

# ONLINE MARKETING KICKSTART GUIDE



PLAN  
PERSONALITY  
PRESENCE

## A Note Before We Dig In

Whether you've been in business for a while, are getting ready to start marketing and introduce yourself to the world, or in the early stages of kicking ideas for a business around – **CONGRATULATIONS!** Take a pause to celebrate.

Not sure where you're headed yet? **YOU ARE NOT ALONE.** Even if you're 100% sure and ready to lift off, there's A LOT to do. It can be easy to get overwhelmed or let fear take over. Resist it. **You're here to fire up your power and create the future you want.** Let's get started!

This guide will take you through the following:

1. The importance of a plan and steps you can take to quickly map one out.
2. Why brand personality matters with tips to start shaping how you will captivate your audience at every interaction.
3. The value of an online presence and how simple it can be to get there.

**At the end of this guide, you'll find a worksheet to help you get your ideas out and start shaping a plan for the future.**

## GET CLARITY ON YOUR VISION & GOALS

You feel passionate about your business and you're excited to spread the news. It can be tempting to jump right in, but wait! **Hit pause and make a plan.** You won't regret it.

A few essentials to think through before you start marketing include:

- Your vision of the future
- Your personal motivation for pursuing this future
- A crystal clear understanding of your goals and ideal audience
- Your unique value proposition (How you will fulfill audience needs)
- Your business goals and how you will measure success
- How you stand out amongst your competitors

Whew! That's a lot to think about.

So let's talk about thinking for a moment. It's important to get things out of your head and on to paper (or audio or video, whatever works for you).

Keep reading or **jump to the worksheet at the end of this guide and start working through the Plan section.**

“**People who set goals are 10 times more likely to be successful. Those who write down their goals are 42% more likely to achieve them.**”

## TURN YOUR PERSONALITY INTO GOLD

Every brand has a personality and voice and tone is an essential part of that identity.

What's meant by "voice and tone?" It's the unique way a brand communicates with their audience.

Whether your brand is you or a business with 10 employees, communicating in a distinct and consistent manner makes your brand instantly recognizable and draws your audience in like magic.

Think about:

- What makes your brand unique
- Emotions you want your brand to evoke
- How you want your brand to be perceived

Look at your brand from the perspective of your ideal customer. What appeals to them?

This is your chance to invent (or reinvent) your brand identity.

**The Personality questions in the worksheet** will take you through a few exercises to help you start defining your voice and tone.

**“HAVING A CONSISTENT BRAND VOICE  
COULD INCREASE YOUR REVENUE BY AS  
MUCH AS 33%.”**

## GET NOTICED

Things are starting to get real. You have a plan, you have a brand personality. Now it's time to be seen. An online presence is a great way to get out there..

If you're starting from scratch, start small. **You don't need to have the flashiest website, be on every social media outlet, or even have an email subscriber list to get started.**

To start showing off online, you will need:

- An email service provider
- A web hosting provider
- A website platform
- A social media platform

**The Presence section of the worksheet below highlights key essentials for launching** (or relaunching) a simple website.

Have no fear, there are some great user-friendly products out there. We've included a few suggestions in the **Services & Tools** page.

“ **80% of customers are more likely to engage with a business that has a website.** ”

# IT'S WORKSHEET TIME!



# PLAN

Before you make a plan for your business, take a pause to reflect on your personal goals. It's important to know what you want and what will keep you motivated to get there.

*What do you want your future to look like? What is motivating you to drive towards this future?*

*Describe your business in a few sentences.*

*Describe your ideal customer. (What are their traits? What are their interests?)*

*What does your ideal customer need or want that you provide?*

*What would you like to achieve in the next 3-6 months to move forward with your business?*

*How do your long-term business goals fit into the future you envision for yourself?*

# PERSONALITY

Get ready to let yourself shine. Find an inspirational space where you can focus and let go of distractions. Grab a thesaurus (or pull one up online) and channel your creativity.

*Which emotions do you want your brand to evoke?*

*Describe how you want people to feel after interacting with you or your brand.*

*What are some characteristics of your brand? (Is it formal, casual, funny, serious, quirky, or conventional?)*

*Write or record audio or video of an imaginary dialogue between your ideal customer and one of their friends who has never heard of your brand. (How do customers talk about your brand? What stands out to them? What words do they use? What is their energy level?)*

**“YOUR BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU’RE NOT IN THE ROOM.” - JEFF BEZOS, AMAZON.**

# PRESENCE

It's time to let your ideal customer know what you're all about – and where to find you. Good news! Putting a website together doesn't require you to be techy. There are great tools that have made building websites more accessible than ever.

*What's the purpose of your website? (What value will your site provide for visitors? Does it have what they need/want?)*

*What are 3 - 5 essential pages you want to include? (e.g. Homepage, products, services, about, contact)*

*What content should be included on each website page? (Include text, photos, graphics, and video content.)*

*What are your brand colors? (Tip: Google "brand color palette" to get some ideas).*

*What are some key words or phrases your audience might type into Google (or other search engine) to find you?*



# PRESENCE, CONT.

## A few additional essentials for your website include:

- Logo (this can be a simple text logo if you don't already have one)
- Website template optimized for mobile browsing
- Content optimized for search engines (SEO). (Include keywords and phrases that your audience will use to find you)
- Email Opt In form (An email list is the best way to start building your business)

## For social media:

- Start with some light research to find out which platforms (Instagram, TikTok, Facebook, etc.) your audience spends time on
- Take a look at profiles similar to yours and observe what they post and how their followers interact (or don't interact)

**63% of Google searches are initiated on mobile**

# SERVICES & TOOLS

And finally, as promised, here are a few services and tools to explore.

## **Email service providers**

Check out [ConvertKit](#) and [Mailchimp](#). Both offer free plans to get started.

## **Website platforms and hosting**

Visit [Squarespace](#) and [Wix](#). Both offer hosting, an extensive collection of templates, and user-friendly tools for building your site.



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