

Aligned MARKETING W O R K B O O K

You

*Your
Brand*

Are you in
alignment?

*Your
Offers*

*Your
People*

Are you in alignment with *You?*

When you are feeling out of sorts, not worthy of receiving, lacking confidence or struggling to take action because of fear, it is a sure sign that you are not in alignment with yourself and it makes it really difficult to put yourself out there in your marketing.

You may suffer from procrastination, perfectionism, in-action or generally feel down in the dumps.

Answer the following questions and write down any specific examples or details that come to mind:

When you create a post on social media, do the words flow easily or do you struggle to get the words out?

Do you put off sending regular emails to your community because you are worried that you have nothing to say?

When you are scrolling through social media feeds do you fall into the comparison trap easily and end up doubting everything you are doing in your marketing?

Do you have ideas on ways to market your business but stop yourself doing anything with these ideas due to procrastination or perfectionism?

Are you in alignment with *Your Brand?*

Having a brand you love and that is a reflection of you makes a big difference to how you market yourself and your business. A brand is more than just your logo.

I like to look at it as a Soulful Brand Framework which is made up of your logo, a colour palette, complimentary fonts, patterns, textures and the images you use consistently.

If you are out of alignment with your brand, it could show up with not liking the look and feel of the images you create or the look of your website. It could be an excuse for your lack of visibility.

Answer the following questions and write down any specific examples or details that come to mind:

Looking at your website or even your social media feeds does it bring a smile to your face or do you feel like it could be something more?

When you create a piece of visual content like a quote for social media can you create it quickly and easily, knowing it reflects your brand?

Do you have brand envy? What is it that you specifically like about other brands? Is it their logo, colours or images they use?

When you look at your social media feed can you recognise consistency in your branding and do you love what you see?

Are you in alignment with *Your Offers?*

Creating an offer staircase is a work in progress and I am not an advocate of set and forget. I have become more aware lately that sometimes we need to experiment and respond to signs from the market before we come into true alignment with our offers.

But before the market decides whether they want to purchase your offers, it is really important that you are in alignment with them first. You are the one who has to market, sell & deliver your offers and your ideal clients will see straight through you if you are not aligned.

Answer the following questions and write down any specific examples or details that come to mind:

Are you regularly sharing all your offers through your marketing? If not, which offers are you not promoting?

Do you find it easy to articulate your offers through your marketing? Or are you simply sharing the link?

When you look at your offers do they feel in alignment with you? Or do you look at them and question some of them? You are simply just not feeling it!

Could you stand up at Networking event and deliver an one minute elevator pitch on all of your offers individually?

Are you in alignment with *Your People?*

You may have an idea of who your most aligned client is and there are plenty of client avatar exercises you can go through if you need some clarity. I find it to be an intuitive process and in taking action and working with people either through pro bono work or paid work. You will soon quickly identify those people you love working with.

Trust your gut response and look for the signs because it is easy to convince yourself that someone is right for you when he or she is paying your bills. Getting clear on your people will help you immensely in how you market.

Answer the following questions and write down any specific examples or details that come to mind:

Think about your most favourite client. Why do you love working with them? Try and be as specific as you can.

Are you attracting your most aligned clients at the moment with your current marketing strategies?

Can you recall an experience that didn't end to well for you and your client? What were the main issues?

Do you give yourself enough space to intuitively respond to the current clients you have or do you dismiss this aspect of your business?

Next Steps

Once you have completed all the questions, identify which of the four areas you are feeling in alignment with and write down how this makes you feel.

In the other areas where you are not in alignment, then it might be time for you to take some steps into rectifying this.

Here are some simple examples of what you could do to feel more aligned with these key areas of marketing:

You:

- Take some action. I recommend baby steps. A little at a time to build your confidence.
- Look for evidence where you have been in alignment. Reflect on how this made you feel.
- Do some journaling as to why you might be feeling out of alignment.

Brand:

- Create a secret board on Pinterest of all the branding you do love. Go with your first response, don't think too much about it.
- Check out one of my favourite websites www.creativemarket.com for some branding inspiration.
- Write a list of everything you love about your current branding.

Offers:

- Write a list of all the things you love about your favourite offers. Can you replicate some of these things to revamp your other offers?
- Set up some coffee chats with your favourite clients and ask them what other services they would like from you?
- Do you get asked similar requests all the time? Could you incorporate them into your current offers or create a new offer?

People:

- Find a client avatar exercise online and work out exactly who is your most aligned client.
- Ask your current clients how they found out about you and what attracted them to you?
- Are there any common threads with your current clients that you could talk to in your marketing?

If you would like to have a chat about any of these key areas to see if I can help you feel more aligned, then I would love you to book in for a complimentary *Connection Conversation* so we can dig a little deeper and discover how you can bring in more alignment to your marketing. Or simply send me an email at sarah@bloomwithsarah.com or connect with me on social media.