

INTENTIONAL MARKETING FOR RESILIENT BUSINESSES

AN ALLIE ILLUMINATES RESOURCE

> SHE STOOD IN THE STORM AND WHEN THE WIND DID NOT BLOW HER WAY, SHE ADJUSTED HER SAILS.
>
> — ELIZABETH EDWARDS

As I write this, I've been sheltering in place for 17 days. The newness of the COVID-19 disruption has worn off, yet the wide chasm of the unknown looms ahead with no end in sight. I'm trying to find ways to keep my business moving forward, but there's no telling how these ripple effects will play out.

As entrepreneurs, we are action-oriented. We got into business to help others, to connect, and to solve problems. None of us saw this coming when we sat down to envision our goals for 2020. And it feels overwhelming to try and piece together our businesses and our communities when the most important thing we can do is stay home.

In the liminal space of the unknown, we are trying to wrap our minds around the bigger picture of what this will mean for us and navigating the triage of support needed to keep our businesses afloat. This crisis is requiring each of us to find new muscles of resilience.

I'm learning that being resilient doesn't require stoicism. I'm scared. I've ugly cried in the shower. I've needed to take breaks from the bazillion Zoom conference calls I've been asked to join. But in allowing and making space for my emotions, I'm able to self-regulate much more quickly.

Acknowledging our own pain and hurt allows us to give grace and empathy to our teams, our clients, and our greater community.

I'm learning that resilience demands action, but not perfection. In an unprecedented global pandemic, there is no "getting it right."

Our measures of success have already been thrown out the window. But like the quote mentioned above, we have the ability to adjust our sails when the wind isn't blowing where we want. We don't know what the future holds, but we probably know the very next step we need to take. It's in the simple act of choosing the next right step that we stay grounded and get back to thriving.

I'm also discovering that I already have the tools I need to be resilient—if only for the present moment. Resilience feels scrappier than what I imagined. Messier. But if I can acknowledge and name my fears, I can then leverage that energy to reach out and connect to people, or create something helpful, or innovate within my business. I have other leaders, guides, and resources to help me when I need it. And I can take the very next step.

This resource has been one of my resilient acts of bravery. A creative response to the disruption that slammed into our worlds just a few weeks ago. I hope it can help you find new ways to adjust your sails. Use what feels helpful. Discard what seems overwhelming right now.

We'll get through this together,

-allie

KEYS TO RESILIENT MARKETING

A simple definition of resilience is "advancing despite adversity." As business owners and leaders, we don't have the option of retreating and waiting for all of this to blow over. We must continue to move forward despite the unprecedented challenges we are facing right now. These are the three elements to developing resilience in my business, and the elements this workbook will guide you through.

01 RETURN TO YOUR MISSION



You started your business because of a genuine desire to help people. That "why" behind what you do is the strong foundation for your marketing—especially now.
Take some time to reconnect to your mission and core values, and consider how that purpose is relevant to the problems your clients are facing in the midst of this crisis.

02 PIVOT YOUR GOALS



The plans you made in January may not be applicable right now, but intentionally rethinking your goals and rooting it in tangible actions you can focus on will help you not only stay grounded in this period of unknown, but also set a smoother path for rebuilding afterwards.
This is also an opportunity to check in and give yourself permission to have grace with yourself in this time.

03 CREATE A SALES FUNNEL



One of the most effective ways to help your business survive and thrive through this crisis and beyond is to create an intentional strategy to help current and new clients grow to know, like, and trust you. Build and refine your sales funnel, tailored to the unique problems your clients will be facing.

> ON THE OTHER SIDE OF A STORM IS THE STRENGTH THAT COMES FROM HAVING NAVIGATED THROUGH IT. RAISE YOUR SAIL AND BEGIN.
>
> — GREGORY S. WILLIAMS

01 RETURN TO YOUR MISSION

>>What is the core mission of your business?

>>What are the main problems your clients are facing right now?

>>How does your mission address the problems/concerns of your client...

During the COVID Shelter in Place?

As they face an unknown future?

MY MAIN MESSAGE RIGHT NOW:

Right now, we know you are facing _____
(client's main problem)

Our mission at _____ is to _____
(business name) (mission)

_____. Through _____
(service #1)

and _____, you can _____
(service #2) (description of the value you are offering)

_____.



CONNECT VALUES TO ACTION



Identify and clarify your core values:

Translate those values into repeatable actions or tasks:

My Core Value:

Definition:

Daily Actions I Can Take:

1.

2.

3.

My Core Value:

Definition:

Daily Actions I Can Take:

1.

2.

3.

My Core Value:

Definition:

Daily Actions I Can Take:

1.

2.

3.

02 PIVOT YOUR GOALS

>>What were my 2020 goals for my business before COVID?

>>What plans/goals/ideas/opportunities are no longer relevant?

>>What new or unexpected opportunities are arising because of this crisis?

>>Brainstorm ideas for how to pivot/alter/or modify your services.



GOALS BRAINSTORMING



Create specific, measurable goals you can focus on in the next 90 days. Opt for realistic goals you can control in the midst of so much unknown that will lead to sustained revenue and growth for your business.

01 SELF CARE GOALS
(Put on your own oxygen mask first.)

02 LEARNING GOALS
(What sources of professional development will you focus on right now?)

03 GOALS DURING SHELTER IN PLACE
(How will you use this time?)

04 GOALS FOR RELAUNCH
(What can you do once things return to "normal"?)

MY PERMISSION SLIPS
(Here are the things I'm allowed to NOT do perfectly, or leave undone right now.)

03 CREATE A STRONGER SALES FUNNEL



>>STEP 1: AWARENESS

What things are in place already to help people discover you?

- Search Engine Optimization
- Social Media Posting
- Chamber of Commerce
- Word of Mouth
- Business Networking
- Radio/Print Advertising
- _____
- _____

What is ONE thing I can do to increase my brand awareness?

What/who do I need to do to make that happen?

1.
2.
3.

>>STEP 2: INTEREST

What elements do you have in place to pique people's interest in your business?

- Website
- Social Media Posts
- Blog Posts
- Videos
- Lead Magnets such as:
  - Downloadable Resources
  - Workshops/Webinars
  - Free Trials/Discounts

What is a valuable resource my ideal clients would benefit from?
(and give you their email address in exchange?)

What/who do I need to do to make that happen?

1.
2.
3.

CONTINUE THE SALES FUNNEL



>>STEP 3: TRUST

What expertise could you consistently offer that would be relevant and helpful for your clients right now?

My Messages:

1.
2.
3.
4.

My Platforms to Communicate:

- Email Marketing
- Social Media
- Website
- Other: _____

What/who do I need to do to make that happen?

1.
2.
3.

>>STEP 4: ACTION

How can your clients take action for your most profitable products & services?

PRODUCT/SERVICE	CALL TO ACTION	DELIVERY PLANS
#1		
#2		
#3		

>>STEP 5: AMBASSADOR

How are you making it as easy as possible for people to recommend you?



>> What is one small step I can take today?

>> What is one thing I can do this week?

>>What is the next larger project I need to focus on?

LOOKING FOR MORE GUIDANCE TO HELP YOUR BUSINESS THRIVE?

If this workbook sparked some good ideas, but you're struggling to know how to implement them, I'm here to help. Book time with me to get a one-page marketing plan, tailored to help your business not only survive, but thrive through this unprecedented time. This package includes:

* 1-hour session with Allie (via Zoom Conference call)
* 1-page (two-sided) marketing plan outlining your mission, goals, key performance indicators, action steps, and a tailored sales-funnel strategy



BOOK TODAY AT:

allieilluminates.com/book-online