

BeDo Marketing Breakdown - Find What Works... For You

Here is a simple sheet to help you explore and clarify what kind of Marketing Approach might work for you.

- A) Go through this list of all the different ways coaches have marketing themselves. (You can always add one that may not be listed at the bottom.)
- B) Mark each of them with either LIKE or DON'T LIKE (If there's one that you're curious about, open to learning about, or kind of neutral, then you can list it as "C" for "C it later. Get it?")
- C) If you're not familiar with any, you can do a little research for examples, but don't feel like you have to go into a deep immersion. That's for later when you select one or two that you really like.
- D) In the right column, then list at least three things about it that attract/repel you about that particular marketing method. Again, you don't have to dig too deeply for this. We are simply going for basic and visceral reactions.
- E) Of those that you currently list DON'T LIKE, you can cross them off your lists (however the things you didn't like about them are very important as you want to be sure that anything you do select as your marketing approach doesn't also contain these things you don't like. Otherwise, what would be the point?)
- F) Now, you can go a little deeper (with a shorter list) and this time identify the VALUES and STRENGTHS that get to be utilized and honored.
- G) From there, you'll likely start to see a good 2-3 marketing methods that feel very attractive. They may be ones you're already doing, or that you're familiar with. Perhaps you simply are attracted to them, but don't really know the ins and outs of the mechanics and techniques necessary to make them really effective.
- H) CHOOSE ONE on your narrowed down list and begin exploring for information on how to get good at it.
i.e. online search for tips and suggestions, find a class or webinar, hire a specialist trainer/coach in that area, purchase a book about that method, find podcasts or YouTube videos that walk through it.
And maybe (here's the bonus part) you'll even find more information about how to do it ON the actual platform.
- I) Give it a try.

*Remember, these all definitely work for someone, but what's important is that they are a great fit for you. If you like it, if you're engaged, if you're excited about it, if it activates and utilizes your strengths, values and skills, then you're more likely to do it consistently, with a powerful and positive energy. Marketing success is built upon commitment and consistency.

** It's also important to remember that you're not necessarily limiting yourself to only one. Most organizations and individuals incorporate several methods of marketing, many that integrate and share content or link together easily. But start with one. Then add another. Then another. Give yourself the chance to be good at one of them so that you'll know it's effective and how to do it well. This way, instead of bouncing from approach to approach that ends up being exhausting and ineffective, you're building upon your system.

That's when the really good stuff happens.

Oh, and have fun.

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MARKETING TACTIC	LIKE/DON'T LIKE (or C Later)	WHY?	VALUES/ STRENGTHS
Blogs			
Content Marketing			
Email			
Facebook Ads			
Facebook Groups			
Facebook Live			
Facebook posts			
Guest Blogging			
Instagram			
LinkedIn Groups			
LinkedIn posts			
List calling			

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Network events			
Pintrest			
Podcast			
Reddit			
Referral/ Word of Mouth			
Speaking Engagements			
Strategic Partners			
Twitter posts			
Webinars			
YouTube Videos			