

A S S E M B L Y

M A R K E T I N G

MARKETING

The reason it's important that we look at marketing in light of our core tenant of visibility is because I know that this is often the part of the creative process that we want to skip.

We want to do the creating, have people interested, engaged, buying and not have to do the bit in the middle where we tell them about it - am I right?

If we could just skip over that bit, we would enjoy things a lot more, right?

Well - we are going to go there! I am not a marketing guru or expert but like everything we cover in Assembly, this is less about being an expert and more about finding ways to do things to support our ideas and dreams that feels true to us.

In this worksheet, we are going to explore all the different perceptions, struggles and maybe even awkwardness that we have around marketing and hopefully work towards have a strong sense of assurance about any marketing that we need to do and how we can do it with ease - sound good?

I think what is often our first barrier is that we are bombarded with consumerism right now. There are ads in our faces all day long and it can be tiresome. And because we feel that way, we may conclude that sharing our own work, ideas or products may just be adding to that noise. Or maybe we're just fatigued by it all and don't feel like we know enough to get our work out there.

I think the key thing for us to understand is that we *can* market in a way that is different than the mainstream. The ways that we see marketing done, or the negative ways that we have experienced it don't have to be the ways that we do it. We don't need to make people feel bad about themselves to get business or to serve in the way we want to.

Warm, value-centred marketing is about building trust and relationship with the people you want to serve or connect with. It's about providing value and inviting them into what you are creating.

Marketing in its truest sense is reminding people of the value of your work/service or product and creating an invitation to join you. That's all it is.

Let's dive in with some reflections in your worksheets that will help dissolve some of our current struggles with this so we can establish new ways of doing things.

MARKETING

WHAT ARE SOME OF YOUR CURRENT BELIEFS AROUND MARKETING? WHERE DID THOSE BELIEFS COME FROM?

WHO ARE THE PEOPLE YOU REALLY WANT TO CONNECT WITH?
IF YOU COULD IMAGINE YOUR DREAM/PERFECT CLIENT OR CUSTOMER WHO ARE THEY?

WHAT ARE 3 CHALLENGES YOUR IDEAL CUSTOMER/CLIENT FACES THAT YOUR OFFERING COULD HELP TO SOLVE? (*i.e. needs a photographer for special occasion, struggles with time management, needs advice on best natural remedies for skin issue etc*)

MARKETING

WHAT VALUE DOES YOUR WORK/OFFERING/PRODUCT ADD TO PEOPLES' LIVES?

WHAT ARE 5-10 WORDS THAT ENCAPSULATE WHAT YOU HAVE TO OFFER/YOUR WORK?

IN ONE SENTENCE, DESCRIBE WHY YOU DO WHAT YOU DO...

HOW MARKETING HAPPENS: THROUGH CONTENT

Marketing happens through providing content of various kinds to connect with your ideal customer or community. The type of content that you share will vary depending on what you have to offer and where your ideal customer hangs out. Sharing content is how you communicate who you are, what you do, the value you offer and how people can connect with you - to build trust, credibility and community.

KEY THINGS TO ASK WHEN DEVELOPING CONTENT:

- *What is the purpose of this content?*
- *Who is it for?*
- *What is the action I would like people to take from this?*

3 TYPES OF SHARING THAT ARE IDEALLY WOVEN IN AND OUT OF YOUR CONTENT:

+ **Content that builds trust with you the maker/creator/business owner** (e.g. behind the scenes, a day in the life, aspects of your personality, opinions etc)

+ **Content that shares your expertise and help** (e.g. information on topics you know a lot about, tips, help with common issues, answering questions etc)

+ **Content that offers something that will be significantly valuable to someone else** (e.g. what you have to offer, how what you make/create/offer will help or bring transformation to someone else, opportunities to work with you etc)

WHERE MY IDEAL CUSTOMER HANGS OUT

TYPE OF SHARING

WHAT I'LL SHARE

e.g. Instagram, Facebook, Etsy, LinkedIn, Email, Twitter, Blogs, Local Coffee Shops

e.g. builds trust, sharing expertise, significant value

e.g. behind the scenes stories, blog post on X issue, new product I'm developing.

