

A Business Step a Day...

A Month of Getting Focused on Marketing (Month 3)

March 2019

As I write in *The Coaching Business Builder*, and *PlanDoTrack*:

Daily Steps + Consistent Action = Momentum

Small actions every day create momentum. Every month for 2019 I'll be publishing a monthly calendar of quick 15-minute activities geared to be a prompt for these daily steps, getting you into consistent action to create momentum around the things that matter to you.

In today's busy world, we often get so busy in Reacting, that we don't have time to be proactive about the things that are important to us. It is these activities that usually move us ahead in the long term, most times one-step at a time.

With this in mind, these daily prompts are geared to nudge you into daily steps and consistent 15-minute windows of action. This month we focus in on Relationships.

These monthly sprints are intended to be a 15-minute blitz. Set your timer and see how far you get.

DAILY PROMPTS – MARCH 2019

- 1 What's the one thing you want to promote this month? Create a plan for what action you can take. It might be a workshop, retreat, or product you are wanting to promote.
- 2 Note what's worked for you and what hasn't? What new item do you want to try?
- 3 Review your signature line. Does it mention the offer?
- 4 Write a blog post.
- 5 Create an Instagram post on it.
- 6 Call someone close to you and speak about it.
- 7 Draft a newsletter post.
- 8 Do a "story" for Facebook or Instagram about it.
- 9 Add a testimonial (or two) to your sites!
- 10 Research some new marketing materials (possible sites for inspiration – VistaPrint, Moo....)
- 11 Review your newsletter posts – how can these be shared elsewhere? OR What do you want to include next time?
- 12 Capture social proof about your programming.



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- 13 Create a short video about what you have on offer this month.
- 14 Send a newsletter or message out to your list.
- 15 Tell two friends or colleagues what you are doing and focusing on this month. Invite them to share it with others!
- 16 Have you posted something on LinkedIn about the item?
- 17 What Frequently Asked Questions (FAQ) are you getting about the program?
- 18 Create a case study.
- 19 Write an article (or draft it).
- 20 Reach out with a phone call about what you are doing.
- 21 Do a Facebook Post.
- 22 Create a one pager about the program.
- 23 Tweet about it!
- 24 Review your statistics – What's working? What's not?
- 25 Undertake a social media post of your choice.
- 26 Outreach to your list – Email or Photo.
- 27 Do a Facebook Live or IGTV Post.
- 28 Work on a marketing plan based on what's worked and what hasn't this month; what you've enjoyed and what you haven't. Consider creating a One-Page Plan.
- 29 What would 10x the results?
- 30 Review your list from this month – what's the one thing you want to do again? Do it!
- 31 Celebrate your successes and review/create your plan for next month.

If you want to take an even deeper dive around the topics listed here, consider checking out the posts at the Coaching Business Builder Blog at www.CoachingBusinessBuilder.com, or at the Group Coaching Ins and Outs blog – <https://groupcoaching.blogspot.com>.

Share with others your #1bizstepaday on Instagram or other social media channels using the hashtag #1bizstepaday

You'll also want to follow the #90DaysPlanDoTrack series on Instagram. Enjoy!

Jennifer Britton

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Effective Virtual Conversations (2017), From One to Many: Best Practices for Group and Team Coaching (2013) and Effective Group Coaching (2010)

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