



Marketing Toolkit

Read this first. The whole night on paper: the journey, the brand, the channels, the four free moves, and your weekly rhythm.

1 What Marketing Actually Is

Marketing is the whole path: who you serve, what you offer, what you charge, where you show up, what you say, and what happens after they buy. Advertising is one paid piece of that path. A neighbor telling a friend about you is marketing, and it is stronger. Most small businesses do not have an advertising problem. They have a clarity problem.

Answer these five questions and you have a marketing plan:

1. **Who** exactly is my customer?
2. **Why** should they choose me over the other option?
3. **Where** do I show up so they find me?
4. **What** do I say when I get there?
5. **How** do I know it is working?

2 The Customer Journey: Know, Trust, Try, Tell

Stage	What it means
KNOW	They find out you exist.
TRUST	They believe you can do it, and will not waste their money.
TRY	They take the first step, and the step is obvious and easy.
TELL	They had a good experience, and they tell someone else.

Find your leak before you spend a dollar:

Symptom	Where the leak is
Nobody has heard of us	KNOW
People hear about us but do not reach out	TRUST
People ask about price and disappear	TRUST, or the offer is unclear
People inquire but never book	TRY, the next step is not obvious
Customers come once and never return	TELL, and the experience after the sale
We are busy but not profitable	A Session 3 pricing problem, not marketing

RULE: Name your leak out loud before you name a tactic. Tactics fix the wrong step all the time.

3 The Five Pieces of a Brand (Only One Is a Logo)

Piece	What it is
1. NAME	What they call you, and whether they can spell it and find it.
2. LOOK	One color, one font, one style, used the same way every time.
3. VOICE	How you sound. Warm, plain, professional, funny. Pick one and hold it.
4. PROMISE	The specific thing they can count on every time.
5. EXPERIENCE	What actually happens when they call, walk in, or pay.

Your brand is the sentence people say about you when you are not in the room. You already have one. The only question is whether it is the one you chose. Four of these five pieces are free; consistency costs nothing, and it is the thing most small businesses skip.

4 The Channel Table: Six Channels, You Need Two

Channel	Best for	Real cost
Google Business Profile	Local customers searching right now	Free
Word of mouth and referrals	High-trust services	Free, but you must ask
Facebook or Instagram	Community, visual proof, staying top of mind	Free to post
Email list	Repeat customers and announcements	Free at small list sizes
Simple one-page website	Credibility and the booking link	Low cost
Paid ads	Speed, once the message already works	Costs money. Not yet.

PICK TWO. MASTER THEM. A half-used presence on six platforms reads as abandoned, and abandoned costs you trust.

5 The Four Free Moves (Do These Before You Spend a Dollar)

- ❑ **Claim your Google Business Profile.** Free. Puts you on the map, literally. The single highest-return hour you will spend this month. Use the Quick Start handout.
- ❑ **Ask for reviews on purpose.** Five real reviews beat any ad you can buy. Ask every satisfied customer, the same way, every time, at the moment of relief.
- ❑ **Tell the people who already know you.** Your phone contacts are a warmer list than any stranger you could pay to reach. Use the referral text in the Prompt Pack.
- ❑ **Make the next step obvious.** Call, text, or book. One action, stated plainly, on every single thing you publish.

6 Your Weekly Rhythm (About 90 Minutes a Week)

- ❑ **Monday, 30 min:** Publish one real post from your content plan. One good one beats five rushed ones.
- ❑ **Midweek, 20 min:** Ask for reviews from anyone you served well this week. Respond to every review you received.
- ❑ **Friday, 20 min:** Send the referral text to three people who already know you.
- ❑ **Anytime, 20 min:** Write down where every new inquiry came from. Ask every customer: how did you hear about us?

Once a month: post an update on your Google Business Profile and fill in the five tracking numbers in the workbook.

The five numbers: 1. Where did each new customer come from? 2. Inquiries this month. 3. How many became paying customers. 4. Review count, and did it go up. 5. Which single post or action produced an actual phone call. You do not need analytics software. You need a notebook and the discipline to ask.