

THE MARKETING MATCHBOX

*Small, simple & effective tools to light up
your shortcut from overwhelm to clarity.*

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What's in the box?

I put together a few small but powerful tools to light up your marketing: questions to help you diagnose what's clouding your marketing, and starting points to bring a dose of clarity into that area.

Here's how to use it: On the left hand side of some pages, you'll find an emerald green section. Start there. If the questions and statements in that box sound familiar to you, chances are the corresponding overwhelm factor is what's weighing your marketing down. To its right, you will find a starting point plus first steps for clearing up that overwhelm. I'm calling that the matchsticks - unassuming, but with the potential to really fire up your marketing.

Let's strike the first one.

Overwhelm factor #1: Brainspace overload

What it sounds like in your head:

"I feel like I am missing something."

"I've got to remember to do x later."

"What did I sit down for at my desk again?"

"Is it time for another newsletter?"

Matchstick #1: Get a system!

What will light things up:

Get a basic system in place. You want to have an at-a-glance overview, and something that reminds you when tasks are due. Free up that brainspace for more exciting things!

Action steps:

1. Get everything out of your head and onto paper or a digital file. By everything, I mean to-do items, bigger projects, exciting ideas, questions, and random thoughts. Just write them all down, or sketch them out, or record yourself.
2. Get some distance. Go for a walk, take a nap, do some other work for a while.
3. Come back to your collection and start sorting everything into these categories:
 - A. Regular tasks (e.g.: newsletter every 2nd Tuesday)
 - B. Projects you are working on right now (e.g. a new class series)
 - C. Ideas for future projects (e.g. spruce up your treatment room)

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Action steps (continued):

4. Compile your current projects in one place: a doc, spreadsheet, or double page in your journal all work. I also like [Trello](#) (a free online project management platform) and the monthly and quarterly planners from [Productive Flourishing](#). Underneath each project, break down what needs to get done for this project to happen (e.g. book room, create flyer, post to your social media presences etc). This will be the place where you go to get an overview - I suggest you come here at least once a week.
5. Organize your recurring tasks in another place. You can set up a simple doc that states on which day of the week or month you do certain tasks (e.g. Check in with patients you haven't seen in a while every first Wednesday of the month.). This is where you go every day to know what needs to get done *now*. Simple reminder tools (such as the Reminder app on a Mac or iPhone) in which you can set up repeating reminders work great, too. And then exhale and know you'll be made aware of each task at its time.

Overwhelm factor #2: So many tools!

What it sounds like in your head:

“Should I be on Instagram, too?”

“How am I supposed to choose between WordPress, Squarespace, Weebly, and that other platform?”

“Oh, I think I haven’t posted to my blog for about six months - I just don’t have time!”

Matchstick #2: Intentions first!

What will light things up:

Focus on intentions first, and then pick the tool for the job. As long as you have all your important bases covered, you don’t need to add more tools for the same purpose.

Better to show up fully in a few places than spread yourself too thin!

Action steps:

Whenever you are evaluation a new marketing avenue or tool (or wondering whether you should prune one that you've been on for a while), the first question is "What is this for?" (not "Should I have/do this?") At the basic level, you want to have something to support each stage of the relationship with your clients:

1. Something to initially get on their radar and spark a connection.
2. Something to help them confirm whether they want to work with you.
3. Something to nurture the relationship before they work with you.
4. Something to keep in touch in between and after they work with you.

Action steps:

And yes, one thing is enough if you do it really well!

Go through the list and write down what you have to offer in each of these stages. If one seems neglected, see how you can support it with one or more activities that truly suit your skill set and personality. If you spot a tool you are always dreading, see if it is redundant or can be replaced.

Sometimes, of course, it's not about our skills - usually when we are comparing technology-related options such as PayPal vs. Square, or different website hosting providers. If you are in the middle of one of those decisions, I'd start by evaluating the customer support. Ask them a question and see how easy it is to submit it, how long it takes to get an answer, and whether it comes from a helpful human being or a canned response.

I also have a couple of suggestions on my [Resources](#) page.

Overwhelm factor #3: Struggle.

What it sounds like in your head:

"I don't want to bother anyone."

"This feels so awkward!"

"I hate marketing."

"Why does this have to be so hard?"

Matchstick #3: Mindset.

What will light things up:

Identify what causes this resistance.

And look at things from this angle:
Marketing means connecting. It's
something you do to be of service.

Action steps:

Honestly, there's no shortcut for this one because the things that cause us to struggle with marketing are usually quite personal. I do have some suggestions though that have helped other clients pinpoint what makes things so nerve-wrecking for them:

Collect positive feedback from your clients and patients, thank you notes, stories of transformation, and emails that make your day in a file. Use it to remind you that your community understands the value and the purpose of your work.

Switch perspectives. If you received the type of email, reminder, phone call, event invitation or whatever communication you'd like to share with your community from one of the people you follow or do business with, would you be irritated?

Action steps (continued):

Realize that few people pay as much attention to us as we hope - or fear. They might really appreciate the reminder about your next workshop/cleanse/retreat/other spectacular thing because they simply didn't register it before, or because they were not ready to commit when you first announced it.

And perhaps it is something about the specific activities that just don't feel right. If you mostly dread one or two marketing activities, there are options: if they seem essential to your business, you could get help or get better at them. [Udemy](#) has quite a few free courses on everything from WordPress basics to social media, and you can also find video tutorials on YouTube. The other option is to find a way to accomplish the same purpose in a different way. Not a natural writer? Record a short video for each of your newsletters instead. Networking events are not your jam? (Mine neither.) Meet people one on one, or connect online instead.

Overwhelm factor #4: Blank page.

What it sounds like in your head:

“What should I do first/now?”

“Where do I even start with marketing?”

“Where should I focus my time, and my energy?”

Matchstick #4: Start here.

What will light things up:

Start at the core.

Then the next layer out.

Then the rest of the universe.

Action steps:

There is your inner circle of people who are already connected to you, who know you and get what your work is all about. When you need to build your community - and when you need to book appointments - this is the place to start. Personal emails, in-person meetings, invitations to your open house, check-ins, thank-you's, and follow-ups are all appropriate for this group.

Then there is the next layer out: your inner circle's connections - their colleagues, friends, dates, partners, family, and people they meet as they go through their day. This is where word-of-mouth sparks connections, and you can do quite a bit to catalyze more of it. Do that next.

And then there's the rest of the universe. Which is also important, but it can be more challenging and it often takes a bit longer for the relationship to develop from there. If you need to put any of these three layers on the back burner for now, this is the one.

Action steps (continued):

One caveat: if you are missing any of your marketing essentials, start with creating those.

My opinion is that you need the following:

- A website. Simple is great.
- An email list and a way (or several ways) for people to opt in.
- A basic system (see Matchstick #1) for keeping track of your contacts & activities.
- A clear message. (I'll go one step further and suggest a niche.)

Nice short list, isn't it?

Connect

How are things looking now?

I'd love to hear how these questions and starting points worked (or didn't work) for you.

Seriously. Email me anytime, or you can book a 20-minute Skype session with me to share your thoughts or delve deeper on any of the questions and concepts on the previous pages. It's on the house. Here are my coordinates:

Email: andrea@lightboxpdx.net

Website: www.lightboxpdx.net

Free Skype session: <http://www.meetme.so/AndreaBailey>

Thank you for giving this matchbox a try, and kudos for the amazing work you do!

Andrea