



31 Meaningful Marketing Actions

A whole month worth of small but mighty activities to raise your profile, get new clients, and build your meaningful business.

Sleaze free - guaranteed.

31 Days Of Meaningful Marketing Actions

Marketing can feel all consuming and exhausting - there are so many different options that you could spend ALL of your time on marketing and never have any time to do any client work.

And if you're just starting out it can be hard to know what to focus on when.

It's easy to feel overwhelmed when it comes to marketing and retreat from it altogether. Which isn't a great idea. Marketing is an essential part of any successful business - but it's important to find marketing activities that are effective, ethical and are easy enough to fit in every day.

But how do you find consistent ways to market your business without losing your will to live?

Tiny actions taken consistently lead to big leaps.

Small, consistent actions are key, along with putting human connection and conversation at the heart of what you do (marketing is simply letting people know who, what and how you help people.)

So we've put together a months worth of marketing actions that you can do to build visibility and momentum in your business. AND many of them take less than 30 minutes to complete - leaving you plenty of time to get on with the rest of your business.

1. Write a love letter to your perfect client telling them the one thing you know they NEED to hear. Post this as a blog post or turn it into a video to share on YouTube and social media. .
2. Go through your past blog posts and choose 3 paragraphs that work great as stand alone pieces of content to share on social media.
3. Connect with 1 person today and tell them about what you do (if you can do this every day you are golden!)
4. What's the ONE piece of advice you can give a total beginner in area of expertise? Write a short blog post around it.
5. Add your website to your Facebook profile - it's super easy: Go to your profile.
 1. Tap Edit Profile at the top of the screen.
 2. Write your bio (under 'intro') and add the URL to your website.
 3. Tap Done.
6. Follow up with a past client - check in on how they're doing and whether there's anything you can help them with at the next.
7. Make a list of the most common questions you get asked about your service/ area of expertise. Write a short blog post answering one of them.
8. Make a short video answering another of your commonly asked questions. Share on social media and YouTube.
9. Record an audio of one of your commonly asked questions (with the answer) and post of Soundcloud. Share on social media.

10. Find a business who offers a symbiotic/complimentary service to the one you offer (e.g. a web designer if you're a copywriter, a yoga teacher if you're an aromatherapist etc.) and reach out to arrange a chat about how you can help and refer clients to one another. Make the emphasis of the conversation win win for both parties.
11. Get super clear on what you help people to do and practice saying it. If you want some help with this, [this article](#) will make it easy.
12. Find a local Meet Up or entrepreneurial networking group and attend with the simple intention of making some new connections
13. Visit a local cafe/coffee shop that has a notice board/events area and leave some flyers with a special offer for your services on them. For bonus points, talk to the owner/manager and offer to run some taster sessions for customers and staff.
14. Reach out to a peer with a complimentary business to yours and arrange to meet to discuss hosting a collaborative event or promotion.
15. Donate a prize to a local charity auction/PTA or community raffle.
16. Go through your social media accounts and make sure your profile names and branding are consistent
17. Find a local services Facebook group and spend 10 minutes per day being active in there interacting with other members to raise your profile and build goodwill.

18. Create a branded template for your key social media channels using a site like Canva or Picmonkey.
19. Run a special offer or giveaway on your website and ask colleagues, customers, peers, neighbours, your dentist - basically everyone you know, to share (you could even offer them an additional chance to win if they do).
20. Make a list of 10 key pieces of advice or information you would tell your ideal clients. Turn these into shareable quote images using the branded template you created.
21. Load your shareable quote images into a social media scheduler like buffer or hootsuite.
22. Research the best hashtags for your niche or business area. See what the big guns in your industry are using or use a site like <http://hashtagify.me/>
23. Send an email sharing an article to a current/past/potential client that you know they will benefit from and explain why you thought of them when you read it.
24. Connect two fellow business owners that you think would be great contacts for one another.
25. Handwrite a thank you note to a past client or someone who's helped you in your business.
26. Create a personalised video and send it in an email as a personalised way to reach out to a potential client or a contact. Check out **Loom** which is a free video service that works with email providers like Gmail.

27. Reach out to a past client for a testimonial.
28. Publish a positive comment from a client on social media. (Bonus points if you publish it on your website too)
29. Reach out to a peer or something further along in your industry and thank them for the work they do. Tell them why you appreciate it. Be as specific as possible.
30. Check out your local Co-working spaces and find out which ones do mixers for local business (some will only offer these for members, so have a more open policy.) Attend one of the mixers You might even consider joining a co-working space.
31. Make a list of 10 podcasts in your niche. Reach out to one every day for the next 10 days (Yes, I know that technically makes this 40 meaningful marketing actions - think of this like a bonus round!) If you want help on how to reach out to podcast hosts, [this](#) will help.

Above all - keep it honest, relatable and personal. The secret to meaningful marketing is showing up as a human and relating to others as if they are humans too.

You don't have to show up in a certain 'peppy' way, filled with exclamation marks and Tony Robbins levels of positivity - unless that's how you are in 'real life'. If you're a mixed bag of peppy positivity and salty, sarcasm - use that. Show up as that. **Show up as you.**

Be courageous and own your value and your expertise. - You have skills. You have stuff to offer that's valuable and helpful. Hell, you have the ability to transform lives, facilitate breakthroughs and cause a ripple effect that you don't even know the power of yet.

When you can own that marketing becomes just a way of helping the right people know what you can do for them.

Want more strategies, support and ideas for how you can build your meaningful business?

We're shortly launching **The Meaningful Business Academy** - our brand new membership community.

In there you'll find:

- Done For You templates and scripts like customisable contracts, follow up emails, and sales templates,
- Business Courses,
- Masterclasses and Interviews with Guest Experts,
- Monthly Live Coaching Sessions ,
- Co-working sessions,
- Resource guides,
- Mindset tools like exclusive guided visualisations and hypnosis audios,
- A supportive community,
- Roadmaps

and more - all for an insanely affordable monthly membership fee.

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