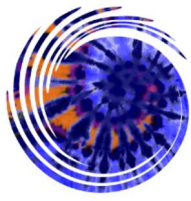
What do you value the most?

What are your favorite kinds of activities?

Who are the people you enjoy hanging out with most?

What marketing can you do to honor these things?

Honor your knowledge: You are a unique person in this world. Honor that by doing marketing that matches you. This is the easy way of marketing.



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Area of Knowing #3: Know How You Work

Everyone has a different way of going about their daily work. Some people are scattered. Some are organized. Others plan and execute.

I have clients who come to me complaining that they “should be more organized” or “more creative” or “have a better plan for the day” or, or... The list goes on. If any of these are running through your head, then it’s time to examine how you work.

What is your most natural way of getting things done? I’m sure there have been times when you magically managed to get something done and didn’t really think about it. So, why would you insist on getting marketing done in any other way?



Look at how you work best and set up structures to make sure you can work that way in your marketing. If you need time to be willy nilly with your marketing, then create it. If having a list of to-do’s is helpful for you, then create one. If it stresses you out, then don’t!

What’s most important is that you work in the way YOU need to work. So, pay attention to what works easy. Then do that!



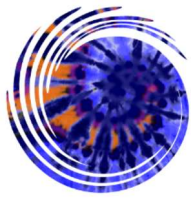
All you need to know is how you work best. Use the questions below to help you get clear on this:

What gets done easily?

What makes it so easy to do?

What do I need to create in order to apply this to marketing?

Honor your knowledge: Once you know how you work, then you don’t need to look for processes any more. Use what you know works for you. You are the expert on how you work best. Don’t let anyone tell you differently.



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Area of Knowing #4: Know Why You Do This

There's a reason you are in business and that you provide the service you provide. It's usually something that you know, but you probably don't take it out, look at it, listen to it and play with it. It's just something that exists.

Don't leave this "why" in your back pocket anymore. Dig deep into your heart on this one and get a clear understanding of what made you jump into this business and what keeps you going.



Usually, our reasons for going into business have something to do with a passion, movement or spiritual purpose of our own. Pick out a phrase, or a quick touchstone, something that will always remind you of your "why". Put it somewhere you can easily access it when making marketing decisions. Put it somewhere visible, but not in the way.

Any time you wonder if you are making the right decision, see if it matches why you do this.

If you are choosing a marketing guru, teacher or coach, find out if what they are teaching matches why you do this.

When you question whether you should offer a particular product or service, see if it supports why you do this.



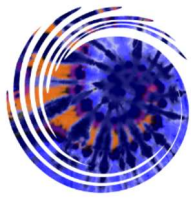
All you need to know is why you do this. Use the questions below to help you get clear on this:

Why did you decide to start this business?

What are you most passionate about?

What is a sign that you are doing the work you set out to do?

Honor your knowledge: Now that you've explored why you do this, use it every day. It's your decision-making secret weapon. You now have no reason to go looking for the perfect solution. Whatever feeds your "why"; that's your solution.



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Area of Knowing #5: Know What You Want

The first thought that may have gone through your head is “Don’t we all want money?” Yes, that’s probably true. Most people go into business to make money, but there are more “wants” than that. I’m sure you want to create a certain kind of lifestyle. You probably also want to enjoy the work you do throughout your day.

You know what you want. It’s important to get it all down on paper. This way you know what you are working towards and can come up with ideas for how to make it start happening now.

Let’s say one of the things you want, is to spend more time with your family. Let’s also say you want to make sure your weekends are free to do that. With that information you can now create your week in a way that allows your weekend off. Now, you can look at how much time you have for marketing and decide what marketing will fit best in the time frame you have.



Another example is that you want to take a two week vacation every summer. Then someone asks if you want to take part in a giveaway this summer. You can now look at your calendar and decide whether you have time for the giveaway AND your two weeks off.

When you know what you want, you can make sure marketing doesn’t get in the way of it. You can also easily look at what you want and create goals to help you get there.

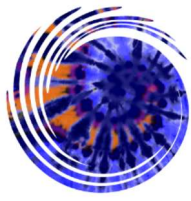


All you need to know is what you want. Use the questions below to help you get clear on this:

What do I want my business to bring to me?

What do I want my work days to look like?

Honor your knowledge: Now that you are clear on what you want, it’s time to honor that. Don’t let marketing get in the way. Trust in your wants. They are uniquely yours and only yours. Let them be a guide to how you plan, organize and choose projects.



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Area of Knowing #6: Know What Your Priorities Are

You are the expert on you. Now that you know what you want, it's time to set some priorities. What's most important to you? Is it your business? Is it your family? Is it your spiritual practice? What is most important to you?

My top priority is to take care of me and my health.
Second priority is to honor my life first, business second. Third priority is to connect with people in an honest, real way.

Knowing these top three priorities allows me to choose marketing, in the moment. Do I sit here and work on my ebook or do I grab a snack because my blood sugar is going low? Health trumps biz. Snack!

Do I take my Saturday to work on a marketing campaign or do I go have fun with my friends for the day. Life trumps biz...so friends.

Do I meet with a potential joint venture partner who wants to have a discussion around what our mutual clients need in terms of business support? Or do I meet with the potential joint venture partner who wants me to promote their product? Connecting over an honest, open discussion trumps a product promotion. Discussion!

See how that works? Decisions are easy.



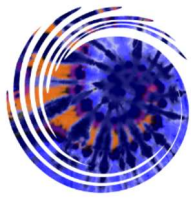
All you need to know is your priorities. Use the questions below to help you get clear on this:

What's most important to me? (You may have several things.)

Why are these important?

What is the order of importance?

Honor your knowledge: Now that you are clear on your priorities, it's time to honor them. When faced with a marketing decision choose your priorities. Honoring their importance will help you create a business you enjoy working in.



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Trust In YOU!

Take a moment, go back through and look at all that you know. You are a smart human being! You know marketing options, who you are, how you work, why you do this, what you want and what your priorities are. All of this knowledge is the



foundation for successful marketing. It's also the foundation for easy marketing and enjoying your business.

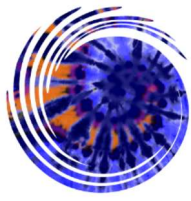
However, it won't do you any good unless you trust in your knowledge. Everything you wrote down is something you know. It came from your brain. It came from you. It came from who you are. Let this be your guide in marketing every day.

Is that little saboteur still sitting there telling you that need to know more? Ask it what you still need to know? Likely, the answer will be technical marketing strategies and how to make them successful. Ok, so learn more. It doesn't hurt to know more. Just use the knowledge you have to help you make the decision as to which technical piece you need to learn next. Ask yourself the following questions whenever you make a marketing decision, learning decision and/or who to work with in marketing decision.

- 1) Does this seem like an easy option for me?
- 2) Does this honor who I am?
- 3) Does this honor the way I work?
- 4) Does this honor why I do this?
- 5) Does this honor what I want for myself?
- 6) Does this honor my priorities?

Using this check-in, you'll know whether you are making a smart decision or if you are going off track.

You are the only one who can decide what's best for you. No one can tell you that. So, trust in the knowledge you have. Trust in who you are. Trust in your way of working. Trust in your reason for doing the work you do. Trust in what you want. Trust in your priorities. Trust in YOU! When you do, you'll be successful in marketing and it will be easy, because you'll be doing it your way.



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About Kristen



I specialize in helping Coaches, Massage Therapists and other Transformational Professionals 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.

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 what you know, 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, not even my 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.

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>. I'll get to know you better and you get to know me better. In the end, I'll let you know what program is best suited to where you are in your business and finding YOUR path.

If you would prefer more DIY experience, this Inner Trust Workbook you just went through, is an introduction to the Marketing Success Roadmap. In the roadmap, you will take what you have learned here and create your own, unique marketing plan. The roadmap uses my, unique, Inner Trust process to help you deepen your Inner Trust and make marketing even easier. To get the Marketing Success Roadmap, visit: <http://www.coachesmarketingsource.com/roadmap.html> .

