

MARKET READY

**GET
SEEN**

**GET
SALES**



SIMPLE STEPS TO START SELLING

HOWDY!

You've built a product you can be proud of, and now comes the big question: how do you get it into the right hands? Marketing isn't about shouting the loudest or dancing on camera (unless that's your thing). It's about finding the right doorways to connect with the people who actually need what you've made.

In this workbook, you'll sample different approaches, test the waters, and get a feel for which ones fit you best. By the time you finish, you won't just know what marketing is, you'll know where you want to start.

Let's figure out the best way for your product to find its people.

1 WHAT MARKETING REALLY IS

2 SOCIAL MEDIA BASICS

3 EMAIL MARKETING

4 COLLABS & PARTNERSHIPS

5 GROUPS & COMMUNITIES

6 WORD OF MOUTH & REFERRALS

7 PAID ADS (PREVIEW ONLY)

8 CHOOSING YOUR BEST FIT

WHAT MARKETING REALLY IS

Marketing is simply the bridge between what you've created and the people who need it. That's it. You don't need a fancy degree or a slick pitch. You just need a clear way to say, "Here's what I've got, here's why it might help you."

Who Needs to Hear About Your Product?

Who Would It Help?

ie. Busy Parents, Newbie Gardeners, College Students

What Happens If They Don't Know About It?

What Will They Struggle With?

ie. Weeknight Meals, Eliminating Pests, Budgeting

Where Do They Already Hang Out?

Online or Offline

ie. Facebook Groups, Community Garden, Instagram

If you ran into a friend at a coffee shop and told them about your product in two sentences, what would you say?

ie. I created a spreadsheet for busy parents that schedules weeknight meals. It saves them hours by giving them the recipe, shopping list and a leftover tracker.

What's one small action I could take this week to let someone know about my product?

Post On Social Media

Mention in a Group

Email a Friend

Marketing doesn't have to be salesy or sleazy. With this fresh perspective, you're ready to explore the first and most obvious marketing path; social media.

SOCIAL MEDIA BASICS

Social media gets a bad rap, but it's really just a conversation in public. Think of it as chatting with a friend at a café where other people can overhear. Share something useful, add a little story, then mention your product. That's it.

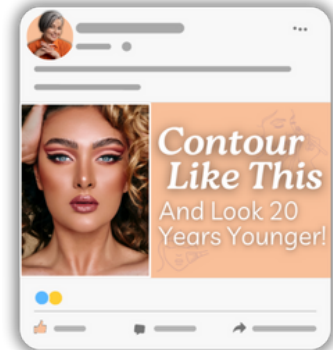
What Would Make Someone Want to Eavesdrop About Your Product?

Shocking Transformation!

Surprising Story!

Incredible Life Hack or Tip!

Turn This Into a Post for Social Media



My Clients Use:



I Know How To Use:



Social media is fast-moving, but sometimes slower, more personal communication works better. That's where email comes in.

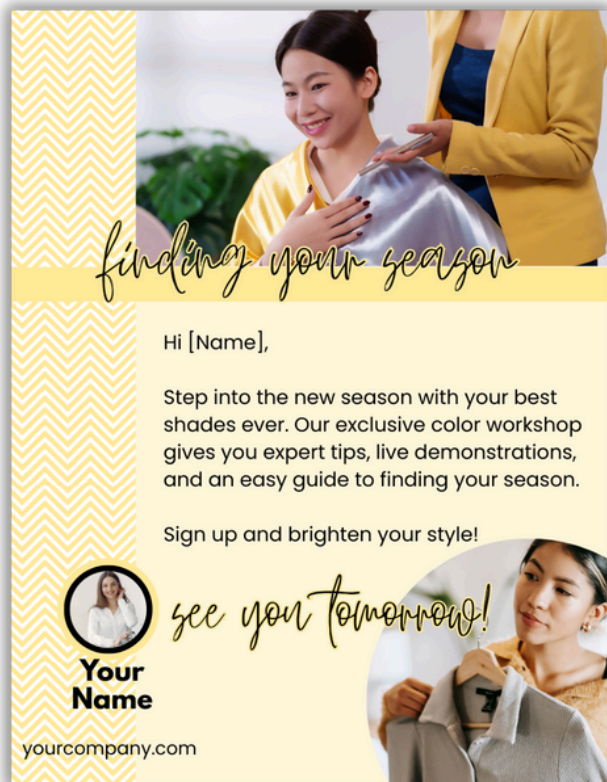
EMAIL MARKETING

An email is a private note that lands right in someone's inbox. No algorithms, no hoping the right person scrolls by. Just a direct line to your reader. Even if you start with a single email to a handful of people, you're already marketing.

SUBJECT LINE: Let's get this email opened!

Your subject line should use curiosity, emotion, or urgency to prompt an open.
ie. Ever Wondered Which Colors Make You Shine? • Limited Spots: Personal Color Analysis Video Workshop • I donated half of my clothes last week...

Now
It's
Your
Turn!



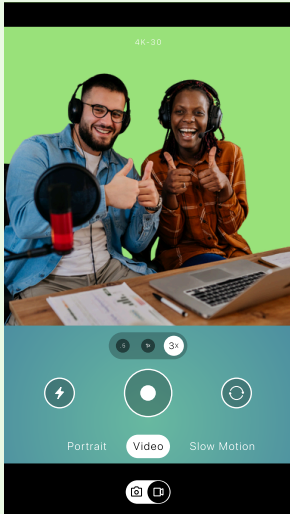
EMAIL BODY

The text inside your emails should highlight instant value, transformation, and ease. Or just be funny, that always works!

Email is one-to-one, but partnerships let you borrow someone else's crowd.
Let's look at how that can work.

COLLABORATIONS & PARTNERSHIPS

You don't have to go it alone. Partnering up means you stand in front of an audience that someone else has already gathered, while offering value in return. It could be as simple as trading guest posts or running a giveaway together.



You never miss an episode of the 'Fun with Dogs' podcast.

You reach out to the host offering to teach their listeners how to train their puppy.

After showing your expertise, you mention your new book & where to buy it.

Who do you know with customers you can help?

What could you offer their audience that would benefit both of you?

Draft an email that explains how you could bring value.
(You don't have to send it, this is just practice!)

Partnerships can amplify your reach, but sometimes the best opportunities are already waiting in the groups and communities you're part of.

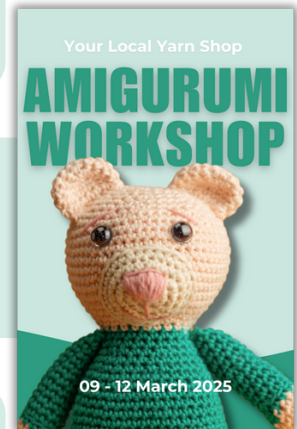
GROUPS AND COMMUNITIES

Communities are where trust lives. Whether it's a Facebook group, a local association, or a professional forum, these spaces are built for connection. By showing up with value, you naturally become visible without the hard sell.



Your local yarn shop hosts friendly drop-ins every Wednesday night.

You offer to teach them how to crochet Amigurumi Toys.



Casually mention at the end of the free class that you sell patterns on Etsy & give them a discount code.

Where do your ideal customers naturally spend time?
(Online forums, community centers, Facebook groups?)

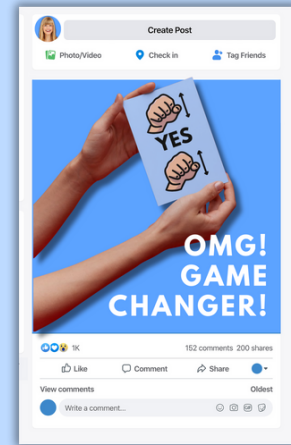
- _____
- _____
- _____
- _____

Draft a quick post or comment you could share that adds value without selling anything.

Communities are powerful, but nothing beats the old-fashioned trust of word of mouth.

WORD OF MOUTH AND REFERRALS

Sometimes the simplest approach is the strongest. Word spreads fast when people believe in what you're doing. A handful of happy customers or friends can do more for your sales than weeks of social posting.



Everyone at 'Storytime for Babies' remarks on your Grandson's sign language.

You tell them about the flash card pack you created and have for sale in your shop.

One of the Moms raves about them in a Facebook post & leaves a link to your shop.

Can you think of a time you purchased something because a friend recommended it? What convinced you?

Name 3 people who would enjoy your product or who know someone who would.

Write a simple message you could send to someone asking them to share your product.

Word of mouth is organic, but what if you want to put a little fuel on the fire later? That's where paid ads come in.

PAID ADS (PREVIEW ONLY)

Ads are not where you start; they're where you scale once you know your message works. Still, it helps to understand the basics. Ads let you pay to put your product in front of people who might not have found you otherwise.

Think of an ad (online, print, or video) that caught your attention recently.

Where did you see it?	What did you like about it?	Check any of these that you noticed in the ad:
		<input type="checkbox"/> Eye-catching image or video <input type="checkbox"/> Clear benefit or promise <input type="checkbox"/> Personal story or testimonial <input type="checkbox"/> Special deal or deadline <input type="checkbox"/> Repetition (you saw it more than once)

Did the ad make you laugh, feel curious, or trust the brand more?

Did you ever buy something after seeing an ad? Why?

Brainstorm An Ad For Your Product

This week, pay attention to ads you see.
Write down one that stands out, and why.

Ads are a tool for later. For now, your focus is to choose the path that feels natural to you and take your first step.

FROM IDEA TO INCOME SERIES

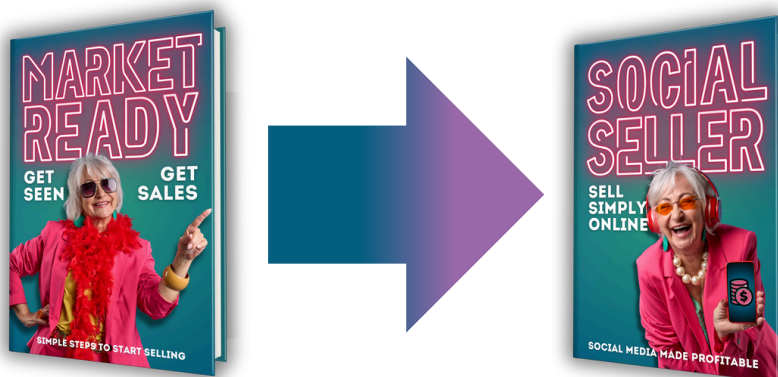
Roadmap

Where you are now:

You've learned what marketing really is and explored your options for getting your product seen.

Where to go next:

In Social Seller, you'll put those ideas into practice by setting up your profile, sharing your first posts, and connecting with buyers.



- 1** Making Money with Digital Marketing & Social Media
 - A crash course in how digital marketing works.



- 2** Niche Finder
 - Discover the niche that makes your skills profitable.



- 3** Product Blueprint
 - Explore your product options and choose your path.



- 4** Profit Builder
 - Create your very first sellable product.



- 5** Package Perfect
 - Polish, price, and package your product for the spotlight.



- 6** Market Ready
 - Learn how to get your product seen.



- 7** Social Seller
 - Share your first posts, connect with buyers, and make sales.





ARE YOU GETTING EXCITED?

You've just taken a whirlwind tour of the marketing landscape and, more importantly, chosen where you'll plant your first flag. That's no small feat. Most people spin their wheels because they try to do everything at once or freeze up and do nothing. You've sidestepped both traps.

From here, you'll roll up your sleeves and put your choice into action. The next workbook will guide you through setting up the back end. The profiles, the links, the checkout flow; so your product can actually move from your hands into theirs. You're not just "getting ready" anymore. You're about to sell.

FunAndFlourish.com