

Start Up

Marketing Booklet

www.nicolebayes.com

**WHAT.
WHY.
HOW.**

Let's begin

The first task I need you to complete is to stop and ask yourself 3 simple questions. The aim is to help you understand your goals and aid us in developing a marketing plan that is tailored to you.

WHAT



What do you want to achieve?

What are your aims? Once you have your list, ask yourself - what are my priorities? i.e.

1. I want more clients
2. I need to raise my professional profile
3. I need to promote a workshop / a course.

WHY



Why do you need support?

What do you think is holding you back? i.e.

1. No one knows I exist!
2. I need to extend my outreach internationally
3. My image isn't cohesive / is out of date.

HOW

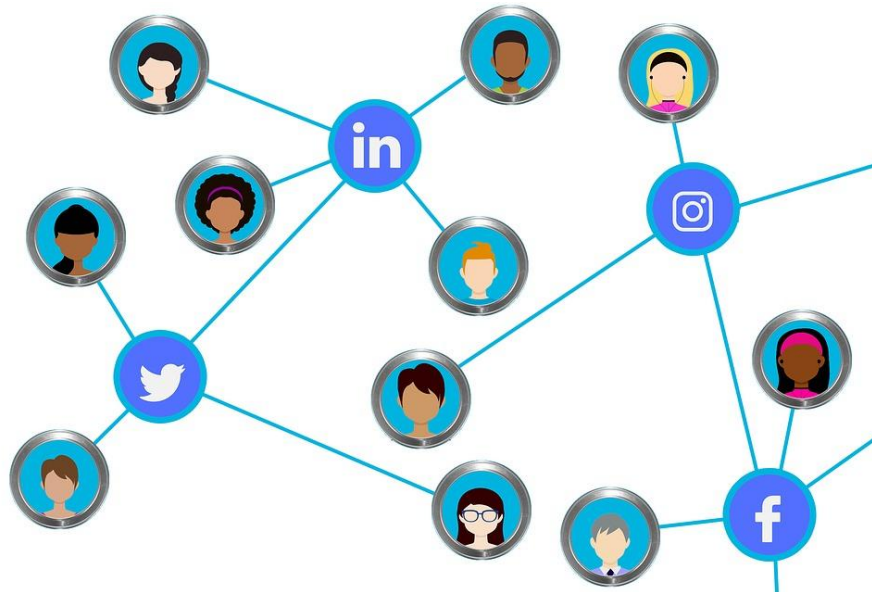


How could marketing help you?

What marketing tools will help you achieve your goals? i.e.

1. I need to build a website so people can find me
2. I need to build an e-mailing list to help advertise my workshops
3. I need a social media presence to engage with my audience etc

NEXT



Get in touch

Contact me to get started and draw up a marketing plan that works for you!

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