

# *Momentum*

Playbook 8

**Find Your Joy, Find Your Tribe**

*By Maria Ross*

# Here's What's Inside!

Smell the Milk . . . . .	3
You Can't Phone It In. . . . .	4
Fight Marketing Overwhelm with Joy . . . . .	4
The Magic Intersection of Joy and Reach . . . . .	4
Your Assignment: Tear Up Your Marketing To-Do List And Start Over.. . . .	5
The Rule of Three . . . . .	7
Outsource or Get Help . . . . .	7
One Last Thing... . . . .	9
Goodies and Inspirations . . . . .	10

# Playbook 8:

## Find Your Joy, Find Your Tribe

### Smell the Milk

Has this ever happened to you?

Your spouse opens the refrigerator and removes a carton of milk. He asks, "How long has this been in here?" and you shrug your shoulders.

He opens the carton, takes a big whiff, and recoils in disgust. You think he might actually start crying.

*"Ugh! I think this milk has gone off! Here, smell it."*

Are you kidding me? You have very clearly shown that what awaits me is horrific. With that ringing endorsement you just gave, no thank you. I'll pass.

But...

You're in a restaurant with your bestie and, upon tucking in to her gorgeous pasta dish, she rolls her eyes in ecstasy and moans in a very inappropriate but satisfied way.

*"Oh my gosh! You have got to take a bite of this. It's amazing!"*

With that kind of enthusiasm, hell yes. Of course you take a bite. And enter into blissful euphoria yourself.

Whether people are trying to persuade you to take a whiff, try a bite, see this awesome new film or buy that must-have new product, their excitement or disgust is what will—or won't—sell you.

Now imagine if you asked someone at the store if the milk they sell is good. And they said, "It's okay, I guess."

Or if the chef of that restaurant said, "Here's your meal. It's no big deal. Maybe you'll like it, maybe you won't."

**If makers and sellers don't talk about their own work with passion...or worse, talk about it with disinterest or disgust...are you going to be convinced to buy from them?**

If you hate marketing or promoting your business, that's exactly what you're doing to your prospective clients or customers.

You should be the biggest fan of your work and love shouting it from the rooftops. If you don't care, why should anyone else?

## You Can't Phone It In

Part of this hatred for promotion comes from the fact that many small business owners get caught up in what they think they *should* do. And some of that effort is about as enjoyable for them as getting a root canal.

But everyone thinks they are a good actor. They think they can fool people by plastering on a sweet smile and phoning it in.

If you're a small business or a business of one, that strategy will not work for you.

Not only will people be able to tell your heart's not in it, but you probably won't be consistent and effective. If you hate blogging, will you *really* commit to doing it on a regular basis? Heck no.

It's time to get back to what brings you joy.

## Fight Marketing Overwhelm with Joy

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.

It's a wonderful thing that there are so many marketing opportunities available to help you amplify your message and share your brilliance. 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!

**This week, you're going to stop the madness and refocus on what you enjoy doing so your passion and joy will attract more clients and customers.**

## The Magic Intersection of Joy and Reach

Egad! I'm a marketer and the endless channels available these days makes my own head spin so I can only imagine the pain you're in. Way back in my early corporate marketing days, plans consisted of only a few vehicles, such as online advertising or direct mail.

Now, we've got blogs, podcasts, 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. **You don't have to be everywhere.** In fact, as a solopreneur or small business, you CAN'T be everywhere. You only need to consider two factors:

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

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 will think you're not that jazzed about it.

## Your Assignment: 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. **Forgetting specific tactics for a moment: In which ways do I enjoy communicating or connecting the most?** Writing, speaking, making video, writing books, connecting live and in-person, email, networking, designing or sharing visuals, interviewing people, from behind my laptop, etc.

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

2. **Based on my communication and connection preferences, which possible specific marketing tactics would I enjoy?** This list doesn't have to be all the ones you WILL do, but just brainstorm all the possibilities for now, such as: launch a podcast, blog weekly, create a video series, Tweet, curate a Facebook group, use Instagram, etc. If anything makes you cringe, DON'T WRITE IT DOWN!

*For myself, given my love for writing, speaking and networking, it could make sense for me to: blog, write books, create a podcast or video series, engage on social media, attend or organize networking events, speak at conferences 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. Of the above list in #2, narrow this down to **three specific marketing tactics** you'd like to focus on for the next three months?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*For myself, I focus on*

1. *social media*
2. *blogging*
3. *public speaking*

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

**Now, let's focus on the intersection between what you love doing and where to find your ideal audience.**

4. **For each of the three preferences you listed in Question #3, outline a three-step action plan for each tactic.** Look back at your Ideal Client Personas or revisit your interviews to see where your people gather, engage or consume information. Your action plan is the intersection of what you love and where to find your audience. For example, in the case of my social media tactic:

*Social Media: Stay active on Twitter, Facebook and LinkedIn and engage on each for 10 minutes a day.*

- *Post daily to Twitter.*
- *Post to Facebook 2-3 times a week.*
- *Post to LinkedIn once a week.*

Are my people also on Google+, Pinterest and a few other places? Yes, but I don't LOVE using those networks. So I don't engage with them often for work.

If “networking” is on your list, at which three clubs or online groups do they hang out? If “blogging” is on your list, how often will you realistically blog and what are three ways to get that content in front of them on a regular basis? Go back to your interviews or Ideal Client Personas to make an educated guess about where you find your audience:

**\*\*If social media is on your list, don't fret.** Just specify the platforms you think make the most sense to use, mapped to which ones you actually enjoy using, and we're going to address effective social media in a future lesson.

Be honest and take stock of the activities you actually enjoy doing to promote your business. I guarantee within all of your faves, you will find channels to reach your target market.

**Here's the deal:** You can probably reach your target audience in a hundred different ways. So stop trying to think of a “right” answer. It doesn't mean you have to do ALL HUNDRED!

## Prioritize your marketing action plan based on what lights you up.

Sure, certain places attract certain demographics and audiences, to be sure. If you sell to teens, then yes, you're going to have to figure out SnapChat, WhatsApp and whatever the heck comes out tomorrow. If you're targeting businesses, LinkedIn is a great place to be. But walk before you can run!

## The Rule of Three

In case you can't sense the trend here, I'm a huge fan of propelling clients into motion via what I call **The Rule of Three**. Three is a doable number, doesn't seem as daunting and enables you to focus. Whenever I'm faced with a laundry list—from offerings to marketing options to even my errand list—I pare it down to the *three most important things* that need attention. What you'll find is that you may often do more, but starting with three accelerates you into action!

## Outsource or Get Help

Now that you're purged your marketing plan to tasks you truly enjoy and mapped them to where you think your people hang out, let's talk about reality. You may need help to get it all done. Or you may realize that what you *need* to do is something you *hate doing*.

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

It makes sense to outsource, to a degree, the tasks you know you *have* to do but despise. Some things,

like in-person meetings or specific networking events, can not be outsourced (sorry!)

Do you love having a blog but can't stand writing? Hire a fabulous copywriter and record your content as an audio file or provide it in raw, random form so they can shape and polish it.

Need social media images or cool graphics but have no design skills? Hire an intern to find or quickly create images for you.

For example, I try to blog every one or two weeks. When I blog, I also create an email newsletter to promote it. I was spending so much time formatting each post in WordPress, setting up [Tweetables](#), shortening links, and setting up the email in Aweber. Not to mention finding, captioning and resizing a good image for various social media. This took so much time that I rushed writing the actual content, which is what I most enjoy doing 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, formatting and posting. But before I could do this, 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.

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 for my tribe and let my VA worry about the details.

**How do you document a process and choose a VA? We'll discuss outsourcing in detail on a future module.** Right now, it's best if you can initially try to do some of this yourself so that you can document the process and cleanly hand off the project to others.

**Until we dive into outsourcing, here are some other handy and affordable resources to help you get your marketing tasks DONE!**

[Canva](#): a DIY design tool with templates for all the major digital imagery you might need, such as Facebook cover photos and Twitter posts.

[99 Designs](#): a site where you set up any type of project, designers compete for your business 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!



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

Now: post your marketing loves (and hates!) plus your slimmed-down action plan from this week's assignment in our nurturing Facebook group by Friday.

Remember, 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 you all year long, so don't lose your MOMENTUM: Post it now and keep that train moving!

## One Last Thing...

Marketing your work should be *fun*. While it's adorable to say, "Oh, I hate self-promotion," you can't sell services, books, events, causes, or even a non-profit without it.

**You need to be your biggest supporter.** If you don't get out there and promote your good work, no one will find it.

Promoting your work does not have to be slimy, gross or in-your-face. In fact, it's better if it's not! So find ways to enjoy promoting your work.

We'll be diving deeper into selling with soul and even writing classy sales page copy later on during MOMENTUM.

But for now, remember this:

**If it's not fun to promote your message and share your gifts with the world, how the heck are potential fans, clients or customers supposed to get excited about what you do?**

If it doesn't thrill you, STOP DOING IT or get help, pronto.

*Maria*

# Goodies and Inspirations

Do a Google Search of keywords related to your work or issues your ideal clients are facing and try to find local groups, Meetups or organizations where those topics are being discussed. There's a good chance your ideal clients are there! You can then check them out and see what you think. If they are the right people for you and you like what they do, get actively involved, ask for a speaking opportunity and get your name out there.

Wondering which social networks attract which type of people? Much of the data is at least a year old and changing every day, but some good guidelines for you:

- [This article](#) has data from a 2015 Pew Research study.
- This article on [top social media sites that matter to marketers](#) also includes some interesting data.
- [This article](#) has some good infographics about the top sites.
- Here's [who is on Facebook, Snapchat, Instagram and other top social networks now](#) (but this is from 2015!)
- This [Global Social Media Study, 2016](#) is one of the more recent ones available and includes international data.

...but again, your best source for knowing how to reach your target audience or how they like to get their information? ASK THEM! And then figure out which tactics intersect with what you love doing.

So appropriate! Listen to this tune to remind yourself to promote your work in ways that [make you HAPPY!](#) Shoutout to my toddler son, who plays this 100 times and never gets sick of it.