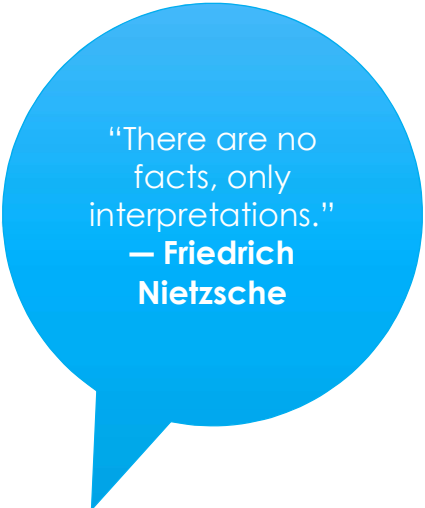


Week 20 Marketing - A Different Perspective

Focus Question: What's another way to approach marketing to get unstuck or breathe new life into your efforts?



"There are no facts, only interpretations."
— Friedrich Nietzsche

DESCRIPTION

The Evil Twin - Marketing

Marketing is often seen as a "necessary evil" or To-Do in any business.

To make it a little more fun, it can be useful to consider an alternative perspective, twin or personality to take on. Perhaps you have always wanted to be a diva. What would it be like to step into that personality as you approach marketing?

One of the most important activities which coaches can undertake is that of the **Sweet Spot Exercise**. While I did not publish this in the Coaching Business Builder, you will find it in the digital chapter on marketing in the **From One to Many: Best Practices for Team and Group Coaching book** (do check it out at <https://www.from12many.com/downloads.html> (use code 4411 to access the Marketing Chapter on Group and Team Coaching)).

The sweet spot gets you to consider three questions:

1. What are you good at?
2. What are you passionate about?
3. What do your clients want, need and prefer?

If you have done this before, take a look at the opposite or negative space. Reverse it by asking:

- What's the flipside of the Sweetspot?
- What are you NOT good at?
- What are you not interested in?
- What do your CLIENTS NOT want, need and prefer?

Reviewing these questions regularly can provide some interesting insights into where you potentially might want to focus more of your marketing efforts.

Some other questions to provoke new perspectives around marketing are:

If you were to look at this activity rather than a time sucker, what could it look like as an enabler?

If you see it as a community builder, what else might it offer?

Thinking about things from an alternative perspective can be useful in terms of focus and application and breathing new life into areas you might have gotten stuck around.

Over the new few weeks we'll be exploring several of the different vehicles and approaches. Much of this will return back to these strategic questions of what are you good at, and what do your clients want.

ACTIVITY

Work through the questions posed around marketing – what do you notice about your 5 Ps?

CONNECTION TO THE WORKBOOK AND PLANNER

Section 3 of both books covers nine different promotional strategies you might want to employ.

Always remember that your clients will dictate what approaches are going to be most relevant and impactful.

Take some time this week working through the 5 Ps of your business, and activities you can undertake to further clarify the 5 Ps.