



TEN KEY PLANNING QUESTIONS

FROM A PLACE OF CLARITY MAGIC HAPPENS

Clarity before Freestyling

From a place of clarity magic happens. When we deeply understand ourselves, our business, why we're here and do what we do, and also understand who we are doing it for/ who benefits most – we have a solid base to leap from.

The questions that follow help to gain that clarity. They get you in the zone. To put yourself out there more fully – as you.

How freestyling is different

Freestyle Marketing means that for a moment we let go of all the things we think we should be doing.

Too often I see people so passionate about what they do, and then the mind kicks in. Not sure what to do, how to do it, they should be doing more, more social media, more emails, more advertising, they feel uncomfortable to put themselves out there, they feel pushy and selly, compare themselves with others, and so on.

All okk. Not needed. Apart from looking at all of the above too ('who are you in it'), I ask people to let go of the idea 'marketing'. As that word comes with so much connotation and ideas. To me, it's merely a toolbox full of things we can use – but not all have to be used. As when we look at what is possible in the marketing space – the sky is the limit, and that can feel quite overwhelming.

Let's turn things around. Instead of creating a long list of 'should doings' let's take you as a starting point..

When we really anchor into ourselves and our business, and remove our own personal barriers, a pathway naturally appears on what is most efficient and effective to put our efforts in. We may still end up doing 'things' for the sky-is-the-limit marketing tool box, but they now come from within, rather than a list you've found on the internet somewhere – and most beautiful, you will develop your own creations.

I no longer call it marketing, I call it showing up as you – bringing you to the world fully.

The questions, and from there

Just get started with the questions below. They help to gain clarity, create a full picture. And I'd love to connect and see how we can bring you to the world more fully.

You passion, my knowledge of the marketing-toolbox could just be the perfect combination! Consider Pause to Progress for this (Three 1 on 1 sessions, bit of homework, coaching, spread out over 4 weeks). Gives lovely clarity and direction for you to freestyle you way on.

Much love

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1. One sentence about you

In one or two sentence(s) please describe you do businesswise. Scroll to the last page for an example from me using the Elevator Pitch as a guide.

2. Key customers

Often the largest portion of your income comes from a few main 'types' of clients. Please describe 3-5 main type of people who come to you (if you are new, who do you think would likely come to you).

Key customer	About them Include things like age, gender, what are they in to, etc	Needs/ wants/ problems Why are they coming to you? What need will be fulfilled, what problem solved? What's their motivation?

3. Benefits

Why would they want to come to *you* (and not someone else who provides in the same 'need/want/problem' space (see previous question). What benefits do you offer? You may want to list some general benefits and/ or product/service specific ones.

4. Barriers

What are some top 3-5 ideas, questions, fears or (mis)perceptions they have that could stop them from becoming a customer? And what is your response to these? What would they need (to hear, know, understand) so this barrier is not a barrier any longer?

Barrier/ question	Overcoming barrier/ answer

5. Your offers

What are your product(s) (what do people pay for?) and what are some of the features, tell me about them?

Product	Features

6. Good things about you

What is good about your business itself that will give you an advantage over others? What is unique and so special about you? Eg a beautiful/ unique setting or facility, senior skilled staff, good networks, good reputation.

7. About others in your field

There is only one of you, in the way you do it. But, more people operate in the same space in their own unique way. Let's look at the other players. What do they do well, how are you different? Understanding this is helpful in communication you.

1. What businesses are in the same industry as you?	
2. What can they do that you can't?	

8. Any opportunities?

What do you think is something you could tap into? What is happening around you for which you/ your offerings could be meaningful and helpful? What developments or gaps in the 'market' are there that you could fulfill?

You so far

Where are things at for you? What has worked well, what not? What do you enjoy? What not? What are your questions? What would be helpful for you to progress?

From here...

How did this go? This process may already have given you some ideas and direction for your next step. Or you may need to do a little bit more research.

If you'd like to some guidance on where to go from here, feel free to get in touch.

Pause to Progress is a really nice, low-barrier-option to get the ball rolling, and to gain clarity and direction.

Warmest

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Elevator pitch (for question 1)

For _____ [your customer],
who _____ [customer need],
_____ [your business/ product]
is a _____ [market category]
that _____ [key benefit].
Unlike _____ [competition],
we _____ [unique differentiator].

Example from Freestyle Marketing

For passionate people wanting to bring their beautiful talents and product to the world and who want to feel more confident, energised and clear on how to do that

Freestyle Marketing is a coach who knows the marketing game

that helps passionate business owners to get the basics right so they can fly high and as many people as possible can enjoy what they have to offer

Unlike most agencies or consultants

I don't play by the marketing rulebook (I just use it for knowledge and understanding). I also don't lock people in to expensive contracts. Just use me as you please.