



# Minimum Viable MARKETING PLAN™

*To work smarter, not harder*

## The endless joyful possibilities of the internet – and why that's a problem

Since circa 2005, when I first started publishing on the internet, I was thrilled. I'd always wanted to be a journalist, and now I could bypass all of that and just press 'publish' or 'send' and voila! My thoughts could be shared with countless people. Since then, digital marketing technologies have only become easier, cheaper, and better. And that's a problem.

Because having 6,429 possibilities for marketing your business on the internet leads to overwhelm, decision fatigue, trying #allthethings, being constantly distracted by attractive possibilities, being inconsistent, second-guessing yourself, getting stressed and anxious about what you feel you "need" to do, doing random, ad hoc marketing, or no marketing at all. Which means few inquiries and fewer sales.

There's a better way: your Minimum Viable Marketing Plan™ will build your brand and reputation, keep inquiries coming, and ensure you're personally motivated and enthused.

I'm not anti-marketing! I'm a digital marketing trainer and business coach. Over the last 13 years of self-employment, I've done lots of different marketing activities including: webinars, email funnels, Facebook and Instagram ads, Google ads, partnerships and collaborations, affiliate marketing, social media marketing and social videos, challenges, competitions, doing a national tour and selling from stage (not my favourite), and many more things that I can't remember.

But before all of this, I started with my Minimum Viable Marketing Plan™ which I continue to this day. Once this was bedded down, I began layering further marketing activities. Marketing activities that worked to my communication strengths, and that, most importantly, translated into new ideal clients through my door. I'd love to help you work smarter, not harder, too. Let's start with the minimum.



# Your marketing every month

**1**

## **1 piece of long-form content published on your website**

This could be a blog post, a news article (a fancy way of saying blog post), a long video (10-30 minutes), a podcast episode, a visual diary or portfolio (like a blog post, but led with images rather than text).

**2**

## **1 mass email to your list**

This mass email centres your long-form content. Email once a month at a minimum. Yes, even when you have nothing to sell.

**3**

## **2-3 social channels**

You've done the heavy lifting already through your long-form content. Now reuse, reduce and recycle it through social media. And schedule ahead, to get your life back.

**4**

## **Every day reach-outs**

People do business with people. However you prefer, whether email, social media, Zoom dates, coffee, breakfast, lunch, dinner, or phone, used the old-fashioned way, your network will translate into your good mood and attitude, invaluable insights and learning, more clients, more money, more joy.



# Why?

## Why create one piece of long-form content on your website?

Your website is the home of your business. Google is your highway. Email and social media are the roads leading from your highway to your business. Regularly updating your website with useful, valuable, relevant content and promoting it via email and social media will help your Google ranking while also giving web visitors all the information they expect and hope to find. Every piece of long-form content does the job of starting and continuing conversations, with thousands of people at a time, for no cost to you.

If you want to be a go-to expert in your field, people need an easily accessible (read: online) body of work to "go to". This is your website. Your best words, thoughts, opinions and information should be on your website, not hosting for a millisecond on social media (sites you don't own and have little control over) or given away face-to-face, to be forgotten. Your website will become an invaluable asset over time, when you invest in this monthly practise.

## Why send one mass email to your list?

Email continues to out-perform every other digital channel, year after year. The people most likely to buy from you are on your list. If you only ever email your list when you have something to sell or promote, then you're acting like the "friend" who only ever calls when they need a favour. Let your long-form content lead your email. You're giving away useful, valuable, relevant information in email, a very intimate communication. Besides, you've done the hard work of publishing your content, so now you promote it, via email first.

## Why be on 2-3 social channels?

Less than two channels are too risky, more than three channels is too much (unless you're a professional marketer like me). Social media has innumerable benefits for business owners, including social listening, market research, giving social proof, meeting awesome people (who become friends IRL), building your email list, running your free and paid challenges and programs, etc, etc. I'm not here to argue for or against social media. I know it has flaws. But for business owners, it can be invaluable, if you have the right skills, strategies and boundaries.

## Why reach out to people every day?

If you're unhappy or dissatisfied in your business, look first at who you're surrounded with. Do you actually like your clients, colleagues and others you spend your working hours with? Or are these people passive-aggressive, demanding, unhappy, stressed, ungenerous, and have a poverty mentality? Be discerning. Your mood and attitude has a direct influence on your business's profits and your health and happiness (invaluable).



# The How-Tos

## Every month

- Schedule yourself a creativity date – two hours minimum.
- On your creativity date, create! Apply cake. Go somewhere that's not your usual workspace. Empty all your great ideas onto paper. You might want to reference what you've saved online, to kick off the creative process.
- Write, record, create! Don't censor yourself and don't stop. The creative process is messy. I frequently have 20+ blog posts on the go at any time and I bounce between them until I build momentum with one piece, and finish it.
- Now you have a stockpile of content! You're ahead. Well done.

## Every fortnight

- Schedule yourself a CEO date, part of which involves your marketing strategy, including researching your market, your competitors, your industry or sector, your modality or methodology. Stockpile this research to use on your creativity dates.
- Schedule your long-form content to be published on your website. Schedule your emails based on your long-form content. Aim to be at least one month ahead.

## Every week

- Schedule your social media posts based on what you've created during your creativity dates. Use the key topic and ideas of your long-form content to inform your social posts. Don't forget to share other peoples' content (giving credit of course).
- Aim to schedule at least one week in advance. Use a timer. Try to beat your record and stretch out how long in advance you can schedule your socials.

## Every day

- Who do you need to follow up with?
- Who looks interesting that you could reach out to and say 'hi'?
- Who is a good potential partner, affiliate, or collaborator?
- What old clients do you want to check in on?
- Who would be an ideal advocate, collaborator, affiliate or partner?



# On your Creativity Dates: apply cake

## Easy peasy: FAQs

Answering your FAQs (not presented as an actual question and answer) is the easiest way to create quality marketing. If you're brand new to business or don't know what your FAQs are, then stop hiding and start talking to people. The more conversations you have, the easier it'll be to understand what gaps in information people have, related to you do.

To help your Google ranking, look through the lens of your ideal client journey: what is a beginner likely to be Googling? What is an intermediate person likely to be Googling? What is someone who's poised to purchase likely to be Googling? THIS is what you create content on.

## Looking to the future: Your wannabe FAQs

Your wannabe FAQs is the future you desire. (Hint: create your future in the present.) What do you wish people were asking you about? What would you love to be talking more about, that relates to your ideal clients or what you do? There are many topics tangential to your business – what are these? And more importantly, what is most exciting or feels most urgent to you?

## Critical thinking: 'Yes, and?' 'Yes, but?'

When you see discussions happening online, what do you think? Train yourself to think, "yes, and...?" (there's something missing from this debate? What about ...?) or "yes, but ....?" (I disagree, or what about, or have you thought about?). People are interested in your marketing because you help them think or make them feel something. The quality of your thinking will be reflected in the quality of your marketing. But be careful: those who are most expert at what they do oftentimes lose their ability to think like a beginner, empathise with someone who's intimidated, or state things in plain English.

## Your bleeding edge: What breaks your heart

What breaks your heart about the world? What do you and your business stand for? What do you stand against? Why does the status quo need to change? What's the future you desperately want to see, and how does your business activities relate to this? Why do you do what you do, to bring about the world you want to live in? What do you want people to think, feel and do? And most importantly, why should people care?





# Hi! I'm Brook

I'm a business coach and digital marketing trainer for business owners who would far rather just do the work than talk about it.

I started my digital marketing agency back in 2008, offering copy writing, web design and other digital marketing services to small businesses.

By 2011, I was ready to change the way I worked. I slowly transitioned into training, coaching and facilitation.

Since then, I've run business and marketing courses in every major capital city in Australia, delivered training and coaching online and helped innumerable business owners to start, grow, redesign and relaunch what they do.

Many of us start businesses because we want more freedom or need flexibility, only to find the popular propaganda about entrepreneurship far removed from reality.

Or, we're driven by a strong sense of purpose to start our own thing, but find ourselves challenged by lack of funds and support. There's a better way to work - where we can enjoy what we do while making good money, without being forever yoked to work.

The brave new world of business is generous-spirited, lean and agile. Twenty-first century business owners need to be bold. Your values and integrity are key to defining your business difference. Working for yourself can be far more impactful, profitable, joyful and satisfying.

We need both hustle and heart, to do our best work.

Learn more: [www.hustleandheart.com.au](http://www.hustleandheart.com.au)

