

Momentum

Day 2

Let's Clean House

By Maria Rass

Here's What's Inside!

My Decluttering Addiction	3
A Good Ole' Fashioned Purge Session	4
Your Assignment #1 of 2: Simplifying Your Offerings	5
Assignment #2 of 2: Tear Up Your Marketing To-Do List And Start Over.	7
Do You Sense a Trend?	8
Make It Fun or Get Help	8
One Last Thing	10

Day 2:

Let's Clean House

My Decluttering Addiction

My husband and I have lived in five places together during our eleven year marriage. I personally have moved into twelve dwellings since college. **Yes, twelve.** Post-college, I have lived in six cities (two of them the same one, several years apart), and different abodes within those cities.

I dread the packing, schlepping and changing my address for each move, but one thing gives me great delight? **Purging.**

While my desk might not look like it these days, I'm kind of an organizing freak. My husband literally wants me in therapy for an addiction to buying cute organizing boxes for no reason (*Boxilism?*). It gets really bad when I buy boxes *for the boxes I already have*. The Container Store is like crack to me. Oh, and P.S., we just got a professional organizer who designed storage systems for all our closets recently. I'm in heaven.

There is something about cleaning out and making space that fills my heart with joy. When that physical and mental clutter is removed, you feel lighter, and airier.

Your marketing needs to be purged, too.

Let me guess: you're feeling overwhelmed by your to-do list, right? Well, if you're human, you are. When running your business, you need to update your website, create a flyer, prep for a speaking engagement, attend a networking event, answer email, take phone calls, return phone calls, work on that new presentation, create a Facebook ad, say witty things on Twitter, write a blog post, record a video....(**DEEP BREATH**)....and do your books, troubleshoot your computer issues, order more printer ink, get stamps.....

Oh yeah, and **DO YOUR ACTUAL WORK FOR CLIENTS AND CUSTOMERS.**

It's a wonderful thing that there are so many marketing opportunities available to help you get attention. But it's downright suffocating! Everywhere you turn, people are telling you that you need to do this or that, and you nod and add it to your task list. And then you go home and curl up into a ball for a good cry when you realize that you actually also need to have a life!

Today, we're going to end your angst in two important (and stressful) areas of your business.

A Good Ole' Fashioned Purge Session

Closet #1: Your Offerings

When I first started out, I positioned Red Slice as a soup-to-nuts marketing agency, based on my breadth of experience over the years. From the strategic brand work I loved to the most menial copywriting assignment, I'd deliver anything and everything depending on what my clients requested.

What happened?

Amazing clients offered me big money for multi-month projects. And for the project's first few weeks, it was a blast. Brand strategy work, creative thinking, direction-setting, workshop facilitation. You know, the *storytelling* part (see My Why from the last lesson!) Loved it.

And then for the remainder of the project, I was in hell as a glorified project manager, managing subcontractors to complete a thousand tactics based on my strategy. My interest waned, my frustrations grew.

I sought counsel from a wise coach. She stopped me in my tracks.

"Maria, we've established that the tactical, ongoing project work makes you want to poke your eye out. So as of today, you are no longer offering that, you're only offering strategic brand consulting," she said. "You've gotten away from your WHY."

And that's all I needed. Permission, I guess? From then on, I created ONE signature offering, my SLICE session, at a set fee for a specific scope. BOOM. Done.

Later on, I added in a self-study course and a quickie consulting session for those who were not ready to take on the signature program. Three offerings. Clean. Organized. Neat.

Could I do all the other services and kick ass doing them? Heck yeah. But...

Just because you *can* offer something doesn't mean you *should*.

Instead of a laundry list of 52 services I *could* do, I focused and became much happier. And guess what? This value clarity attracted more ideal clients.

Has your offering list gotten so complex because you created new things to satisfy everyone?

Your Assignment #1 of 2: Simplifying Your Offerings

1. **List out everything you offer below.** Every package, product, permutation of your expertise:

2. **Now, which THREE ones are the most popular, the most profitable and/or bring you're the most joy?** If there is an offering that makes you queasy when someone requests it, do NOT write it down here!

3. **What works that you hate doing?** If there was an offering you didn't list above that either is heavily requested or makes a tidy profit but that you hate doing with the white-hot passion of a thousand suns, what is it?

Take a look at #2. What does it feel like in your gut if you only offered those three things? Don't get scared! Offerings can change and evolve over time. Our goal here is to purge what's not working and strip down so you can effectively build back up, if you so choose.

And a mini-challenge: If one of these offerings is really complicated can you simplify it? If you have too many parameters or "Buy this coaching offering of 10 sessions at this price and get a free bonus session or 5 sessions at this price but must be used within 3 months, etc., etc. " pare it down and make it super-simple to understand and deliver.

This is your plan going forward. You will double-down on the three offerings you love, focus on selling those and ditch the rest.

As for your answer to Question #3: If this is highly profitable or heavily requested, can you turn it into a self-study course, eBook or DIY digital offering that you only have to create one more time and then never deal with again? DO THAT!

I can turn this offering I hate doing into a _____

Go forth and purge with my permission and blessing. Like me, that might be just the push you need to let go!

Closet #2: Your Marketing Plan

Egad! I'm a marketer and the endless channels available these days makes my own head spin so I can only imagine your pain. Way back in my early corporate career, marketing plans were pretty darn simple because there were only so many options.

Now, we've got blogs, podcasts, email, contributed articles, Twitter, LinkedIn, Facebook, Pinterest, Instagram (and paid ads on various social media platforms, each which require their own expertise!), not to mention new platforms coming out every day: Snapchat, Periscope, Blab...ay yay yay. SO. MUCH. NOISE.

Relax. Despite all the marketing options out there, you don't have to be everywhere.

In fact, as a solopreneur, you CAN'T be everywhere. You only need to consider two factors:

1. Where is my target audience?
2. What do I enjoy doing?

Seriously. That's it. And the great news is that if your target audience plays in several places, you have a choice!

So if Pinterest makes you want to poke your eye out, DON'T DO IT. If you hate engaging in something, you'll *never* do it consistently. And NEWS FLASH: When you hate doing something, your audience can tell you're phoning it in.

Assignment #2 of 2: Tear Up Your Marketing To-Do List And Start Over.

As you go through this, you'll find examples from my own marketing plans to guide you.

1. **In what ways do you enjoy communicating the most?** Writing, speaking, teaching in-person, networking, using imagery, podcasting, video, etc.

For myself, I enjoy writing, networking and public speaking the most.

2. **Based on your preferences, which specific marketing tactics make the most sense for you to enjoy engaging in?** This list doesn't have to be all the ones you WILL engage in, but just list the possibilities for now.

For myself as an example, given my love for writing, speaking and networking, it makes sense for me to blog, write books, create a podcast or video series, write social media posts, attend networking events, do keynotes and conduct workshops.

***NOTE:** For most people (but not all), the reality is that social media of some kind will need to be a part of your plan. We'll get to that in a minute.

3. Given the above, which **three marketing tactics** will I focus on for the next three months?

1. _____

2. _____

3. _____

For myself, I focus on blogging, social media and speaking engagements.

Now, keep in mind if you have a special launch or some big event, you may have to adjust this for that time period, but for this assignment, we're talking about your consistent, ongoing marketing plan. Some launches may require a special "mini-Marketing plan!"

****If social media is on your plan, don't fret.** Leave it there as a broad category, or even which specific platforms you want to use and we're going to address *Streamlining Your Social Media* in a future lesson.

Do You Sense a Trend?

In case you don't, I'm a huge fan of propelling clients into motion via what I call **The Rule of Three**. Three is a safe, doable number and enables you to focus. Whenever I'm faced with a laundry list of anything, I pare it down to the three most important things that need attention. You may often end up doing more, but starting with three accelerates you into action!

Make It Fun or Get Help

Now that you're purged *what* you are marketing and *how* you want to market it, let's talk about reality. You still may need help to get it done.

This is where streamlining your processes comes into play. If you create a plan with consistent processes, you can then outsource as needed.

Marketing your work should be *fun*. If it's not fun to promote your message and share your gifts with the world, how the heck are potential clients or customers supposed to get excited about what you do? If it doesn't thrill you, STOP DOING IT or get help, pronto.

It makes sense to outsource, to a degree, the tasks you despise.

For example, I try to blog and email every one or two weeks. I was spending so much time on formatting the post in WordPress, setting up [Tweatables](#), shortening links, and then formatting the email in Aweber. Not to mention, finding, captioning and resizing a good image for different social networks. These tasks took so much time that writing the actual content felt rushed, which is what I most enjoy and, let's face it, where my real value lies. This was not fair to my fans or to myself.

I hired a Virtual Assistant (VA) to do image finding, email formatting and blog posting. But before I did, I outlined the process step-by-step so we were both on the same page. **If you don't have a clear process, it's very hard to hand it over to anyone else and ensure it's how you would like it done.**

This takes time, I won't lie. But once you do it, and spend the time training the other person, he or she can take the ball and run with it. Now I spend more time creating sexy content and let my VA worry about the details.

Resources to Fit Your Budget:

[Canva](#), a DIY design tool with templates for all the major digital imagery you might need, such as Facebook profile banners.

[99 Designs](#), is a site where you set up your design project, designers compete and you choose a winner.

[UpWork](#), [Fiverr](#) and [TaskRabbit](#) all have freelance professionals offering a variety of skills from design to editing to videography to social media management to research to....you name it!

I'm pleased as punch—after years of trying to find the right assistance—with my VA from [Worldwide101](#). They find out what type of work you need—from an appointment scheduler to a customer phone support specialist to a social media manager—and match you to a VA with the right profile. *(PS, full disclosure, this is an affiliate link but I never recommend anything that I don't believe in.)*

Congratulations! You have just completed your second MOMENTUM lesson. Doesn't decluttering feel goooooooooood?!

But wait, you're not quite done....

Now: post your scaled-down offering list and your three marketing focus areas in our nurturing [Facebook group](#) for a chance to win a fabulous prize.

We are here to encourage you and provide any feedback. If you're like me, often it's fellow collaborators that help me polish my ideas to a glossy sheen.

Again, I'm going to reward the biggest leaps of faith and focused plans so tell me in your post how this exercise makes you feel about moving forward. Don't lose your MOMENTUM: Post it now and keep that train moving!

One Last Thing

It's *your* business and your brand. You have full permission to engage in only the work you want to be doing and to ditch the rest of you so choose. While it's super important to listen to the market and your customers or clients, stop piling on services or products you don't believe in, simply to appease people.

And for the love of Pete, stop chasing every shiny new marketing activity out there. You'll run yourself ragged!

Make your menu of offerings clear enable people to quickly understand what you do and the value you can provide—and if its right for them. If you're a jumbled mess with no clear focus, like a closet overstuffed with junk, prospects may just shut the door and move on to someone else.

When you find your sweet spot and give yourself permission to let go on extra baggage, your work will be lighter, more fun, more focused and much more in-demand.

DO less. ACHIEVE more.

Happy purging,

Maria