



Marketing Without Social Media

OUR EXACT MARKETING PLAN FOR 2021

A Backstage Tour

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Backstory and context: **a little info about the company**

Hey, my name is Alex.

I'm an author (six books and counting) and small business owner.

I've worked in the field of writing, communication, marketing, media, and publishing for pretty much my entire life. And I've been an entrepreneur for the last 11 years.

Today, I run a company that generates around \$450K per year in revenue. We have 3 full-time employees (including myself), plus a few freelancers on the team.

For 2021, I'm aiming to double our revenue and shoot for \$1 million. Well, actually, to be more specific: \$1.2 million. At the time I'm writing this, it's still fairly early in the year. But so far this year, we're on track to reach that million-dollar mark.

I know these might seem like huge numbers, so I want to emphasize—things didn't start out this way.

To provide some context, this is a timeline of the evolution of my company over the last 11 years—from day one to today.

April 1, 2010

Freedom day! This was my very last day at my cubicle-job.

I said goodbye to my coworkers and boss—who were amazing, kind, great people. I cleared off my desk. Handed in my ID card. Waved “bye” one last time. Stepped outside. And just like that, I was officially self-employed.

I felt nervous and excited. Or as I call it: *nerv-cited*.

I had enough savings in my bank account to squeak by for a couple months, maybe. I had a mortgage to pay. And I had no clients or reliable income lined up. Yikes. I needed to bust a move, quickly, to bring some money in the door. (More on this later.)

2010 to 2015

For the first 5 years, I was a lone wolf.

I worked alone and didn't have anybody else on my business team.

I would hire freelancers occasionally here and there (for instance, a web designer), but I did pretty much everything alone.

To earn money, I offered a variety of writing services.

For instance, a client could hire me to write their website, write their blog or newsletter, write a press release, write a speech, write scripts for a podcast or video, and so on.

I also worked as a communication manager (part-time, freelance) for a fast-growing company, which was a wonderful experience and taught me so much. I freelanced for a couple marketing and branding agencies, and eventually got some regular clients on the docket—people who hired me consistently month after month. Phew. Big financial relief!

During this time, I also began to find my voice as an artist. I started a newsletter. I started a blog. I got my first book deal and released a few books of my own.

I also played around with developing products (like a line of postcards and stationery) and tested out new ideas, like teaching small writing workshops in my local community—usually for free, at first. I discovered that I loved teaching and had a knack for it, which is something I'd never really expected.

It was a time of experimentation. Throwing spaghetti against the wall and seeing what might stick. I was developing new skills and gaining more clarity every year.

During this time, my income typically fluctuated from \$50K to \$100K depending on the year.

2015-2020

Over these years, my company began to gradually shift from a company-of-one to something bigger than just myself.

I began getting lots of invitations to teach. I started doing workshops, classes, and retreats numerous times a year. I ended up traveling to 18 cities around the world to teach courses on writing, communication, productivity, and getting things done.

I also produced a series of creative writing retreats in Hawaii. We did 10 retreats over the course of a few years, with folks flying in and attending from all around the world.

I even got the opportunity to teach a writing class on a cruise ship, one time! There was horrible weather. All my students got seasick, and it was pretty awful—but definitely memorable!

By this point, I had established a strong reputation as a copywriter, ghostwriter, and speechwriter and found myself “in demand” in a new way.

If new clients wanted to hire me, there was often a 9- to 12-month waitlist. I raised my rates and narrowed my focus to serve a smaller handful of clients.

I hired more freelancers, including a part-time assistant and an event coordinator.

I also hired a professional to handle my taxes (crucial—wish I had done this much sooner!), a financial coach, and other experts to advise me.

I wrote more books and expanded as an artist—writing fiction, novels, and exploring new genres I hadn’t attempted before.

I started my own book publishing imprint, too.

As my company, visibility, and revenue grew, I found myself dealing with new blessings—and new challenges.

I had to deal with an online stalker who sent cryptic and strange emails not only to me, but to my mom, dad, and siblings. That was...unsettling to say the least.

I experienced plagiarism—people copying my essays and articles and republishing them without my permission, or even posing as “me” and pretending they had written the material themselves.

So many bizarre and hurtful things happened during this time—including some things you honestly would not even believe, like something out of a movie. The stories could easily fill a whole book!

On good days, I felt proud to be improving as a writer, refining my skills, gaining mastery and excellence in my craft. I felt proud to be improving as a teacher, too, and could see that my courses were having a positive impact on peoples’ lives.

On bad days, I wondered, “What am I even doing with my life...and does any of my work even matter?!”

Fortunately, there were more good days than bad days.

Then in 2020, in the midst of the pandemic, I finally hired my first full-time employee (the incredible Woz Flint) and made some pretty significant structural changes to my company.

Like what? For one thing, in 2020, I joined forces with my long-time friend Lindsey Smith, and we decided to essentially merge our two companies together and form a new LLC called Get It Done Productions. We decided we would act as co-CEOs and run it together. A win-win for both of us!

I love writing, teaching, and developing content.

Lindsey is an excellent writer, too, and she’s also a genius at systems, printing, production, shipping—all the behind-the-scenes logistical work that I’m absolutely terrible at doing.

With our powers combined, we knew that we could do more—and do it better.

We filed the paperwork to set up our new business—which was really an old business with a new name and new attitude.

All in all, 2020 brought a huge shift in perspective.

The world was reeling and crumbling and aching from so much hurt—myself included. We lost a family member to COVID-19. Another close family member began having serious health issues. My parents and sister moved to live closer to me, with all of them living inside my house for a while.

There was a lot of change and disruption—and yet, strangely, I felt more passionate about my work than I'd felt in a long time. It was like a fire got lit inside my heart.

I felt determined to write, create, teach, and make a positive impact in people's lives more than ever before.

I felt like, "If there was ever a time to provide hope and inspiration and really help people—this is it."

After feeling like I'd been "coasting" for several years and not really challenging myself, I was ready for a big, ambitious new chapter.

In 2020, I decided...

I want to double, or even triple, my revenue.

I want to become a job creator and provide excellent employment, a supportive workplace, great wages, and bonuses, too.

I want to step into a new identity and become a "CEO," rather than a "successful freelancer who does a smattering of other things, too."

Coming into 2021, I felt ready for the biggest year of my company's history.

And that brings us to...today.

Marketing plan: back at the very beginning in 2010

Before I take you through my company's marketing plan for this year, 2021, I want to go back to the very beginning.

This was my marketing plan for 2010, aka my first year of being self-employed. Back when it was just me, my laptop, and that's pretty much it.

Marketing Plan (2010)

- Go to a coffee shop and drink a bunch of espresso. Get caffeinated. Dig deep and try to muster up some courage.
- Make a list of everyone you know: friends, family, colleagues, mentors, neighbors, former classmates and teachers, that lady you used to babysit for, everyone you can possibly think of.
- One by one, email each person to say hello and let them know, "Hey, guess what? I have some news: I quit my job, and I'm freelancing now."
- Let each person know what services you're offering right now.
- Invite each person to hire you and/or spread the word and tell their friends, just in case they happen to know anybody who might want to become a client.
- Keep emailing people, one by one, and keep doing this until...you have some clients and some money in your PayPal account.

That's it.

That was my entire marketing plan, that first year.

And you know what? It worked!

Ultimately, I made a list of around 50 or 60 people to contact. I emailed each person (even though it felt vulnerable and nerve-wracking) and gave each person the big news: "I'm self-employed now, and I have room for some new clients."

Almost everyone replied and said, "Congratulations on this exciting career change!"

About 5 people replied and said, "Hey, as a matter of fact, I have a project in mind, and I might like to hire you. Let's chat."

A few people also replied and said, "I don't need your services, but I know someone who might!" This led to some introductions, lunch and coffee meetings, and calls with great people that I was grateful to meet.

All of this led to my first 10 actual paying clients. Money in the door. Mortgage: paid. Thank the Lord. Hallelujah.

And, from those first 10 clients, things snowballed from there.

I share this story, because I want to emphasize that creating a marketing plan can mean very different things at different points in your journey.

Right now, your plan might be, "I'm going to email everyone I know, one by one. That's it! That's my entire plan." And that can be a perfectly valid (and very effective) plan!

Or your marketing plan might be more complex. That's great too.

Know that simplicity is very powerful. A simple plan (like "email everyone I know") can be more effective than you might think.

Your plan will evolve over time.

Start wherever you are and work with what you've got.

Our top 10 goals for 2021

At the beginning of 2021, my team and I compiled a list of our top company goals for 2021.

I want to share this list of goals before diving into our marketing plan for the year, because I think it's important to understand "what we're aiming to create and why" before I break down "how we're planning to do it."

To be clear, we are not necessarily working on all 10 goals every single week.

Some weeks, we might be focusing primarily on enrolling new clients. Other weeks, serving the clients we've already got. Other weeks, rest and self-care for us.

And there are certain goals on this list that we're saving for the second half of 2021 and not even worrying about yet.

But overall, these are the top 10 things that we definitely want to accomplish in 2021.

Top goals for 2021

1. We have overjoyed clients who get excellent results and rave about our courses to their friends.
2. We have a community of people (new readers, long-time readers, listeners, fans, clients) who feel inspired, valued, and appreciated—regardless of whether they're a paying client or not. Also, we give back to our community in big ways, including giving out 100 scholarships per year.
3. We are expanding our community, with 500 new leads/subscribers coming onto our mailing list(s) every month.
4. We generate \$100K per month in revenue / \$1.2mil for the year. We pay our employees generous bonuses every month. We have 333 people enrolled in each of our 3 courses, which means a total of 1000 enrollments for the year. Plus, we will continue growing our

Newsletter Magic subscription until we have 300 paid subscribers per month, too.

5. We organize a successful fundraiser every season (4 per year) to inspire the community and give back. We raise at least \$60K per year for great causes, which means \$15K each time.
6. We collect results, data, and testimonials from our clients during each course, and continually find ways to tweak and improve.
7. We get mentioned in high-profile media platforms at least 5 times per year. More visibility.
8. We apply to nominate ourselves to win at least 1 award, 'cause why not? Ask and ye shall receive!
9. We do weekly and monthly reports so we can see: *Are we on track with these goals, or not?*
10. Most importantly—we do all of this while having a lean, efficient work-week (25-30 hours sitting in front of the computer screen, maximum) and while feeling inspired, energized, and healthy, not overworked and exhausted.

What we're selling in 2021

Get It Done specializes in writing, communication, marketing, and publishing.

What we're selling this year:

Courses

The Marketing Without Social Media Course. Starts April 1. \$695.

The Email Course. Starts June 1. \$695.

The Tiny Book Course. Starts September 1. \$695.

Subscriptions

Newsletter Magic. \$195 per month. Start anytime. Stop anytime.

Services

Book Production Services. Starting at \$3000 to \$5000 depending on the project.

Book Launch Marketing Services. Packages starting at \$2000.

Card Deck Production Services. Packages starting at \$2000.

Writing Services. Pro copywriting for your website, newsletter, podcast and video scripts, speeches, presentations, media pitches, educational materials, etc. For Alex's small handful of current clients, only. Packages typically \$8000 to \$10000 per month. (No availability for new clients currently. Docket is full.)

Revenue Goal

\$1.2 million for 2021

That's the number we plan to reach—totaling up revenue from all courses, subscriptions, and services, combined.

Marketing plan for 2021

Here's our exact marketing plan for 2021—aka, all the things we're doing in 2021 to reach our revenue goals.

Some of these marketing tasks we've already completed.

Some tasks are coming up later.

Some tasks are very simple (example: "reply promptly to potential customers who email us with questions").

And some tasks are more complex and have numerous parts (example: "produce an incredible virtual Book Fair featuring authors from around the world to create excitement about the Tiny Book Course").

It's possible that some of these tasks we might not ever get around to doing, because the year might unfold in surprising ways and plans could change. Who knows?

However, most likely, we will do almost everything on this list.

Note:

For a variety of reasons, I **deleted all of my social media accounts 6 years ago**. I don't use Facebook, Twitter, Instagram, LinkedIn, TikTok, or any other social platform. So, you will notice that our marketing plan **does not** include any social media. Yes, a social media-free marketing plan really can exist! It is possible.

Our Marketing Plan for 2021

Info Session

In January 2021, we will host a fun, entertaining Info Session. Like an "open house." Welcome: one and all!

We'll invite our entire community to come hang with us online (Zoom) for inspiring stories and tips, balloons, jokes, and a tour of the courses that we're offering in 2021.

A chance for curious folks to learn more about what we do, pick a course, and enroll.

Note: the Info Session was a great success! We had more than 800 people sign up to attend. And, in the two weeks following the Info Session, we had 184 people enroll in a course.

Early enrollment incentive

Folks who are willing to pick a course and enroll early in the year—before January 31, 2021—will automatically save \$100.

Note: a lot of people took advantage of this discount, and it led to a big burst of sales in late January. It worked!

Email newsletters to various lists

We'll send inspiring, motivating, helpful newsletters to our mailing list(s) all year long, aiming for 4 newsletters per month. Sometimes a little less. Sometimes more.

Sometimes, we'll send a newsletter specifically to sell something: course, subscription, etc.

Other times, we won't sell anything in particular, we'll simply share resources, share tips, share inspiring stories, and brighten people's inboxes and lives.

Personal emails to colleagues and friends

We had a strong network of former clients, colleagues, and great friends—relationships we've built over the last 10 years.

Occasionally, we'll email people individually (one by one) to ask for their support.

"Can you spread the word?" "Do you know anyone who might be a good fit for this?"
"Would you be willing to mention this to your community?"

Asking for help can feel vulnerable or even scary, but it's so important and always leads to good things!

Option to schedule a call

We'll add a feature to our website that makes it easy for folks to schedule a call with a member of our team.

If someone is curious about working with us, but wants to chat first and ask a few questions, they can! Easy peasy.

Snail mail

We have snail-mail addresses for everyone who did a course with us last year. We'll send a cool postcard to each person to let them know about our 2021 course lineup. Who knows? They may want to work with us again!

We'll also send an amazing snail-mail Welcome Box to everyone who enrolls in a 2021 course. These boxes look amazing and will be such a special treat. We know that once people get their box, they will flip out with excitement, take photos, text their friends, and rave about us! Hooray for happy customers and word-of-mouth marketing!

Affiliates

Our affiliate program works like this:

If you did one of our courses in the past, and you loved it, and you want to recommend it to others, then you can become an affiliate.

This means you can invite your friends and colleagues to sign up and do one of our courses. When they sign up, you earn money.

We provide a special code so your friends can save \$50 on any course. When they enroll, you earn \$50 as our way of saying "thank you for spreading the word."

They save \$50. You earn \$50. Win-win.

There's no limit to how much you can earn. If you get 20 people to sign up, that means you make \$1000. If you get 40 people, that's \$2000. And so on.

We'll get started with a small circle of 5 to 10 affiliates in early 2021, get the systems roll-

ing, and then invite more people to become affiliates later in the year.

The Give, Ask, Receive Challenge

Many people struggle when it comes to asking. People get nervous about asking for money, asking for an opportunity, asking for help, asking someone to become a client, and other kinds of asks. We can help!

Enter: The Give, Ask, Receive Challenge. A great way to flex your asking muscles, strengthen your communication skills, and build more confidence.

We'll produce this inspiring 5-day challenge for our entire community. March 1-5, 2021.

Anyone in the whole world can sign up to do the challenge and it's free!

They get free training from us, tons of inspiration and encouragement, and coaching (via email) to complete the challenge successfully.

Goal: we'll get 3600 people to sign up and do the challenge. We'll make sure everyone has an unbelievably positive experience.

Then, after the challenge ends, we'll invite people to keep the positive momentum going by enrolling in one of our courses! We want at least 200 out of those 3600 people to say "Yes!" and become a customer.

Magic May

Newsletter Magic is a subscription that normally costs \$195, and it's brand new for 2021.

With this subscription, you learn how to create a newsletter that people absolutely love reading and how to grow a bigger mailing list. The subscription includes expert writing tips, list-building tips, accountability to make sure you're writing consistently and staying on track with your goals, a new video class each month, and more.

Because Newsletter Magic is very new—and many people in our community don't know about it yet—we'll do something splashy and exciting to spread the word.

Enter: Magic May!

During the month of May:

- All current Newsletter Magic subscribers will get 1 month free. That's a \$195 savings. Whee! They will be delighted.
- Additionally, anybody who wants to try out Newsletter Magic can have 1 month free. The month of May. A great chance to take a test-drive and see if you love it—no cost!
- We want at least 1,000 people trying out Newsletter Magic for free during Magic May. A big influx of new faces. Welcome, everyone!
- After May, if these new folks are obsessed, love it, and want to keep going for June and beyond, they can continue at the normal price of \$195 per month.
- At the end of Magic May, we'll make it super easy for people to say, "Yes, I want to keep going!" Or, "Nope, I don't want this." Either way, whether it's a Yes or No, we want every single person to feel appreciated, respected, and well taken care of.
- And, as always, folks can cancel their Newsletter Magic subscription at any time. Flexible. No long-term commitment. No stress. No pressure.

We will tell the world about Magic May and spread the word to as many people as possible. We'll send newsletters to announce it. We'll tell our current customers. We'll tell the folks who attended our Info Session earlier this year. And more.

The Tiny Book Fair

We've been running our Tiny Book Course for more than 3 years and have hundreds of graduates.

We'll do a Tiny Book Fair—online, free, open to the whole world—in the summertime.

This will be an amazing way to celebrate our graduates and showcase their books—and attract new folks into our community who might not know about our courses yet, too.

The Book Fair will include:

- A celebration of our graduates and their books—including a video reel highlighting all the beautiful books that our grads have written and released.
- Inspiring talks on all aspects of writing: how to pick a topic for your next book, how to feel more confident in your writing and be less critical and perfectionistic, how to plan a successful book launch, how to find community as a writer and feel less isolated, and lots more.
- Fun, joyful moments like a DJ spinning live music, a magic show, and special appearances from Winnie and Zuki, our dogs.

Fundraiser classes

A few times a year, we'll present a short, inspiring fundraiser class (around 45 to 65 minutes long).

To attend, we ask that people make a donation (any amount, even just \$1) to support a good cause. They donate directly on that organization's website. Then, they can register for the class on our site and report how much they donated so we can keep track of the amount raised.

Back in 2020, we did several fundraiser classes to support causes like Black Lives Matter, the Red Cross, Crisis Text Line, and She Should Run. These were a great success, and we ended up raising around \$40,000 altogether.

We'll do four fundraiser classes in 2021. We'll pick a new topic and new cause to support each time. Each one is an opportunity for folks to learn new things, while making the world a better place. Plus, it's an opportunity for us to give people a small taste of our teaching style and what it's like to work with us. Often, this leads to new folks enrolling in our courses and hiring us. Win-win-win.

Media appearances

While it's not a major part of our marketing plan this year, we'll definitely go after at least 5 high-profile media appearances this year. Podcasts, radio shows, TV shows, and magazine features.

We'll pitch ourselves for publication/opportunities that seem like a good fit. And if someone approaches us with an opportunity we didn't expect, that's great, too!

Impeccable, speedy customer support

We'll have at least 3 (eventually 4) people keeping tabs on our email inboxes every weekday, Monday to Friday, replying promptly to current and potential customers.

When someone emails to say, "I'm curious about one of your courses, but I have a few questions first..." someone will send a caring, thoughtful, helpful reply within 1-3 business days.

Scholarships

We're providing 100 scholarships in 2021–30 for each of our 3 courses, plus 10 for Newsletter Magic—totaling over \$69,500 in scholarship funds.

We have a simple online form to make it easy for people to apply.

In the spirit of equity, we give first priority to people of color, queer and non-binary folks, differently-abled folks, and other people who struggle due to unfair systems in our society.

We do this because:

- If someone really wants to do one of courses, we don't want "lack of money" to be a barrier. We want to help eliminate that barrier as much as we possibly can.
- We know that when someone receives a scholarship, joins a course and gets great results, that person is going to become a huge fan of our company for life—they might tell 10 friends about us, and those 10 folks might become new customers.
- We believe that generosity comes back ten-fold. Giving creates miracles for us and for others. It's a win-win situation on so many levels.

Collecting wins

We will diligently check in with our customers throughout the year to ask, "How's it going?" "Share your favorite 'win' from the course so far!" "What's been your favorite part of

this experience?" "What has changed for you since you joined this course?"

We will collect results, success stories, wins, and constructive feedback on how to do better, too.

We will request people's permission to share certain "wins" publicly. We'll use these amazing customer victories/testimonials to attract new customers, too!

Self-care / Mental health first

While we have very ambitious goals, we know that mental health always comes first.

If any member of our team is feeling tired, depleted, grieving a death in their family, or just needs to take a little time off (like a "mental health day") the answer is always, "Yes."

Emails can wait. Videos can wait. Enrollments can wait. Everything can wait.

Health comes first.

We know that if we're exhausted and uninspired, then this marketing plan is not going to work. Self-care is a crucial part of the plan.

Dog emails

And last but not least: dog emails.

Possibly the most important part of our marketing plan.

We'll let our community know that they can email our dogs, Winnie, Zuki, and Willa, any-time. Just pop an email to woof@youcangetitdone.com and get a reply...from a pup. For real. Purely just for the joy of it.

This will enchant and delight our community, blow their minds, and demonstrate how we do everything a little bit differently. Woof!

So, is the plan working?

Update and numbers.

I am writing this packet in late February / early March 2021.

So, obviously I don't have a full report for all of 2021 yet.

But I can give you an update on how things are going so far.

Short answer: so far, so good!

January

We had a huge month of January.

Our Info Session was a big success.

Our early-enrollment offer (save \$100 by enrolling before January 31) worked like a charm. Lots of people happily took advantage of this deal.

We had a big influx of new enrollments (184 people enrolling at \$595 each, using the \$100 discount) totaling around \$110,000 in revenue.

Some of our customers chose an installment plan (paying gradually over 3 to 6 months), so not all of that revenue hit our bank account immediately, but it's coming in, and we can count on it this year—it's guaranteed revenue, because we have a firm no-cancellation, no-refund policy.

With that revenue from new enrollments, plus revenue from book production clients and copywriting clients, our total for January was about \$160,000.

February

After the explosive success of January, February was a quieter month.

We didn't do much marketing this month (almost none, really), and we didn't focus on bringing new enrollments in the door.

Instead, we took some time to catch our breath, recharge, build out some new systems, and take amazing care of the customers we've already got.

Our revenue (courses, subscriptions, services, including writing services) for February is around \$50,000.

March

March is shaping up to be a huge month.

Much like January, we're expecting a big influx of enrollments in March—especially for The Marketing Without Social Media Course, which begins on April 1.

By looking at our previous track record from the last several years, we can see that we have a conversion rate of about 15%.

Meaning, if 1000 people join us for a free mini class, free challenge, or free info session, then we can safely predict that 15% of those people will decide to make a purchase—either by enrolling in a course, hiring us for a service, or both. That's typically what happens, and it's pretty consistent. So, for 1000 people, 15% would be 150 purchases.

Based on the sign-up numbers that we're seeing so far for March (our free Give, Ask, Receive Challenge, which has more than 1800 people signed up at the time I'm writing this, and our free mini class on Marketing Without Social Media), we can realistically predict that we'll have anywhere from 200 to 300 purchases this month, which would put our revenue at \$140K or more for the month. We're excited to see how it unfolds!

Long story short:

While it's still early in the year, at this point, the numbers are looking good, and we're on track to hit our \$1.2 million goal for 2021.

We're going to stay focused, work the plan, be consistent, and I know we can do it.

How to create a successful marketing plan of your own

You just read through our marketing plan for 2021.

What's your plan going to be?

Depending on your goals, your plan might be simpler (or more complex) than ours.

A few guidelines to help you create a successful plan:

Start with your mindset

As my friend Robert Hartwell always says: "remove the word 'if' from your vocabulary."

Don't say: "If we reach our enrollment goal..." "If we have a successful launch..." "If my plan works out..."

Say WHEN. Not If.

"When we reach our enrollment goal..." "When we have a successful launch..." "When my plan works out."

Talk about your vision as if it's a done deal. It's not a question of "if" it will happen. Only WHEN.

Bring powerful WHEN language and WHEN thoughts and WHEN behavior into your workday.

To quote another friend of mine, Rachel Rodgers, "Assume that you will succeed, instead of assuming that you will fail."

Keep it simple

Human beings love to overcomplicate things.

Resist the urge to add unnecessary complexity to your plan. Keep your marketing plan as simple as possible.

Sure, maybe there are 1,000 different things you “could” do to find customers and generate money. That doesn’t mean you need to do all 1,000 things! Pick a couple things that you’re willing to do consistently. Strip it down. Keep it simple.

Here are 21 marketing ideas to consider. Take a look at that list. Maybe there are 4 or 5 options on that list that appeal to you. Great! Do those. Skip the rest.

Play to your strengths

I love writing, and I love teaching. So, my marketing plan leans heavily into writing and teaching.

As you might notice, my plan includes lots of emails and newsletters (because those are fun and easy for me to write) and lots of free info sessions, free mini classes, free challenges, and other opportunities for me to do what I do best: teach.

What are *your* strengths?

Maybe you hate writing, but you love talking—you know that if you can get someone on the phone with you, you can inspire them to become a client almost every time.

Or maybe you get shy in front of a crowd, but you’re powerful in one-to-one conversations.

Or maybe you’re not much of a talker, but you have artistic skills—you can design a brochure and make it look fabulous.

Lean into your strengths and build a marketing plan where you can excel and shine. And then, when appropriate, find other people to fill in the gaps—hire people who have strengths that you don’t.

Consistency is key

From what I've observed over the last 11 years, the main reason why so many businesses struggle is not lack of creativity or passion. It's simply lack of *consistency*.

Perhaps you create a glorious marketing plan, and you're so excited, but then after 3 weeks you fizz out, get overwhelmed, get tired, get distracted, and stop working the plan. You stop reaching out to potential clients. You stop releasing your podcast. You stop sending your newsletter. You freeze up—and so does your income. This happens all the time.

Try your very best to be consistent with your plan. Creating a profitable business rarely happens in 3 weeks. But big things can happen in 3 months or 1 year or more.

Tiny steps add up to big things

If you email 1 potential client 1 time? That's a great start.

Now, imagine what might happen if you email 1 potential client every workday, all year long. Say, you contact 5 people per week. 20 people per month.

After 1 year, that means you will have contacted around 240 people. Many of these people might hire you or spread the word.

Tiny steps add up to big things.

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 people will talk about you, recommend you, and send new clients your way.

Top 3 things to remember and take away

We've covered a lot in this packet.

Here are the 3 main things I want you to remember, above all:

1. The best marketing plan is simply to be excellent at whatever you do.

If you sell the city's most mouthwatering cupcakes, you're an excellent virtual assistant, you're a consultant who consistently delivers results, or a lawyer with an incredible track record of success, people will talk about you. People will rave, gush, post 5-star reviews, text their friends, and spread the word.

So, before worrying about any other marketing steps, first and foremost, focus on mastering your craft and being excellent at whatever you do.

2. Social media is optional, not mandatory.

You can certainly incorporate social media into your marketing plan, if you want to. But you don't have to. Social media is optional, not mandatory.

If you don't enjoy using social media, then either delegate the task to someone else on your team, or simply decide, "It's just not for me. I'm not doing this anymore."

It is absolutely possible to run a thriving business without social media. I'm doing it. Others do it, too.

I know many successful people (fundraisers who raise millions of dollars, performing arts directors who produce Broadway shows, fitness trainers who are booked solid for months at a time) who manage to find plenty of donors, clients, and customers—without using social media.

There are plenty of other ways to connect with people and sell your work.

3. Be consistent and keep marching forward.

Running a profitable company is all about consistency. If you create a wonderful marketing plan, but then you execute the plan very inconsistently (one week, great, the next week, not so much), that's going to be a troublesome situation.

If you struggle with consistency (and most people do, hey, we're only human), then take steps to fix this. Plan ahead and take steps to keep yourself as consistent as possible.

This could mean hiring a business coach to keep you on track.

Or it could mean enrolling in a course—like The Marketing Without Social Media Course—and working with me and my team. We will definitely keep you on track!

It could mean having an accountability buddy that you check in with daily or weekly.

It could mean simplifying your plan so you feel less overwhelmed, breaking things into tiny goals, or creating a daily checklist that is realistic and achievable.

Create the support systems you need to keep yourself marching forward, instead of getting frozen in place.

Tiny actions steps + commitment + consistency over time = huge results.

Work with us.

Which goal do you want to accomplish first?

We'd love the opportunity to work with you in 2021.

Visit YouCanGetItDone.com to see info on our courses, subscriptions, and services—and pick the one that's most exciting to you.

Which goal do you want to accomplish first?

Create a newsletter that people absolutely love reading, send it out consistently, and grow a bigger mailing list.

GET A NEWSLETTER MAGIC SUBSCRIPTION

Get more clients and customers, make more money, and run a successful business—but without using social media.

DO THE MARKETING WITHOUT SOCIAL MEDIA COURSE

Write powerful, persuasive emails that command attention and unlock doors—emails that inspire people to say, "Yes!"

DO THE EMAIL COURSE

Write and self-publish a beautiful book—any topic you want—and hold the completed book in your hands.

DO THE TINY BOOK COURSE

Gratitude

Creating this packet was a team effort.

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Zuki the dog. You are the best thing that happened in 2020. Thank you for choosing me.

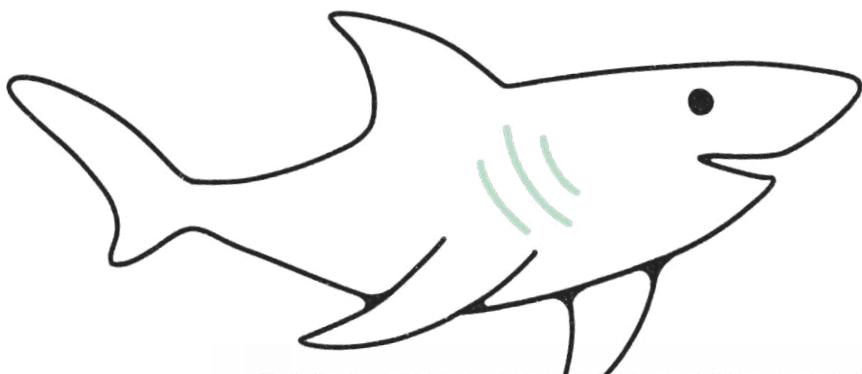
The other Z. I love you. Thank you. And (secret inside joke) Coconut.

Our entire business community—folks on our mailing list, clients, customers, long-time fans, newcomers, supporters, allies who spread the word. Thank you. So much.

And...YOU. Whoa! You read this entire thing. That's pretty amazing. I hope you gained at least *one* idea that feels really exciting and doable. Thank you for being here.

And one joke purely for joy

and silliness



Where do sharks go on vacation?

Fin-land.

