

100+ Ways
To MARKET
YOUR
☆ BIZ! ☆

With Leonie Dawson

Hi kitten! 🐱

I know business + marketing can sometimes
be **HARD**, scary & **overwhelming**
That's why I have made you this 📁 GIFT...
a super simple but POWERFUL
✓ checklist to grow 🌱 your biz with the
★ **MAGIC OF MARKETING** :★:



Warning: before you think marketing is
scammy, spammy OR unethical...
I want you to know that MARKETING
(just like \$MONEY\$) is not EVIL: both are merely
megaphones + 📣 amplifiers of your gifts,
values + ethics. Marketing is truly just about
clearly communicating your 💖 OFFERINGS
& finding 🔍 the people who deeply NEED
what you **offer**.

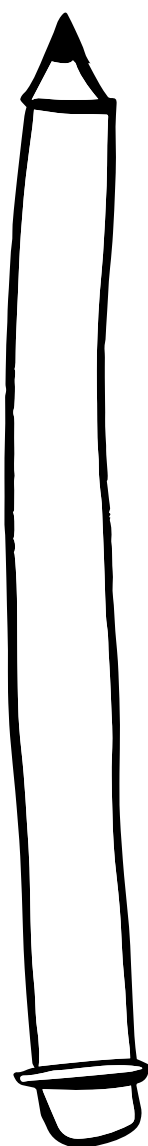
May you know that: **YOU** &
YOUR WORK are
deeply needed in this world. 🌍

May this **list** checklist help you BIRTH
it into the world.

all my love,
Jeannie
xxoo

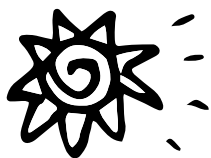


HOW TO GET ACTUAL RESULTS FROM THIS CHECKLIST!



- ☒ Pick + choose
- ☒ Tick them off
- ☒ Try something new
- ☒ Use them all
- ☒ Use them when you're feeling lost
- ☒ Use them in whatever way you want, but the key thing is to USE them
- ☒ They will only work if you do!

MAKE YOUR WEBSITE WONDERFUL!



Your website is your online home, your house that gets visitors who come to see what you're up to in the magical land of online business.

You want your peeps to feel welcome, safe and at home in your house, not confused, unsure + unwelcome.

Go through the tips below to make sure your website functions uber well + makes your peeps feel at home:

- Do you have an ABOUT page on your website? You need one. Share about who you are. I want to hear your story, hon. I want to know what makes you, YOU. Make an ABOUT page on your website - a page people can come to "meet" you as an introduction. Answer my questions about you before I've asked them. Let me know that you are MY kinda person. Let your gorgeous freak flag fly, and let your tribe recognise you as their own.
- On your blog and website, **make it easy for readers to come back + to stay in touch.**

For example, you can offer them to:

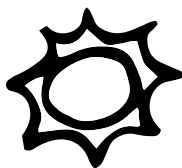
- Get posts by email - by getting them to sign up to your list
- Sign up for your newsletter
- Friend you on Facebook
- Play with you on other social media platforms
- **Be open about your gifts** - what you are passionate about and what you do. Don't apologise for being you. Give people the opportunity and space to get what they might need - you never know if what you are offering is exactly the thing they need in their life. By you showing up, and showing the world who you are, you give the rest of the world the chance to live that beautiful dream with you.

Your services are a gift to this world and are needed.

- Write your website like a letter to your favourite person.
- Watch someone new navigate your website + see what issues they come up against. Then fix them!
- Pop an "Interview Me" button on your website. Welcome every single dang opportunity to be interviewed that you can.
- Wordpress plugins you should use:
 - o How do we get our guests to become regular drop-in-aholics? The best way I know is to have a popup box on your website that appears either when someone's been on there for more than a few seconds (usually 5-10), or that appears before they go to leave (dependent on where their mouse arrow goes on the screen). I recommend checking out the [Wordpress course in the Academy](#) for more on installing plugins, or you can search the [Wordpress plugin vault](#). Nowadays, I use two paid popup plugins: OptinSkin (<http://optinskin.com/>) and Popup Domination (<http://www.popupdomination.com/>)
 - o A plugin that lets peeps share your work with their social media networks. There are loads of free sharing button plugins out there: search the [Wordpress plugin vault](#) to find one that works for you (Hint: one that is SUPER popular is usually the way to go for better functions and support when you need it!).

My recommendations are: Wordpress Social Sharing Optimizer (<https://wordpress.org/plugins/wpsso/>) helps make what gets shared look good, and Social Warfare (<https://warfareplugins.com/>) is tops for amazing looking sharing buttons. I prefer to use the Share button on Facebook instead of the Like Facebook button. I think it shows up more prominently in my tribe's Facebook feeds + shares the message along more. That's what we love!

- Also, interesting factoid: I've noticed different blog communities lean towards certain social media platforms. Keep this in mind when creating your website! My tribe tends more towards Instagram or Facebook than Twitter, for instance, so I have sharing buttons for these ones first.
- Do you know how to SEO (Search Engine Optimise) your website? There are plenty of free guides out there! Here's one: <http://moz.com/beginners-guide-to-seo>

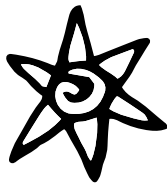


What can you do to establish yourself as an expert?

Include logos of magazines, books + major publications you have appeared in in your sidebar. Haven't been in any? Get in some!

- Want to make your design even more glorious? Font it up. Check out FontSquirrel.com + DaFont.com , but make sure you don't make it hard to read. Font up your headers + titles; your text needs to be easy for your tribe to read.
- Create as many FAQs as possible for your website and place of business.
- Add a YouTube video to your sidebar welcoming new readers, introducing yourself + your blog/website.

HOW TO GET A FANTASTIC PROFILE PICTURE



It's really, really important to have a clear photo of your face on your website. And not just a clear photo - one that doesn't look like a "home happy snap" shot. We want a photo that allows people to feel they already know you and trust you.

Use the tips below to make sure your profile pic sparkles with gorgeous YOU-ness!

- If you use a professional photographer, make sure they are going to do the *look* that resonates with you and your image. Do not do glamour if it's not YOU. Don't just go for basic studio headshot, either. Make it about you.
- Otherwise, get a friend or your partner to help you.
- Dress up in a way that is authentically you. Wear your favourite colours.
- If you are doing it yourself: go outside. Outside light will make you look amazingly better than indoor light. Do not stand in direct sunlight. Be photographed in full shade (not dappled leaf shade).
- Look *at* the camera so people feel they can connect with you.

Leonie's goddess tips on getting a photo that looks like you:

- Close your eyes + centre. Visualise what you want people to feel when they see your photo. Take a deep breath in, and when you exhale, open your eyes, smile in a way that is easy for you and look into the camera. Like a beautiful, gentle exhaling of who you are.

- When you look back at the photos later, choose one that looks like *you* and your spirit and what you are wanting to share with your people.
- Then if you're not proficient with Photoshop, use a free online image editor like [canva.com](https://www.canva.com) to give it a bit of a pop and contrast.
- **Bonus tips:** You want a photo where you are looking INTO the camera - not away. You want to allow people to form a connection with you, not feel like they are people- watching a stranger on the street.
- I know it's just one of those things people do with headshots, but do not - I repeat DO NOT - put your hand near your face for your headshot. No hands near face. No resting chin on knuckles. No gentle cupping of palm on cheek. It looks unnatural and like you might have something to hide. And we know you're not like that - we know you are radiant and gorgeous and a beautiful soul - so let your face and eyes and smile do the talking and connecting. Yay!

HOW TO ROCK YOUR SALES PAGE



Your sales page is how you let your peeps know that you have something to offer them. It's what they read when they're on their way to buying from you. And it's the love letter you write to them so that they know that you understand what they need, right now.

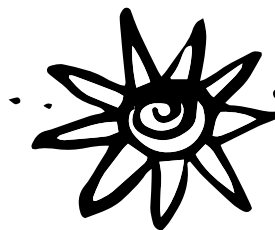
A sales page has several key elements to it, in order to give your peeps all the information they need so that they can make a buying decision:

- What your product/service is
- Why it's of benefit to them
- What results they can expect from using/buying the product
- How much it is, and
- What it's done for other people who've bought it

When you're clear on these points, use the list below to add extra special juju to your sales page so it ROCKS!

- **Make your sales page as VISUAL as possible.** Video. Pictures. Diagrams. This will totally appeal to all your right brainers. And all ze text and bullet points you write under ze sparkly header sign will appeal to your left brainers. Combine the two to make extra KAPOWYBAZOOM! magnetic to peeps from both sides of the (brain) hemispheres.

- **Make it EASY for people to buy.** For everything you sell, including coaching, make sure you have an instant **Buy Now button**. Don't make people email you in order to buy - they will have to think about it, and work for it, and there are too many opportunities for life to get in the way. Make it as easy as possible for people to access your gifts!
- **Make the bestest Frequently Asked Questions** section evaaaa on your Sacred Sales page. Wherever you sell your product - whether it is on a third party website like Etsy or a page on your own website - make sure you answer all the questions that your lovely people will have. They need to feel safe, taken care of and understood in order to sign up for your goodies. A lot of potential customers won't bother emailing with questions - again, it's an extra effort on their part. You want to make it as beautiful, flowing and streamlined a journey for them as possible.
- For all your products + services once you have clients, **get testimonials**. (Consider offering a small group of willing tribe-members a free trial of your product/ service in exchange for a testimonial.) Wherever possible, ask your gorgeous clients if they'd like to give a testimonial, if you can use a small picture of them, and include a link to their website.

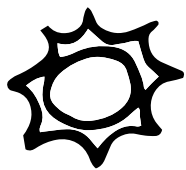


Testimonials make it easier for people to trust you and the gift you are offering. Testimonials with pictures create that trust even more - we trust people so much more once we have seen their face. And the more trust people have in you? The more they will feel comfortable and safe and happy to buy from you.

- **Get clients to do video testimonials** to put on your sales page (especially for Coaching services)
- **Below your Buy Now buttons**, add an image of what cards you accept from PayPal.
- **Experiment with buy now buttons.** Try making bigger ones! Hand drawn ones! See what ones convert more!
- Add an icon for safe + secure online shopping (you can find these at PayPal).
- **Consider offering payment options!** I was SO reticent to do payment options - I thought they'd be too annoying to manage. And I thought if my product was under \$100 that everyone would be able to afford it. I was wrong. As soon as I offered payment plan options for the Shining Biz & Life Academy, I got hundreds more membership orders. Yup, it's extra admin time. Yup, you do get a few people who don't finish paying it off. But 5 people out of 100?

That's not so bad. And it's 95 more orders than I would have got before. AND it means I'm helping women who really, really want to get my goodies, but need extra time to come up with ze moolah. On a practical level, it's easy to set up payment plan options in PayPal - just use the subscription option. You can set the price + how many times they need to pay it. And it's all automagic from there. HURRAH!

- Have you thought about offering a guarantee? These help peeps like + trust you more, which leads to more sales!



BENEFITS BENEFITS BENEFITS

List every single benefit that your lovely person will get from using your product. It's ALL ABOUT THEM, baybee.

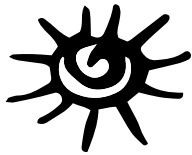
- Got a great image/logo for your product? No? Get one!
- Got a great image of all the STUFF that's inside your product? No? Get one!
- **Urgency.** Make offers that have an urgency to them so people respond instead of putting off the decision until later. When you launch something - launch it at a lower early-bird discount price for between 3-7 days. Remind them (at least) twice during that time. Other ways you can create urgency: tell them if it is an e-course or teleseminar that starts on a certain date and needs to be signed up for by then.

Another way is to have a limited-edition bonus - they get bonuses with their purchase if they buy by a certain date. Make it something for people to get excited about - make the purchase as easy a decision for them as possible. I'm not talking about making it inexpensive - just **compelling**.

- **Make your goods and services about your client**, not about you, and not about the product. Okay... so that sounds like a funny one. But what I'm saying is this: If you are an artist, I don't really care how passionate you are about art, and how it's your big dream. **What I care about is what your art gives me.** For example - the gorgeous Meg from tangerinemeg.com calls her art "Bold Art for Bold Souls." Just from reading that, I get that it is art to make **my life** more joyful, bold and vibrant. Yay! Because it's all about me! What we are all looking for is what we will receive out of it. So when you are talking about your art, I don't care about what you are using to make your art - I care about what it will make me feel, and what it will bring into my life. Tell me and show me. And if you are selling me an e- course? **Tell me what I will get out of it.** Don't just tell me it has creative projects in it. **Tell me how those creative projects will benefit my life and why I need them.** Make it all about me, and what I will get out of it.

- Ask yourself: HOW can I make my sacred sales page more clear?
- **Think about any fears** customers may have about buying your product or service - is there a way you can help them overcome those fears? Do it.
- It is easier to re-sell to existing customers then it is to find new ones and convert them into your buying audience. So take care of the people who love you already - make sure emails are answered, and over-deliver in both your paid products + your free stuff. Make your lovely tribe feel special.

HOW TO BE AN EMAIL ROCKSTAR!



Hey ho, mailing list central! People who sign up to your list are **DA BOMB!** You want people on your mailing list **MORE** than you want them just reading your website or blog. You want them on your mailing list more than you want them pressing **LIKE** on your Facebook page.

Are you getting this? The **HIGHEST PRIORITY** is getting your potential customers onto your mailing list.

Lemme tell you **WHY**, just so I can really drum it into your head + heart.

You want people on your mailing list because that's where people buy from the MOST.

As your mailing list grows, it becomes a very important business asset. This is **SUPER** important, lovebug! Get your mailing list sorted, **NOW**.

Make sure you **DO** the points below to really **ROCK** your mailing list.

Pick and choose which ones are right for you + **GO AND DO ZEM!**

- Have you set up an autoresponder series? Package together all your best free goodies or make a free e-course to send out to new subscribers. It's the very best way to build a mailing list. To check out what I do for mine, head to here: <http://leoniedawson.com/ezine>
- Can people sign up to your mailing list **el pronto**? Can I go to your website + type my email in a box in 2.5 seconds? Make sure it's as **EASY** as possible for someone to sign up to your list!
- When people buy your goodies, set up an auto responder to ask them how much they like it (3 days later) + give a discount to another product (a week later).

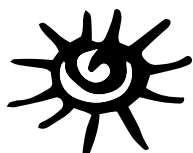
If you have got a list already, and you're stuck about what to send out to it, try these:

- Re-publish your favourite blog posts + add what services you offer
- Create a free email e-course
- Write love letters to your readers like they are your dearest + best friends
- Give hard selling a go, just to see what works for you
- Give soft selling a go, just to see what works for you
- Create something magical that can be forwarded on and on and on. Posters. Downloads. PDFs. Meditations.
- If it's not working, try something new. Want to sing it with me?
<http://bit.ly/leonietrynew>

- **Know that it's really, really okay to have people unsubscribe from your mailing list or blog.** The way I try and think about it is this: Well that's good. That means that the ones who are left are true fans, who totally adore what I am doing. I would rather my list be a group of people who love me and want what I am offering, than to have a scattered group of people who aren't sure if they do or not. I don't really want to know when people unsubscribe, so I set up my email system to automatically get rid of unsubscribe reasons. It's better for my heart and spirit that way. I need to concentrate on creating miracles!
- **Don't be afraid to remind people over and over and over again - in a dozen different ways - about what you are offering.** Your beautiful people are busy. If what you are offering is helpful to them, they want it. They just need to feel **safe** in order to take you up on the offer. They need their questions answered. And they need multiple opportunities to take you up on it. Today might not be the right day to buy for them - but a week's time might be. Give them opportunities.
- **Make sure your people KNOW what you are offering** and give them LOTS of advance notice. People forget. They don't read every email. Give them as much opportunity as possible to respond to your offer.
- **Create a mailing list auto-responder series** to let people fall in love with you and trust you. Set up a series of emails to go out each week for a month or two to new subscribers with samples of your best work - articles, popular blog posts, goodies, samples. Allow them to try out your amazing work so they know just how gifted you are, and how you can help them. It's like dating, or forming a friendship. Let them get just how wonderful you are, and fall in love with you like any normal person would!

If it's not profitable or bringing you joy, why don't you try something else?
I think I've gone through about a bazillion incarnations of what I do with email newsletters. There's no one right way the only wrong way is not doing it at all!

HOW TO ROCK YOUR EMAIL LIST WITH TESTING!



Whenever you send out mailing list emails, don't just send out one.

Divide up your list into two or four segments, and trial writing different email headings, and different lengths of email to see which one is more successful. The email service provider you're using (MailChimp, ActiveCampaign) should enable you to split test your email messages easily, and see which ones are the most successful - you'll be able to view what percentage of your gorgeous people open their email, and how many click on the links inside it.

When I first started out, I thought it was stupid to test emails. And then I realised that my email header could make the difference between 2% of my email list opening my email, and 78% of them opening it. The difference between 1 person clicking on the link out of the hundreds that read it, and 150 clicking on the link. One person clicking on link = sad face. 150 people? That's muchos more gorgeous souls who are actually checking out the beautiful thing I have to offer.

So our words and our emails can make a big difference to abundance. You may as well play, explore and test to see how changing them can change the flow of people into your business. Over time, you'll get to know what emails your tribe like receiving, and what ones work best for you and for them.

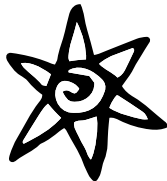
THINGS TO TEST IN YOUR EMAILS FOR MORE PROFIT + INTERACTION!

- See if starting your emails with your website name means that more people open it (i.e. Header is "[LeonieDawson.com] Save 30% on e-courses").
- See if making the email header funny, scrumptious or interesting means more open rates (i.e. "Corn cakes, maple syrup and goodness before midday..." with a hilarimo story about breakfast concoctions in the email itself - along with the important business bits).
- Try making your emails short and sweet.

- Try making them ridiculously long.
- Try making them 100% business.
- Try making them 90% play, 10% business.
- Try pointing them to a link once.
- Try pointing to a link three times.
- Use a P.S. after your sign off, and add the link + important info there.
- Send emails between Tuesday and Friday.
- Make sales only last three days.
- Also: be aware of different time zones and holidays and long weekends when having a sale.
- Test pricing in sales. A good rule of thumb is to go either half price, or go one number below. For example, if your price is \$34.95, try \$24.95. If you usually sell for \$249, try \$189.
- Try only talking about one thing in your emails

When talking about the end of a sale, make sure you write a time on that date. For example: "Buy by midnight, Friday May 25".

HOW TO BE A BLOGGING GODDESS



Your blog is how you connect with your peeps, and it should be a funnel to get them onto your mailing list. When you blog, focus on connecting with your tribe and being super-useful to them.

What do they want to know?

What pain are they in RIGHT NOW that you can help them with?

What's the thing that keeps them up at night - the thing that YOU can help them with?

It's totes up to you whether you blog every day, every week, every fortnight or less. I'd recommend once a week to really get a good volume of blog posts up on your site quickly. But it's super important to do what works for you and your soul. If blogging once a week feels uber hard, then don't! Blog every day if that works for you. Blog every second day, or when the mood takes you. (WARNING: this often leads to peeps not blogging at all. Far better to choose a timeframe and stick to it!)

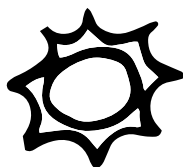
What's important is that you DO blog, and blog regularly. Get your words out to your peeps! Help them discover how you can help them + what you can offer to make their lives sing.

Here are some ideas for you to try, to get your blog a-sparkle with fun energy:

- **Make yourself cry or give yourself goosebumps.** That's how I know that I've written something worth sharing. That's when I know I've written the truth + my tribe needs to hear it.
- **Do some brainstorming.** If your blog was a magazine, what themes would it cover? Then make those themes prominent on your blog - whether that's written in your banner, or as an image.
- **Host a contest** on your blog.
- **Feature one of your products** on your blog and newsletter.
- **Do a links roundup on your blog** - include your favourite peeps + make sure you let them know via Twitter, Facebook or email that they are on there! I used to do "Goddess Inspiration" posts each week. They served as a really gorgeous gratitude list for me - I was SO happy writing them. They reminded me that the world is beautiful! Anywaysies, after I wrote them up, I tweeted + included mentions of the goddesses in each post. It's a lovely way to share inspiration and create connections!
- **Pour your heart out.** Don't hold back. Write the very best you can.

This is the important thing. The one that the rest doesn't matter if you don't do this. Photograph if you love to photograph. Video blog. Write exceptional articles as much as you can. Think of the most inspiring blog you know. How could you make your own blog more inspiring? What would The Most Perfect Blog In The World To You look like? Why don't you make it?

SOCIAL MEDIA



So, my darling. Social media.

At the end of the day, being a social media biz owner is just about hanging out where everyone else is hanging out. It's like the busy cafes in town where everyone goes to chat and meet up and eat and hang out. And all you need to do is turn up, and talk, and share your gifts and goodness and your zany YOU-ness so that your tribe can find you.

Your tribe is looking for you, ya know? Ya just gotta go to where they are and beam your light at them. SO! Some cafes where people are hanging out:

- Facebook
- Instagram
- YouTube
- Pinterest
- LinkedIn
- Twitter
- Google+
- Whatever the next big thing is!

You can choose which cafes sing to you, and use those. My main cafes are Instagram, then Facebook. I used to love Twitter, but that's not really my scene anymore. I do love me a good YouTube video though - and have uploaded quite a few over the years.

I haven't played much with Linked In yet. At the end of the day, I can't be everywhere. But I can turn up to the places I like + sing my song there.

Now, as for what to do once you are there? I tend to do a blend of sharing my life + sharing my work. I don't just turn up to talk about my work + I don't turn up just to talk about what I ate for dinner. I try to turn up + talk about the things that inspire me + light me up, and infuse it with my human stuff too.

So you'll usually see stuff from me like:

- ★ Links to my latest blog posts.
- ★ Short posts + photographs sharing about my day.
- ★ Inspirational images + quotes that light me up.
- ★ Testimonials + quotes from other people about my work.

Social Media Do's & Don'ts:

DO:

- ★ Use the platforms that you like hanging out on, and that your peeps hang out on too. This doesn't have to be a forced thing.
- ★ Be as authentic as you can. If it makes you feel icky or less than yourself, don't do it. If it lights you up inside, do it. That's when I know I'm speaking the truth, doing the right thing, walking the path of my spirit.

DON'T:

- ★ Mistake social media popularity for actual, real, hard, lovely cash. You might be as popular as all get out + be retweeted to buggery + Facebook chatting up a storm but if it doesn't end in sales for you, you're not doing your job.

★ Let it suck up all your time. I spend about 2 hours max on social media per week. I find I can get sucked into it otherwise + instead of creating, I'm just hanging out + goofing off. Goofing off is lovely once in a while, but it is not what I'm here to do.

★ Do crap that leaves you with less energy. Sometimes I try and follow the next social media "rule" about retweeting everyone or friending everyone or commenting or liking every person's stuff but then I feel drained and icky and dirty. I feel inauthentic and dried up. I'm not creating. I'm here to create miracles, danggit!

More ways to rock social media:

- Create a **Facebook fan page** for your website.
- Create **Facebook events** for your workshops and e-courses.
- **Wanna connect with someone?** Go follow dem on Twitter or Instagram. Retweet or comment on their stuff when it's awesome + @reply to them to strike up a lovely conversation!
- **You do not have to choose to be active on EVERY single social media platform out there.** Just choose ones that you want to do well. Create boundaries for yourself around how long you spend on there.
- For the love of all things holy PLEASE get yo'self into some social media automation!! Try out Edgar (<http://meet Edgar.com/>) or Buffer (<https://buffer.com/>) to help you with this.

GUEST POSTING ON OTHER BLOGS



You've SEO'ed the buggery out of your website. You've commented like a fiend on all your favourite blogs. You're Instagramming and FriendFace-ing with the best of them (a lil IT Crowd joke in there for those playing at home).

Want to know the thing that's lovingly ushered people through the doors into my blog + onto my mailing list?

Guest blogging.

Your tribe need to find out about you, dearest. You need to show up and shine your light in different places so that they know about you, and work out if your

song sings to them. It is one of the BEST ways to connect with your audience and find new people to invite to join your tribe.

Confession: I had Guest blogging on my to-do list for a bazillion years. "Yus yus yus, SOOOOOO important. OMG must be alll ova dat! But mmm, can't be bovered." Every week, I put it off. Until I kicked my own butt (somewhat lovingly) into guest blog town.

Second confession: I no longer do guest blogging as a reach-building exercise. I find that now that I have the reach that I do, there are other things I need to focus on to maintain my momentum. But guest posting is what got my reach so amazingly far in the first place, and it is STILL the most effective way of getting new eyes on your work that I know when you're in the beginning stages of biz!

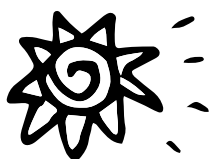
How I got started guest blogging:

- ★ I asked all my affiliates if I could guest blog for them (And they could use their affiliate links to point to my blog).
- ★ I popped an "Interview me!" button on my blog.
- ★ I contacted all the places I knew that accepted guest blog submissions.
- ★ And I asked all my favourite blog peoples if I could write for them.

My best tips for writing guest blogs:

- Rewrite old blog post content, using the same themes, but don't copy your posts word for word. It's like saying the same thing in a hundred different ways - new flavours + wisdom + love comes through. And I find it not as exhausting as coming up with totally new ideas.
- Make sure you infuse as much of your trademark language into it as possible. You need to sound like glorious, wondrous YOU when you guest blog, so that your peeps know that it's you they're looking for! Shoot up a little beacon of a freak flag so your right people know you are one of their kind.
- To really rock at guest blogs, write them CONSTANTLY. At the peak of my guest blogging phase, I was doing them at least twice a week. It's a good habit to get into. And once you fall off the habit, it's harder to get back on. So WRITE, dearest. Write write write!!!

HOW TO BUILD YOUR BIZ BRAIN MUSCLES!

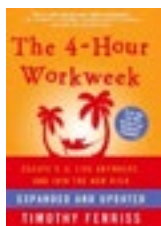
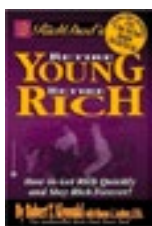


Educating your business brain is de super importanto thing to do if you want to get better at marketing, my darlingheart.

Biz, whether it's online or offline, is not something that we're born with. It takes EDUCATION and ongoing effort to build the brain muscles it takes to do this stuff. I started out as a spiritual hippie chick. I realised that I had to LEARN business to be successful - so that's what I did.

Marketing's the same - educate yourself to see more success! Try the following tips o help:

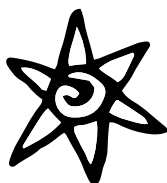
- Read some business + finance books. Build those amazing business muscles + superhero brain of yours! Some of my favourites are:



- Retire Young, Retire Rich by Robert Kiyosaki: <http://amzn.to/leonieryrr>
- The Four Hour Workweek by Tim Ferriss: <http://amzn.to/leonie4hww>
- The One Minute Millionaire by Robert G Allen & Mark Victor Hansen: <http://amzn.to/leonietomm>
- Ask yourself - What would it take to become the #1 expert on your topic? What would it take to be uber-famoose? Why don't you do it?
- Remember when you are **hanging out on forums** that you might not be connecting with the right people. For example - if you're an artist wanting to sell prints, and you are hanging out on a forum for artists... chances are, you may not be finding your right people there. You need to be hanging out on forums where people want to buy art, not make it!
- **See if there are any free mailing lists** or events calendars in your industry. For example, I know of two wonderful biz women who send out regular emails and forwards to people in their area who want to know about spiritual events and courses - I asked to be on their calendar when I was selling my ecourses. When you find one, ask super nicely if you can include your events/goodies information in them too.

- Have you checked out [fiverr.com](https://www.fiverr.com)? Use it to find people who will do stuff for your business for \$5. Think: create original music, make a podcast intro, wear your t- shirt, transcribe your stuff, make art. Check it out + get creative!

HOW TO BE A BIZ WHIZ CONNECTOR!



Sometimes it's good to get out from behind your screen and meet your tribe In Real Life. It can add sparkle to your day, you get to talk about the things you LOVE doing, AND people get really excited when you're super enthusiastic about your biz! Wins all round!

Connecting can also mean hanging out online with people you know offscreen. It's a beautiful mix of worlds, where the goal of connecting happens in whatever delicious way it can.

So pick + choose from the list below, lovebug! Get out into the sunshine, email people you know in person, play with the possibilities + see what happens.

- **Share your process**, story and spirit everywhere you turn up. Invite people into that big, beautiful thing you are doing and how you see the world.
- **Email your friends**, family, people you know to say "Hey, just wanted you to know about this beautiful thing I'm doing, if you are feeling called, please check it out! And do let anyone you know who might be interested know about me please... thank you oodles and poodles!"
- Another habit to get into: **Reach out to people who inspire you**. Email them. Tell them why you think they are the best thing since fairy bread, and tell them what you do as well. Connections are worth gold.
- **Make it a practice and a habit to connect with like-minded souls**. Want to know where to find them? They are EVERYWHERE. In the places you hang out. You just need to connect with them. They are hanging out in forums, blogs, on social media. Hang out, be yourself, connect and share what you do. **Make it a habit**.
- **Want to work for someone in particular?** Why don't you create something for them or about them, totally free, as a showcase of your work?
- **Saying No**. What else helped me was creating really clear boundaries about what I could do and what I couldn't. I'm a life juicer - I try and squeeze everything out of every one of life's moments.

What I've found along this biggification journey of mine is that I had to start saying NO to things I'd normally try and squeeze in. Saying NO to things I might not have wanted to do in the past, but would have done anyway. My NO muscle has grown stronger because I haven't got the energy or time to do a half-hearted YES anymore. And that feels really, really good.

- **You don't have to do it the way anyone else does it.** There is no one right way to starting or growing your business. There are no shoulds.

For example, at one point I saw other people networking and connecting on Facebook. So I thought to myself:

That's the path to success! I should do that!

But as hard as I tried, it didn't happen. So I set myself a goal! Fifteen people a day! Every day!

It went on my To Do list and everything. But try as I might, it didn't happen. And when it did, I felt resentful and afraid and drained.

It's okay to honour yourself. Honour what your particular constellation of cells needs. Just do the work that lights you up and make a plan that works for YOU.

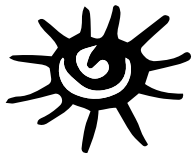
- **Rejoice in other people's successes** – see the world as abundant!
- **Do a free call** – join up with goddesses you love + offer something together.
- **Give a testimonial** to an e-product that you use and love.
- **Get offline:** Hang posters and cards in places where your people hang out.
- Give people the option to **test-drive** one of your products.
- **Meet lovely souls who resonate with you** by going to both online and OFFLINE(OMG!) circles and groups that you actually want to be a part of!
- **Send a handwritten note.** Because they are adorable + way more fun than a bill.

And it makes you memorable, hottie. Which you totally ARE.

- **Send your art/goodies/magnificent stuff** to all ze famoose people + bloggers that you can think of that you adore.
- **Submit an article to a real life magazine.** Check out their website or buy a copy of one. They usually have their submission details in there – what length articles they require, what topics they like, how much they pay per article. Then do do DOOOEEET.

- Write a media release. Send it to old school newspapers.
- Look up the major bloggers in your industry. Use <http://alltop.com> or <http://blogsearch.google.com>. Then start reaching out to them. They are your peers
 - make friends with them, lovely!

MAKE YOUR BRAND-NEW PEOPLE FEEL WELCOME



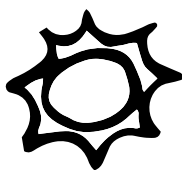
We can ignore this task, but it is super important.

We all know that the bounce rate on our websites is super high. When you jump on a blog for the first time, it's hard to know where to begin and if you belong. We need a better doormat, a lounge room to welcome them into + help them feel at home. We need to help them recognise instantly that our blog is the place for them.

Some ways we can do that:

- When you meet a new client for the first time, make sure you tell them exactly what they'll be receiving and what they can expect.
- Add a New Here page to your blog - introduce yourself, what your blog's about + some of your best posts to get them started.
- Use one name as much as possible - or your name and your business name. Make branding simple and recognisable. Think Twitter, Facebook, what you call yourself in comments, your blog name etc.
- Remember to create as many FAQs as possible for your website and place of business you might think I've mentioned this once or twice before it's THAT important. DO EEEEEEE!

BONUS MARKETING MAGIC TIPS!



Before I had my very own office, every week, I used to come to a café, drink tea, pump myself full of cupcake fuel + make my goals list for the week. I'd make marketing miracles happen. I had about 15-20 marketing things on my To Do List EVERY WEEK.

Here are some from my lists of yesteryear, that are still relevant today GO!
Use them!

- **Advertise on blogs or websites** where your people hang out.
- **Create an affiliate program.**
- Do **giveaways** on other blogs.
- Think about raising the price for your stuff.
- When your tribe sees your name on another website - whether it is bought advertising or unpaid links (because your content is awesome!) - their trust in you is built.
- Open applications for scholarships. Hold scholarship competitions once a year and get people to apply to receive your programs or coaching for free. It can be a real publicity boost along with being a wonderful thing to do!
- Join Help A Reporter Out (<http://www.helpareporter.com/>).
- Make sure everything that you send out - your blog, newsletter and emails has gentle reminders of what you do. For example:
 - My email always has a signature on it
 - On my blog posts, I often have a little picture after each blog with one of my goodies on it.
 - In my newsletters, I always include a blurb about the Shining Biz & Life Academy or the Shining Biz + Life Workbooks.
- Make a video for YouTube. Some ideas for videos:
 - A **welcome video** about what you do.
 - **Interview someone** - either in real life, or using Skype + Call Recorder.
 - A video about **what they'll get for signing up** to your mailing list
 - **Answer the top five questions** people ask you
 - Do a **mini-seminar**
 - Do videos on topics + keywords that you want to make yourself known for
 - Document **you creating something**
 - **Tour** your studio.
- Make a marketing calendar + figure out what promotions, specials and exciting things you can create to sell more of what you do. (See the worksheet for more!)

So that's it, gorgeous soul!

100+ ways to market your biz.

Go on a date this week. Write a list of marketing actions to do. And for the love of all that is glitter-strewn and holy, DO THEM.

Do use it, tick it all off, make your marketing work for you in joyous, amazing and fun ways!

And for more juicy goodness to help your biz shine this year, why not join over 3000 gorgeous souls in the [Shining Biz + Life Academy](#)? [Take a look at the wondrous array of courses here.](#)



Take your life + business to the next level!

www.ShiningAcademy.com