



# The 4 essential marketing foundations to grow your business with confidence

without slimy sales-tactics or  
selling your soul

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FREE GUIDE

LEAH WILLIAMS

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For heart-led  
entrepreneurs who  
value authenticity.



# HEY, I'M LEAH

**Mum of three, digital creator & business coach.**

I'm a marketing expert and digital creator who's all about helping female entrepreneurs turn their big ideas into thriving, authentic businesses - without burning out or losing themselves in the process. With over a decade in the marketing world, I transformed my Instagram into a thriving hub of over 80K followers - showcasing raw, relatable content that resonates with real people.

What started as a side project quickly grew into a full-time thing, surpassing my marketing salary and completely transforming my career. Now, I'm here to guide you in building a successful business that reflects your passion and purpose - without sacrificing your authenticity along the way!

I love all things photography, fashion, social media, music and a bit of quiet time kid free (don't we all?).

Think of me as your go-to marketing expert and business coach, ready to give you the strategies, insights, and motivation you need to create, grow, and scale a brand that feels truly authentic.



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# YOUR 4 STEP FRAMEWORK

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STEP ONE

**Set your brand foundations**

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STEP TWO

**Build your Instagram & content plan**

3

STEP THREE

**Create a sustainable strategy with systems**

4

STEP FOUR

**Strengthen your mindset**

# 01

STEP ONE

## Set Your Brand Foundations

This is the heartbeat of your business.

If your brand is unclear, inconsistent, or misaligned, your marketing will always feel harder than it needs to be. Clarity here makes everything else flow. That means having a clear visual identity (think: colours, fonts, aesthetic), a defined tone of voice, a strong mission and values, and a brand personality your audience can connect with. When these elements are dialled in, your content feels cohesive, your messaging becomes magnetic, and your dream customers start paying attention.

### HERE'S WHAT TO GET CLEAR ON:

- **Visual identity:** Define your colours, fonts, photo style, and aesthetic so everything looks cohesive.
- **Brand voice:** Decide how you want to sound in writing and video. Are you warm and friendly? Professional and direct? Let that tone lead everything.
- **Values & mission:** What do you believe in? Why did you start this business? Let your deeper “why” guide the way you show up.
- **Brand persona:** Who are you behind the brand? What’s your vibe, your energy, your story?

### TRY THIS:

- Audit your website and Instagram — is your message coming through clearly?
- If someone landed on your profile today, would they know what you do, who you help, and why it matters?

Don't obsess over perfect branding. Start with alignment, and tweak as you go.

# Not sure on your visual identity?

Use Pinterest to develop your colour pallet.

Simply type into the search something like “pastel colour pallets hex codes.”

This will give you the numbers for each colour that you’ll then use as your brand colours.



# 02

STEP TWO

## Build your Instagram & Content Plan

Marketing isn't about shouting louder.

It's about showing up with intention.

Your content should help people find you, trust you, and understand your value. Whether you're a service provider or product-based brand, the key is consistency over complexity.

### HERE'S HOW TO SIMPLIFY YOUR STRATEGY:

#### **ONE: Pick 3 Content Themes**

These should align with your offers and what your audience wants to know. e.g., A midwife might choose: pregnancy, labour & birth & postpartum support

#### **TWO: Show up in a way that's real, not perfect!**

Think about how you can document your business journey and show that to your audience. It's all about storytelling and building trust.

- Use behind-the-scenes clips (aka B-roll)
- Add voiceovers to tell the story
- Focus on value and personality

#### **THREE: Think of content as connection, not just promotion**

Talk to your audience like you would a **real person**. Because they are. Your content should make people feel something... seen, understood, inspired, or even just entertained. It's not just about showing up to sell; it's about building trust over time. **Share stories, behind-the-scenes moments, your perspective on things that matter** - the real, human stuff.

That's what builds a brand people want to follow (and buy from). When you focus on connection first, the conversions naturally follow.

# 02

STEP TWO

## Build your Instagram & Content Plan

### TRY THIS:

- Write down your 3 content themes
- Create 1 piece of content (story, post, or reel) for each one this week
- Focus on being useful, human, and done over perfect

### CHATGPT PROMPT:

Feeling a little stuck? Use this ChatGPT prompt to help you generate content ideas and write your copy.

*"I run a business called [Your Business Name] that specialises in [Your Product/Service]. Our target audience is [Describe Your Audience]. I am looking for creative and engaging Instagram content ideas that can help us grow our following and increase engagement.*

*Please provide a mix of post ideas, including top of funnel, educational content, behind-the-scenes, product highlights, and any relevant trends. I am wanting to make sure the content is focussing on the use of my product, the benefits and the problem it solves for my audience.*

*Here are some details about our business:*

*We sell [Product/Service Details].*

*Our brand values are [Brand Values].*

*Some key features of our products/services are [Key Features].*

*Could you please generate a list of 10 unique Instagram post ideas (reels carousels) that align with our business and audience?"*

# Content tips for growth

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Let's take a look at the best formula for reels.

The ultimate reel grabs attention and pulls viewers in. It is:

1. Scroll-stopping and eye-catching.
2. Informative or inspiring.
3. Valuable to the viewer, compelling them to follow, replay, and save.

## THE 5 FORMULA

- 1** A **HOOK** on-screen with **CLEAR TEXT** to stop the viewer's scroll
- 2** A **trending** audio, keywords and hashtags
- 3** A **call-to-action** - lead the viewer from your video to the caption, where they will read your valuable content and be informed or inspired
- 4** Short play time (**5-7 secs**) to maximise reel replays as the viewer reads the caption
- 5** Research - be driven by **analytics** and the types of reels best performing in your niche

## EXAMPLE REEL STRUCTURE

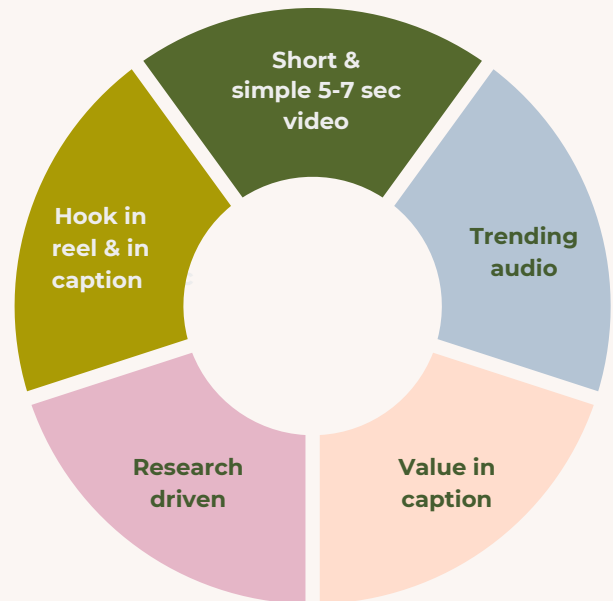


Caption with value + CTA

# The ultimate reel

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**LOOKS A LITTLE  
LIKE THIS...**



**Feeling unsure on what to post?  
Here's 5 ChatGPT prompts to help.**

Before you type any prompt into ChatGPT you need to make sure it has the key information like target audience, tone, industry and your role.

Insert this before the prompt (feel free to change to suit your business and target audience):

*"Act like a social media and marketing expert and help me craft a standout instagram reels post. Tone of voice is warm, casual and friendly and target audience is females aged 25-45".*

- *Generate a list of creative ideas for Instagram Reels to showcase my [business type/product/service].*
- *Can you give me 10 creative call-to-action ideas for my instagram. reels to encourage my followers to engage with my content?*
- *Help me plan a weekly content calendar for instagram reels. I am a [insert business or role] and I help people with [insert here].*
- *What are some engaging Instagram Reel ideas to highlight the benefits of using [product/service]?*
- *Can you provide some fun and educational Instagram Reel ideas for [industry/niche]?*

# 03

STEP THREE

## Create a Sustainable Strategy

You don't need too overcomplicate it.

You need a system that fits your capacity, season, and strengths.

The truth is, most business owners are overwhelmed because they're trying to follow someone else's playbook. But growth comes when you create a rhythm that works for you. Maybe that means one solid platform you show up on consistently. Maybe it means batching your content once a fortnight and setting up a simple lead magnet that quietly brings in leads while you sleep.

Your strategy should feel sustainable — not exhausting. Because when your marketing fits your life, it becomes something you can actually stick to.

### START BY GETTING CLEAR ON:

1. **Where you're showing up:** Pick 1–2 platforms you can show up on consistently.
2. **How people buy from you:** What's the journey from “follower” to “customer”? Can you simplify or automate that?
3. **What you're selling:** Be clear on your offer(s) and how you talk about them.

### TRY THIS:

- Map out your customer journey in 3–5 steps
- Choose one “funnel” to optimise (e.g., Instagram → DM → Purchase)
- Set 1 marketing goal for the month, and build a strategy around that

Simple strategies are often the most effective — you don't need to do more, you just need to do what matters most.

Let's start with the foundations... once they're running smoothly, that's when we can build out the rest of your marketing systems.

# A sustainable strategy

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Your strategy should be built from your life up - not the other way around!

## ONE: Foundations that fit your life

capacity   preferred platforms   clear offers   consistency

## TWO: Action moving you forward

marketing   content   connection & storytelling

## THREE: RESULTS

growth   visibility   sales

A strategy that works starts with your life — not someone else's plan.

Build from the bottom: what you can hold, what you actually enjoy, and what makes sense for you.

Then layer on the rhythms, the content, the connection. That's when growth shows up (without the burnout).

# 04

STEP FOUR

## Strengthen your mindset

Strategy will only take you so far.

That's where mindset steps in.

Because even the smartest plan won't shield you from slow days, messy seasons, or the moments where you wonder if it's all working.

Mindset is what anchors you through it... the steady belief in what you're building and why it matters. It's what helps you keep showing up, even when the results aren't instant or the algorithm's gone quiet.

It doesn't need to be loud or perfect. Just grounded, consistent, and rooted in your purpose. Because when your strategy fits your life, and your mindset supports your vision... that's when things begin to actually happen.

### HERE'S WHAT I WANT YOU TO PRACTICE:

1. Take small, brave steps — even when it feels wobbly
2. Keep your eyes on yourself (comparison is a trap)
3. Detach your worth from your likes, sales, or to-do list
4. Trust the plan you've built, and stop pulling it apart every time it's quiet
5. Let your growth be sustainable, not sprint-fuelled

### TRY THIS:

- Write down one belief or fear that keeps looping in your mind
- Gently flip it into something more true and helpful  
e.g., "I don't have enough followers" → "I'm here to connect, not count"
- Write this somewhere you'll see it when doubt creeps in

# Your mindset check-in

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A few gentle questions to help you tune in and focus:

Where am I holding back right now — and why?

What would showing up bravely (not perfectly) look like this week?

How would I show up if I trusted my strategy completely?

What does growth feel like for me — not what it looks like for everyone else?

Write down one fear, frustration, or limiting belief that's been circling in your head.

Now rewrite it into something more honest, more supportive — and more helpful. (E.g., “I’m behind” → “I’m building something at my own pace.”)

# Next steps checklist

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Remember, you don't have to overhaul your entire business overnight.

Just start here... one step at a time.

- I've clarified my brand foundations**  
I know what I stand for, who I help, and how to communicate that clearly.
  
- I've chosen 3 content themes that align with my business**  
My Instagram strategy is grounded, not total guesswork, and I know what to post.
  
- I've mapped out a strategy that fits my life**  
I'm choosing consistency over hustle, blocking out the noise and building systems that work for me.
  
- I've done a mindset check-in**  
I'm noticing what holds me back, working to shift that self doubt, staying anchored in my purpose, and always coming back to my why.

And if you haven't ticked all of these yet? That's okay.

This isn't about perfection... it's about progress, working at your OWN pace.

Keep showing up.

Keep building.

You've got this.



# Final thoughts...

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You made it to the end — which already tells me something:

**You care about doing this business thing with more clarity, ease, and alignment.**

And honestly? That's half the battle.

This framework isn't here to add more to your to-do list.

It's here to take some pressure off. To give you direction when everything feels a bit... “where do I even start?”

## HERE'S WHAT I WANT YOU TO DO NEXT:

Pick one pillar that feels most needed right now.

### **Then ask yourself:**

- What's one small tweak I could make this week to strengthen it?
- What would it look like to market in a way that felt more like me?
- Where am I craving more clarity, structure or support?

You don't need more hacks.

You don't need to do all the things at once.

You just need the right foundation — and a little bit of momentum.



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# I'm cheering *you* on!



You don't need to have it all figured out. You don't need to do it all perfectly.

You just need to build your business in a way that actually feels like you.

Take what landed, leave what didn't, and know this: You're allowed to start small, go slow, and still be going somewhere amazing.

p.s are we friends on Instagram yet? You can find me here.



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## Take the next step: Master Your Content

If you want to learn how to create content that gets your brand seen, this is for you!

**Master Your Content** is a bite-sized course to help you finally feel clear, confident, and consistent on Instagram.

You'll learn the foundations of content creation — what to post, how to say it, and why it matters.

### You'll also get:

- A strategy that makes sense for you
- Prompts that take out the guesswork
- Tools that make content quicker (and way less cringe)



Normally \$299 — grab it now for just \$17

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The best  
time to  
*start* is  
*right now.*

YOUR FUTURE SELF WILL THANK YOU.

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