



## *Marketing Values Exercise*

A business has many areas in and of itself. There is the service or product that you deliver to your clients. Looking at the values of how you want to serve and create impact is usually much easier than when you put the values lens up to the marketing aspect of your business.

So often, coaches bypass this step. We include everything BUT the marketing in our business thinking. This is a thinking error — to leave out one of the most important aspects of any business as “something I can address later”.

However, when you include marketing in your vision — using your values — you get to include that experience as something positive just like the rest of your vision.

This is one of the “Art First” aspects of the Art and Science of Marketing.

There is a lot more on the topic of marketing in this class, but this is the heart and soul. If you include this in your vision, it will make the nuts and bolts work of marketing seem doable and even fun.

Here is an exercise that will help you expand your use of business values into the area of marketing. It will uncover some values for you to add to your business values list.

Here are some questions to ask yourself to unearth your marketing values.

Where do you come most alive when sharing your work?



What are you doing in those moments?

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When you look at the past, what value was operating when you marketed something successfully?

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What was an unusual way that you wouldn't even consider marketing?

- Just showing up?
- Conversations?
- Coincidences?

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Look underneath your answers for the values that were present.

You might look at the questions above with a fellow coach to make it more fun.

Here are a few of my marketing values:

- The Energy of Love
- I Always Have Specials
- Putting On a Show
- Big Integrity

Now it's time to have some fun — to put your values into a picture, an art project. There is a connection between the right and left brain when you put words and pictures together. This can be super simple.

Get some markers or crayons and write down your top 8-10 business values on a piece of paper in a non-linear way.

Then add little squiggles or line drawings, simple pictures and doodles that connect you with each of your values and make you smile.

Now the icing on the cake.

You get to craft your "Successful Business Story" using those same values.

Use the "fill in the blank" model on the next page to write your own story.



## My Successful Business Story

My vision for my coaching business success is to use my value of \_\_\_\_\_ to \_\_\_\_\_.

I get really excited when I imagine the value of \_\_\_\_\_ and how it impacts people \_\_\_\_\_ (in a particular way).

I attract just the right people when I honor my value of \_\_\_\_\_.

I am surprised when I see how the value of \_\_\_\_\_ works in my marketing and helps me create the group program/offering I love because \_\_\_\_\_!

Now you have an inspiring image and empowering story to help you make your vision a reality. Tell the story to yourself and others. Keep your image in sight. Keep refreshing each of them.

You will find that this exercise gives you a positive way to project into the future, which is where most of your fears live. Those fears work to promote feelings of hopelessness, which makes it really tempting to give up on your dreams.

Fear is very sneaky.

Even though it may seem positive, fantasizing about the future also can be fear-based, something you do when you can't accept your present circumstances. You have those "someday everything is going to be wonderful" thoughts. Which can leave you feeling ungrounded and hopeless in the present moment, paralyzing you from taking the action needed.

There is a vastly different kind of future-gazing that I call "Dreamland."

This is where the "Law of Attraction" comes in. **My Successful Business Story** is a manifesting structure that will help you bypass fear and walk down the path of fulfillment.