



# WORKBOOK

.....

# Soul-led Marketing

There is more than one way.  
Finding a way to market your business that resonates with you is possible!



[joanmartin.com.au](http://joanmartin.com.au) / [wingzmarketing.com.au](http://wingzmarketing.com.au)





# 01 *The art of discernment*

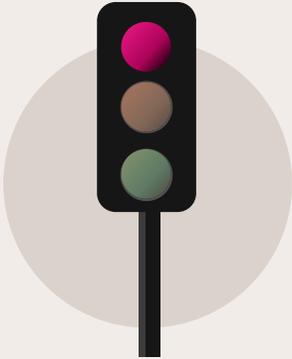
I don't know about you, but I find that when I look at the marketplace and the internet, and social media, I find tons of businesses promising me the way to a six or seven-figure business. Buy this strategy and you'll be rich, no, buy that one - no wait, mine is simpler, but mine is more successful...

The truth is, there is no perfect marketing strategy that suits everyone, just like one-size-fits-all never really fits everyone. Why? Well, because even businesses that look the same on the outside are different on the inside. The people running them and working in them are different, they carry different perceptions and energetic footprints. They have different outlooks and intentions. We are all different and unique.

The good news is, with a little discernment, we can learn to wade our way through the mire out there to find the things that work for us - and there are heaps of ways you can market your business. It may take a little testing the water, and a little trial and error, but I promise you, you can be successful with or without the internet, you can be successful with or without a website - you just have to find your audience and connect with them in whatever form works for you.

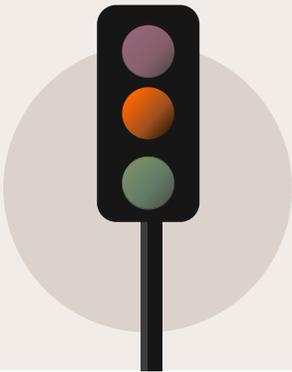
# The traffic light system

A tool to help you identify or discern whether you should do something or not, for example, the next course, the next strategy, the next opportunity or idea. A tool to help you manage 'shiny thing' syndrome.



## Stop

Take a little time out to review the opportunity, shiny thing, course or idea.



## Question

Ask yourself four questions:

1. Does this opportunity fit within my business plans?
2. Does this opportunity serve me?
3. How does this opportunity make me feel?
4. Do I have the time and resources to do this?



## Is it a go or a no?

If all the answers were no, **stop and reconsider**.

If the answers were mixed, **park it for later**.

If all the answers were positive - or a yes, **go for it!**

# 02 The basic marketing roadmap

*These six steps have been created to help you identify all the important elements of your business as they relate to marketing and to help you identify how you can mindfully build your business and market it in a way that is led by your soul - as they say, your soul knows the way.*



# Strategy

***“Put your goals in pen and your plans in pencil.”***

*Identify what you want to achieve and make it measurable. If we can't measure our progress, we can't identify what's working and what isn't.*

## My goal

What am I trying to achieve? (Needs to be measurable)

## My Vision or Purpose

What is the thing I'm striving/aspiring to do through my business?

## My how

How am I going to achieve this?

## My Current Resources

- My skills/capabilities?
- My available time?
- My budget?
- Who can I draw on for help within my resource constraints?

# Message

*Do you know what your core message is? Is it clear & concise - does it inspire action?*

## My Voice

What do I want to tell people?

## My Customers

*What do they want to hear?*

- What questions do they ask?
- What problems are they trying to solve?
- How will my business help them solve this problem?

## My Personality

What makes me (my business) unique? What do I do differently?

## My USP (Great for my 30 second pitch)

How does this help them? Craft your USP (Unique Selling Proposition). Fill in the details:

"[MY BUSINESS] offers [PRODUCT/SERVICE] for [TARGET MARKET] to [VALUE PROPOSITION].

I/we [KEY DIFFERENTIATOR]."

# Branding

*Making sure your branding reflects your message and connects with what you do, and how you deliver is important. It doesn't hurt to come back and make tweaks and changes to your brand as you change and grow.*

## My Brand's Message

Does my brand reflect my message?

## My Inspiration

What brand (not necessarily in my area) do I love and would I aspire to be like?

## My Learning

What can I learn from them?

- What do they do well?
- What don't they do well?

## My Service Quality

If a client sees my brand, will they understand the quality of my service and what I provide?

# Digital Assets

*Your digital assets are the online places where people can find you. You have owned assets, like your website and email, and assets owned by others like social media.*

## **My Website**

Does my website clearly reflect my brand and my message? Does my website tell customers what I want them to know or does it answer what they want to know? Is it easy to navigate and buy from me?

## **Social Media**

Do I want to use social media? If I don't, where else can I hang out with my potential customers? Does my social media, if I use it, reflect my core message and brand?

## **My Newsletter**

Does my newsletter reflect my message & my branding? Does my newsletter deliver value each time I create it? Have I tried different formats to see what gets better engagement?

# Processes and Automations

*Looking at things you can automate in your business frees up time for other things. Marketing offers a few automation options, such as an onboarding sequence, your newsletter sign-up, a landing page offer with an upgrade option...*

## **My Processes**

Have I mapped out my basic processes?

## **KISS Principle**

Are my processes simple? If not, can I make them easier?

## **Templates**

Can I create templates for each step in my process to help speed things up and automate?

## **Adding in Automations**

Which processes and actions in my business can be automated?

# Sales and Outreach

*Once you've made sure your stars are aligned for your business (you're clear on my message, you know what you want to achieve and you know how you want to achieve it), you can get out there and spruik your business. (Well, you can start sooner, but the steps above make it more effective).*

## **My Customers**

Do I know who my ideal customers are?

## **Finding My Customers**

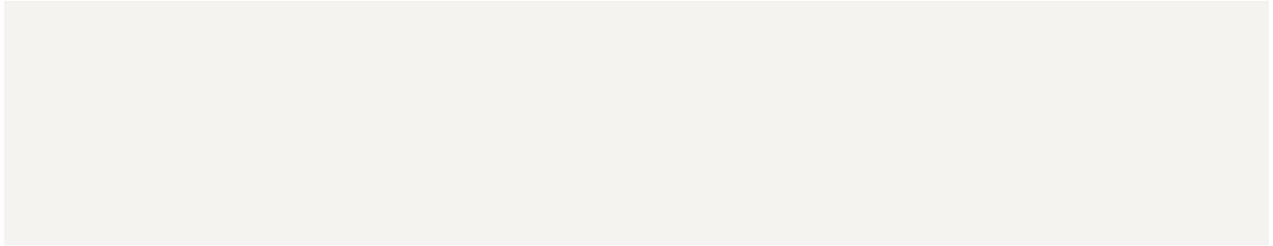
Do I know where my customers hang out (online and offline)?

## **Reaching My Customers With My Message**

What can I use or do within my resources to reach my customers now (online and offline)?

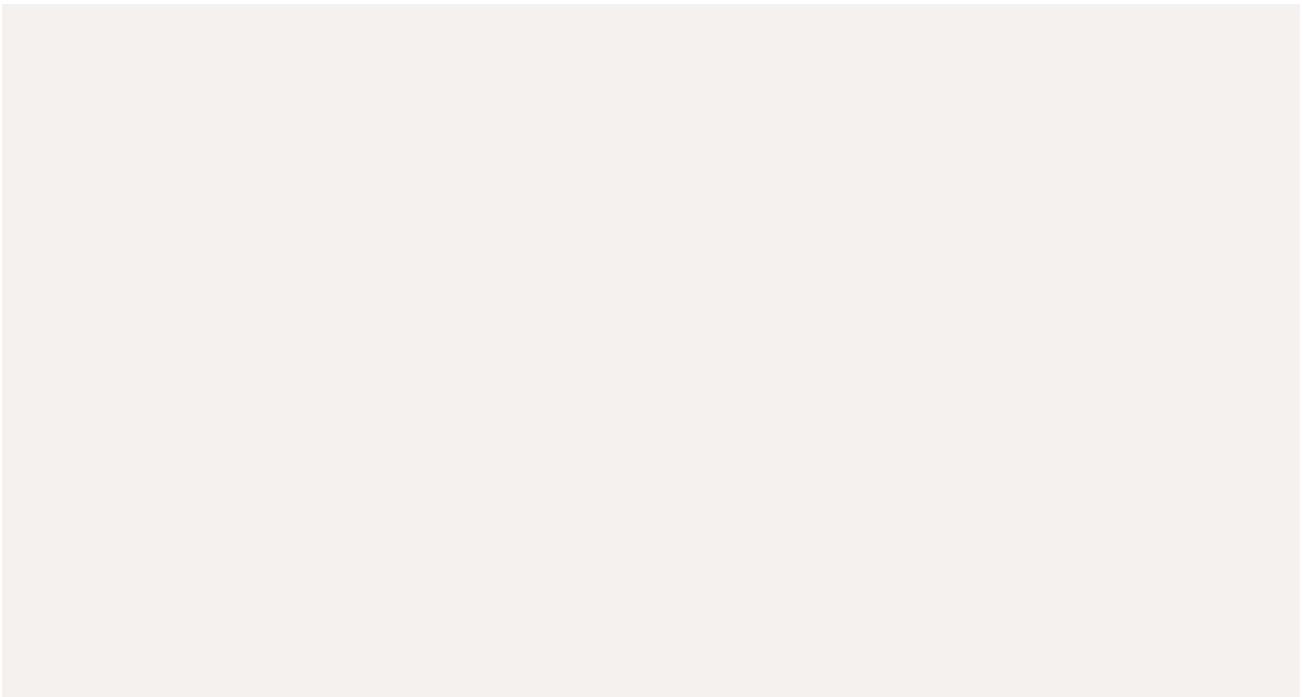
# Aspirations

*What is a business if it doesn't have an opportunity to help you do something you love, are passionate about or support your lifestyle? Write down your future aspirations for your business - do you want it to grow? If it grows, would you like to outsource services, or hire staff? What are your dreams for your business?*



# Reflections

*Write down any extra things that came up for you during the process, things you want to come back to that don't fit above or anything else you might like to note down below.*



*Thank you for taking a little time out for your business...*

It is an entity with energy and it will appreciate your efforts. While there are hundreds of ways to actually market your business, there are proven strategies and methods to help you get it done. Remember to be rebellious where it makes sense, but don't rebel just for the sake of it. Your sacred disruption deserves to get out there and to be seen and heard...

My name is Joan Martin. I'm a Marketing Consultant and Coach and my dream is to help you build and fulfil your dream! Let's keep in touch so I can support you in your journey to sacred disruption.

LET'S KEEP IN TOUCH



@saffajem | @wingzmarketing



@wingzmarketingau





# The 12-Month Marketing Roadmap

*Paying for consistent marketing support that is high quality can be a challenge. we understand that. To help you build business foundations that will carry you through and set you up for growth, we've developed our 12-month marketing roadmap.*

*Join us on a **foundation package** in which we work in-depth with you through the six steps in this workbook, and help you design your dream business, and pay off the expenses in an easy monthly payment for the 12-months. We'll help you build from scratch, revamp and plan for success.*

*Already happy with your branding and messaging, but need strategy support and a 12-month marketing plan with a team behind you to support you? We're here for that too. We'll help you with the strategy, help you put a plan in place and price the support you need to get it all up and running smoothly each month - and we'll set a 12-month payment plan that means you know exactly what you're spending every month - no surprises!*

*From **\$1250/month** +GST PLUS **Sacred Rebels save \$100/month**  
(Limited to the first 20 people to sign-up before June 30, 2021)*

Register  
today!





## Coaching Package

*Sometimes you just want a little support, a sounding board, a one-on-one teacher to coach you to do it yourself... Or you might know there are things holding you back in your business (and possibly your life) and you'd like to work through them. I'd love to help. I'm trained in ThetaHealing and I'm currently finishing an NLP and Life Coaching program to help me take the coaching I already deliver to the next level. Together, over six sessions, we can work through your mindset around money, business and life and get you on the road to loving and believing in your success.*

*Pricing:*

**6-session package @ \$150/session** or

**Sacred Rebel Special: \$750 for 6 sessions** if paid in full upfront.

*(45-60 minute sessions as needed).*

Register  
today!





# Mindset Mastermind

Join the waiting list for my Mindset mastermind starting mid-July.

In this Mastermind, we will work through your mindset on business and life finances, strategy, practical marketing skills and tools and your mindset around success.

Email [info@wingzmarketing.com.au](mailto:info@wingzmarketing.com.au) or [register your interest here](#) to find out more.

#### Belief Systems - what's holding you back

Review your beliefs around why you aren't going where you want to go in business.

#### Your mindset around success

What is the roadblock to your success? Where are you holding yourself back?

#### Making decisions that are mindful.

There's a list of should do's and can do's and there's what you are capable of, what your budgets and resources are, and how to balance them.



Register today!

