

MARKET LIKE A BOSS

The Marketing Fundamentals Every Business Needs

01/10



BEFORE WE GET STARTED...

- Who launched their business in the last year?
- Who has made their first sale?
- Who feels like they have a great product or service but aren't sure how to market it?



I'M LISA BROWN, FOUNDER OF STUDIO 951

- I've helped businesses build websites, create marketing strategies.
- I have a Podcast - Side Hustle Saturday
- My goal is to help you think differently about marketing so you leave with a strategy that makes sense for your business."



**"BY THE END OF TODAY, I
WANT EVERY ONE OF YOU TO
LEAVE WITH AT LEAST THREE
MARKETING IDEAS YOU CAN
IMPLEMENT THIS WEEK."**

"This is going to be a workshop, not a lecture."

"I'm going to ask a lot of questions."

"There are no wrong answers."

"I'm probably going to call on a few volunteers."



**"WHEN YOU
HEAR THE
WORD
MARKETING,
WHAT'S THE
FIRST THING
THAT COMES
TO MIND?"**

Question



**MARKETING ISN'T ABOUT
DOING EVERYTHING.**

**IT'S ABOUT CREATING A
STRATEGY THAT WORKS
FOR YOUR BUSINESS.**

**THAT STRATEGY
BECOMES YOUR
MARKETING ECOSYSTEM.**



 **LET'S THINK LIKE A MARKETER**

IMAGINE YOU OWN A BAKERY.

YOU HAVE \$500 TO MARKET YOUR BUSINESS.

YOU CAN ONLY CHOOSE THREE MARKETING ACTIVITIES.

What would you choose?

- ☐ Website
- ☐ Instagram
- ☐ Facebook
- ☐ Google Business Profile
- ☐ Networking
- ☐ Email Marketing
- ☐ Local Events
- ☐ Podcast
- ☐ Speaking Engagements
- ☐ PR / Local News
- ☐ Flyers
- ☐ Referrals

WEBSITE

Let's Talk

- Why do you need a website?
- What job should your website do?
- What makes YOU stay on a website?
- What makes YOU leave a website?



WEBSITE

Every Website Should Answer
These 5 Questions

- ✓ Who are you?
- ✓ What do you do?
- ✓ Who do you help?
- ✓ Why should I trust you?
- ✓ What should I do next?



"HOW MANY OF YOU HAVE BEEN
ON A WEBSITE AND HAD NO IDEA
WHAT THE BUSINESS ACTUALLY
DID?"

WEBSITE

AI PROMPT

"I OWN A _____ BUSINESS.
REVIEW MY WEBSITE LIKE A FIRST-
TIME CUSTOMER.
TELL ME WHAT IS CONFUSING, WHAT
IS MISSING, AND HOW I CAN IMPROVE
IT TO GET MORE CUSTOMERS."

SOCIAL MEDIA

💬 Let's Talk

If you could only choose ONE social media platform to market your business...which one would you choose and why?

- Why did you choose that platform?
- Who is your ideal customer?
- Is that where your customer actually spends time?
- How do you know?

Key Takeaway

Don't chase every platform.

Choose the platforms where your ideal customers already spend their time and show up consistently.



SOCIAL MEDIA PLATFORMS WILL CHANGE. MARKETING PRINCIPLES WON'T.



Platform	Best Used For	Ask Yourself
 Instagram	Building awareness through visuals and storytelling	Does my customer enjoy visual content?
 Facebook	Building community and local engagement	Is my customer active in groups or local communities?
 LinkedIn	Professional networking and B2B relationships	Am I trying to reach professionals or businesses?
 TikTok	Discovery and reaching new audiences	Can I educate or entertain in short videos?
 YouTube	Building trust through education	Can I teach something my customer wants to learn?

**"Posting isn't a strategy.
Followers don't equal
customers.
Consistency builds trust.**

SOCIAL MEDIA

🎯 Think Like a Marketer
Ask Yourself...

👉 If I could only invest my time in ONE platform this month, which one would have the biggest impact on my business?



🤖 AI CHEAT SHEET

Your Personal Social Media Marketing Strategist

Act as a marketing strategist for my business.

I own a _____.

My ideal customer is _____.

They struggle with _____.

My goal is to _____.

Help me create a social media strategy by answering these questions:

Strategy

- Which social media platforms should I focus on first, and why?
- Which platforms should I ignore for now?

Content

- What type of content would my audience actually want to see?
- Give me 20 content ideas.
- Create a weekly content calendar.

Growth

- What hashtags should I use?
- What's the best call-to-action for my posts?
- How can I turn followers into customers?

Improvement

- What's the biggest mistake businesses like mine make on social media?
- What should I stop doing?

EMAIL

BUILD AN EMAIL LIST

Own Your Audience. Build Relationships.
Grow Your Business.

💬 Let's Talk

Imagine every social media platform disappeared tonight.

How would you stay connected with your customers?



EMAIL

AI Prompt



AI Cheat Sheet

Why Email Matters

- ✓ You own your audience
- ✓ You build trust over time
- ✓ You stay connected
- ✓ You generate repeat business

 Think Like a Marketer

Ask Yourself...

 What could I give away for free that someone would exchange their email address for?

I own a _____ business.

My ideal customer is _____.

Help me build an email marketing strategy that builds trust and turns subscribers into customers.

Please create:

- A welcome email for new subscribers
- Five monthly newsletter ideas
- Ten subject lines that people would actually open
- Three lead magnet ideas to grow my email list
- A one-month email calendar that educates, builds trust, and encourages sales without being overly promotional.



WHAT'S NEXT?

As your business grows...

Here are additional marketing channels you can explore.

Marketing Channel	Best For
 Networking	Building local relationships
 Speaking	Positioning yourself as an expert
 Podcast Guesting	Reaching new audiences
 Public Relations	Building credibility
 YouTube	Long-term content & SEO
 Google Reviews	Building trust
 Referral Program	Generating word-of-mouth
 Digital Products	Creating additional revenue

- YOU DON'T NEED TO DO ALL OF THESE TOMORROW.
- MASTER THE FUNDAMENTALS FIRST.
- THEN LAYER THESE ON AS YOUR BUSINESS GROWS.



YOUR 30-DAY MARKETING ACTION PLAN

Week 1 – Build Your Foundation

- ✓ Review and update your website
 - Is it clear what you do?
 - Does it have a call-to-action?
 - Can customers easily contact you?

Week 2 – Build Your Visibility

- ✓ Choose your primary and secondary marketing channels.

Examples:

- Primary: Instagram
- Secondary: Facebook

or

- Primary: LinkedIn
- Secondary: Instagram

or

- Primary: Facebook
- Secondary: Google Business Profile

The point is to choose the channels that make sense for your audience—not just because they're popular.

Week 3 – Build Your Audience

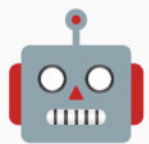
- ✓ Start growing your email list.
 - Create a lead magnet
 - Add an email signup to your website
 - Invite people to subscribe

Week 4 – Work Smarter

- ✓ Use AI to create one month of marketing content.
 - Content ideas
 - Captions
 - Email newsletter
 - Blog post
 - Content calendar

Build one strong marketing habit each week, and your business will grow stronger over time.





WHAT'S NEXT? AI CHEAT SHEET

AI Prompt

Act as my business growth coach and marketing strategist.

I own a _____ business.

I have completed the following:

- ✓ My website is updated.
- ✓ I have a social media strategy.
- ✓ I'm building an email list.

Based on my business, what should I focus on over the next 90 days to attract more customers and grow my business?

Please create a step-by-step action plan that includes:

- My top three marketing priorities
- Networking opportunities
- Speaking opportunities
- Local partnerships
- Referral strategies
- Google Business Profile recommendations
- Content ideas
- AI tools that can save me time
- Metrics I should track each month
- One thing I should stop doing
- One thing I should start doing immediately

Then at the bottom...



Ask AI...

- What's my next marketing priority?
- Where should I spend my marketing budget?
- What should I automate?
- What's the biggest opportunity I'm missing?
- What marketing activities give me the highest ROI?
- What should I learn next?
- Review my current marketing strategy and tell me what I'm missing.



THANK YOU KEEP IN TOUCH

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Market Like A Boss
Presentation



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30 min Consultation