

# Marketing Ideas That Don't Require Social Media

Here's a list of 20 marketing ideas that don't involve social media.

If you see anything on this list that feels exciting, **circle it**.

See if you can identify 3 to 5 options that you'd be willing to try.

## 1. Do a 45 in 45 challenge.

Make a list of 45 people that you could contact—a variety of people including friends, family, colleagues, former clients and customers, classmates, teachers, mentors, people in the media, fellow business owners, people on your mailing list, people in your club or association, the CEO of an exciting company that you love, or anyone else.

Over the next 45 days, reach out to every single person individually. You can reach out via email, text, a phone call, snail mail, a newsletter, or any other format you want.

Send a message to surprise them with something generous and delightful...or invite them to collaborate on a project...or invite them to explore your website and product collective...or invite them to spread the word about what you're doing...or invite them to make a purchase from you.

Keep going until you've contacted 45 people. Repeat, repeat, repeat, and the rewards will roll in.

*\*Hint: you'll be doing a 45 in 45 challenge during this course! A simple and powerful way to spread the word about your work and generate sales, relatively quickly.*

*\*\*More about this on page 29 of this workbook.*

## 2. Add info about your product or service to your email signature.

A typical working professional receives more than 100 emails a day.

I'm not talking about newsletters. I'm talking about regular ol' emails. Emails from your boss, colleagues, clients, potential clients, collaborators, freelancers, and other people in your professional network. Whoa! That's a lot of emails.

If there's something you want to sell, put a link into your email signature.

For instance, I could make my Gmail email signature look like this:

Alexandra Franzen  
Author and Co-Founder, Get It Done  
*Ready to finally write that book and become an author?*  
Enrollment for The Tiny Book Course is open now. Join us!

If you typically deal with 100 emails a day, and you work at least 250 days a year, that's 25,000 emails per year!

Put a little note into your email signature and that's basically like advertising your work—for free—25,000 times! A great way to gently remind your community about what you're offering and point them where they need to go.

## 3. Make a mysterious sign. Pin it all around town.

In Pittsburgh, someone put bizarre signs that said BARBER SCHOOL? all around town. That's it. BARBER SCHOOL? No website link. No explanation.

Pittsburgh residents were perplexed. Many wondered, "Who did this? What does it mean? Am I hallucinating? I need answers!" The entire town started talking! It even got mentioned in the paper!

People started Googling "Pittsburgh Barber School?" and wouldn't you know it, a barber school was the top Google search result. The owner of the barber school says that a bunch of people enrolled in their program—all because of that sign! This is hilarious and wonderful and, also, a great lesson. Mysterious signs. They work.

#### **4. Circle back to previous clients and customers. Say hi. See if they'd like to hire you/purchase from you again.**

You might be surprised. Often, people would LOVE to work with you again—they just need a little nudge and reminder to actually do it.

Email, text, call, or send a quick audio or video message to check in and see if they'd like to work with you again.

Last year, during **The Marketing Without Social Media Course**, one woman decided to do this. She emailed 6 potential clients to invite them to hire her again. Everyone except for 1 said yes! She told me, "I don't normally follow up with people like that!" But she was very glad that she did.

#### **5. Send snail mail: a postcard, brochure, packet, or maybe a small gift and handwritten note.**

Snail mail is so special. With the simplest thing, like a postcard that costs less than one dollar, you will make a strong impression.

#### **6. Pitch yourself to the media (podcasts, radio, TV, etc.). Get booked for appearances. Use this as a way to promote your mission and business.**

You can start with smaller platforms (your friend's podcast), get some practice, and then gradually work your way up to bigger platforms (national TV).

#### **7. Do something "cool," "different," "noteworthy," or "newsworthy" that gets people talking about your business.**

Once upon a time, back when I helped to launch a brunch restaurant in Oregon, we hosted a monthly Letters and Brunch event.

We provided free letter-writing supplies—cards, envelopes, stamps, pens—to anyone who purchased a \$20 brunch/drink combo. Customers could write letters to loved ones while waiting for their food to arrive.

People loved it—and they told their friends about it, too! This led to lots of new customers coming by to check out the new restaurant.

## 8. Start a newsletter and send it out consistently.

You can use your newsletter to share advice, tips, music playlists, worksheets, checklists, recipes, inspirational stories, whatever your potential clients/customers would enjoy most. Of course: share info about your products/services, too!

Your newsletter can be long, short, weekly, bi-weekly, monthly—whatever style and frequency makes sense for you and your readership.

## 9. Start a podcast.

Use this to build an enthusiastic audience of listeners/fans/potential clients.

You don't necessarily have to release a brand-new episode every single week. If that sounds too exhausting, you could release your show just once or twice a year.

For instance, you could release 8 episodes all at once, and call it the Spring Season. Then, several months later, release another 8 episodes and that's the Fall Season.

## 10. Do the Give, Ask, and Receive technique.

Every workday:

- First, **give**. This means, do something generous for someone in your community with no expectations and no strings attached. You can do an act of generosity for anyone. A friend, colleague, client, customer, even a complete stranger.

For example:

- You could post a 5-star review about a friend's book or podcast.
- You could introduce a colleague to someone they ought to meet and make a helpful connection.

- You could nominate a colleague for an award.
- You could mail someone a small gift in the mail.
- You could send a text with an encouraging pep talk to boost someone's spirits.
- You could share a music playlist with your clients to brighten their day.

It can be something very small and quick that doesn't take much time. Big generosity in a tiny package.

- Start your day by doing something generous. Give first. Once you've done that, then **ask**. Reach out to someone (same person or a different person) and make a request or proposition. Ask for something you want.
- Ask someone to hire you.
- Ask someone to check out your website.
- Ask someone to feature your product in their shop.
- Ask someone to interview you for their publication.
- Ask for something small—or ask for the moon.

If you're courageous enough to ask, there's always a chance they will say YES.

Then, repeat. Do the Give, Ask, and Receive method every day. Try doing it for 10, 20, 30, or 100 days in a row. Watch what happens.

My clients love the Give, Ask, and Receive format, because it feels really balanced. Give first. Then ask. Send positivity into the world. Then, welcome that positivity right back.

If you're someone who gets really nervous and insecure about asking, by giving first, it helps erase some of those icky, anxious feelings. You can ask with confidence—because you know, "I'm not a grabby, greedy person. I'm a generous person. I can give—and ask—every day. Both."

## 11. Talk to a stranger.

I'm very introverted, and I rarely chit-chat with strangers when I'm in public. Usually I am wearing my headphones (and of course, these days, a face mask), and I keep to myself.

However, on the rare occasions when I actually make an effort to chat with a stranger—almost every time, something magical happens.

Years ago, I got hired, because I chatted with the woman sitting next to me on an airplane. We just had a friendly chat about life, work, goals, dreams. Turns out, she had always dreamed of writing a book.

When I told her that I'm an author and I teach writing courses online, her face lit up and she said, "Oh my gosh! Can you believe the serendipity?" Later, she signed up for my **Tiny Book Course**, and we're still in touch to this day!

You just never know. That quiet person on the plane, at the store, could be a journalist, or a potential client, or someone who is looking for the exact product that you provide. Perhaps God (or the Universe, or whatever term you prefer) put your paths together for a reason.

## **12. Print a bunch of business cards or postcards describing your work. Sprinkle them all around town.**

Community bulletin boards, coffee shops, bookstores, the gym, yoga studio, etc.

## **13. Give a big stack of business cards to your friends and family members, too.**

Tell them, "Please keep these in your purse/bag/car. Just in case. If you happen to meet someone who needs what I offer, give them my card! Thank you!"

## **14. Introduce yourself to fellow business owners who might be able to refer clients to you—and vice versa.**

For instance, if you offer wellness coaching and personal training services, introduce yourself to a local physician. When she has clients who want to get healthier and improve their physical fitness, she can refer those clients to you. (And you can refer clients to her.)

**15. Gently remind clients and customers that you love and appreciate word-of-mouth referrals. Encourage them to send new business your way.**

People often get busy and forgetful. Sometimes, they just need a tiny nudge to remind them to do this.

**16. Teach a free class or do a product demo to give people a small taste of what you offer, and get them excited for more.**

After the free class or product demo ends, invite them to continue learning by hiring you/enrolling/purchasing your book/etc.

**17. Write articles/essays/blog posts on your site—and for other publications, too.**

People might discover your work that way.

**18. Dress up like a dinosaur and dance on the street corner with a handmade poster to advertise your services.**

Haha! I witnessed this one time, and it made me laugh so hard.

I immediately pulled over, bought a car wash on the spot, and then made a quick video, because I was so enchanted by this hilarious “marketing strategy.” I immediately texted that video to several friends and told them, “You need to get down to this car wash!”

Okay, maybe you don’t literally want to put on a T-Rex costume. But you can find your own version of this. What would be wild, silly, goofy, zany, unexpected, charming, delightful—sure to grab people’s attention?

**19. Go “above and beyond” for your clients and customers.**

Add special touches that make people flip out with excitement—so they rave about you to all of their friends.

For example: a soothing aromatherapy face towel to wipe down after yoga class. A personal email to check in and make sure they're delighted, instead of just an automated reply. Figure out "a little something extra" that costs very little (or nothing at all) that makes people super happy.

**20. Most importantly: do a really good job.**

The best "marketing plan" is...to be really, really, really good at whatever you do. If you are a really good attorney, graphic designer, massage therapist, executive coach, dog trainer, science-fiction novelist, Tarot card reader, you make mermaid-inspired facial products from seaweed and crushed shells, or whatever you do—people will talk about you. People will rave about you to their friends. People will text their cousin and say, "You need to check this out." Word will spread.

Over the next few years, instead of spending 10,000 hours posting things on Facebook and trying to find customers there, instead, use those 10,000 hours to gain mastery of your craft, hone your skills, and become excellent at whatever you do.

Stop doing shallow, unremarkable work and start doing, as author Cal Newport calls it, "Deep Work." Your best and highest work.

Do this—and folks will talk about you, recommend you, and send tons of people your way.

**What else? Any other ideas? Other things you could try?**

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