

IDEA TO
Income



MODULE 4 - PART 3

GETTING *Clients*



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USE YOUR “GENIUS ZONE” TO FIND CLIENTS

Marketing your work in your business is something every business owner needs to do. However, marketing doesn't have to be an activity that needs to feel daunting.

I love redefining marketing as a way of “educating” my clients to warm them up to be ready to work with me. By seeing it this way, my marketing goes beyond snazzy images or the need to pay attention to algorithms.

Instead, I focus on building trust and relationships.

How you market reflects on your core work you offer. My belief is that marketing becomes more powerful when you can SHOW + TELL the work you do.

What does that mean?

If you're a coach, **showcase more coaching** in the way you create content (*webinars, videos where you coach on a topic, have more conversations in a 1:1 call with potential clients*).

If you're a course creator, **teach more often** in the way you market (*run workshops to teach people your framework, show your teaching chops*).

If you're a copywriter, **write more to show samples of your best writing** or case studies of people you write for (film a screencast auditing an “about” page, share a blog that covers the do's and don'ts for writing a bio).

You get the gist? Do more of what you get PAID to do in your marketing so people can actually see what your genius is all about!

What's most important is you get to show up being yourself during times you sell and market your work. Let's dig into how you want to create visibility in your business (answer the questions below with the Superpowers you learned about your business personality type).



What's my most natural way to build relationships and connect with people?

Just think about your real life...how do you usually like to build relationships and community?

How do I want to "show and tell" my work?

i.e. Share what I've learned through blogs, share case studies for how I helped others, research and share data, share transparency in my story, introduce tools or resources that helped me, teach one small thing in a free workshop...

What forms of sharing "feels like me"?

One-to-one conversations,, teaching something, writing, making videos, interviewing people, guided instructions, storytelling,...



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WHO ARE YOUR “LOW HANGING FRUIT” PEOPLE?

In your inner circles, network, and communities you already belong to, you've built social equity professionally and personally. Find clients by focusing on these “watering holes” first. Your low hanging fruit “ecosystem” may be:

- Ex colleagues, bosses, and clients you've worked with in the past
- Friends, family, and neighbors in your community
- Associations you already belong to (i.e. memberships in professional arenas, student body where you got a particular credential)
- Places of worship you belong to
- Online and offline communities you've joined (FB groups, local meetups)

Where will I comb to find my “watering holes”?

Think of the friends list on your FB, contacts on LinkedIn, rolodex, list of past employers/colleagues, etc.

Who is on my shortlist of “low hanging fruit” networks and individuals?

These are your first point of contact to go after when you're ready to share your business.



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GROWING YOUR AUDIENCE

CHOOSING YOUR MARKETING “VEHICLES”

You'll be expanding your network as you build your business to reach an audience beyond your inner circles.

Remember, marketing won't feel daunting if you do more of what you like to do or market in a way that is aligned with the core work you offer.

Choose one Marketing “Vehicle” to start so that you can learn, improve, and grow before you tackle multiple channels to market.

Some Marketing “Vehicles” are:

1. Webinars and workshops
2. Videos or Podcasts
3. Conversations
4. Blogging or newsletters
5. Partnerships

[Review the Marketing “Vehicles” slides as a refresher.](#)

Which marketing channel excites you most to create?

Why does this platform feel good for you? How does it align with your personality and strengths?



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If you could focus on ONE marketing vehicle, how could you make it more fun and creative for yourself?

Go wild with your ideas...let your imagination run free!

How will you redefine "selling" to clients?

What are ways you can make it creative and meaningful to connect with humans?

CHALLENGE YOURSELF TO ONE "VISIBILITY" ACTIVITY

Don't wait until your business is "perfect" in order to start planting seeds. I would love to encourage you to start sharing something small right now.

Telling someone about your business or sharing helpful insights to others from your work can be an act of committing to your dream business!

What's one challenge you'll give yourself this week? Maybe it's sharing a post or a blog on your personal social channels to tell people the story of your work. Perhaps it's telling 3 people you know about your business idea.

By doing this, you're honoring the work and business you're excited to create!



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