

Atomic Agents Incubator | Marketing That Connects

You've found your frequency. Now it's time to broadcast.

1: Marketing Isn't Advertising

When I say "marketing," what activities do I automatically think of?

Which am I currently doing: branding, advertising, prospecting, sales, or actual coordinated marketing?

What do I want someone to understand about my business after encountering it?

Are my current marketing activities reinforcing the business I defined in the previous classes?

If my business had a TV channel, what would viewers expect to find there?

Atomic Takeaway: Marketing isn't simply getting attention. It's helping the right people understand why your business matters to them.

2: Start With The Receiver

Who am I actually trying to reach? _____

What are they thinking about *before* they need my service? _____

Where do they already spend their attention? _____

Who or what influences their decisions? _____

What questions are they repeatedly asking? _____

Where are they likely to verify my credibility after hearing about me? _____

What does my ideal client need from me before they're ready to buy? _____

Atomic Takeaway: Don't choose the audience because you like the channel. Choose the channel because that's where your audience is.

3: Choose Your Channels

My Primary Channels - where I actively show up:

1. _____ 2. _____ 3. _____

My Credibility Channels - where people verify me:

1. _____ 2. _____ 3. _____

Which channel currently generates actual conversations? _____

Which channel am I maintaining simply because I think I'm supposed to? _____

Where would a referral go online to investigate me today? _____

Does what they find reinforce the recommendation they received? _____

Meet Sarah

Map five places Sarah might encounter your business before contacting you:

1. _____ → 2. _____ → 3. _____ → 4. _____ → 5. _____ → CONTACT

Atomic Takeaway: You don't need to be everywhere. You need to be findable, recognizable, and credible where it matters.

4: Give them a Reason to Pay Attention

Look at your recent marketing. How much of it does each of these?

☐ **TEACH** - help someone understand something

☐ **SOLVE** - answer a problem or question

☐ **CONNECT** - build relationship or community

☐ **SHOW** - demonstrate what you do or how you do it

☐ **TELL** - use stories and experience

☐ **INVITE** - give someone a next step

☐ **SELL** - directly promote an offer/service

Which category do I overuse? _____ Which category am I barely using? _____



What are five questions my clients/customers repeatedly ask me?

1. _____
2. _____
3. _____
4. _____
5. _____

Congratulations. You just found five pieces of content.

Atomic Takeaway: Don't just give people something to see. Give them a reason to keep watching.

5: One Message, Many Formats

Choose one question your customers ask repeatedly:

My question/topic: _____

Now turn it into:

☐ Social post ☐ Short video ☐ Email ☐ Website/FAQ ☐ Print/direct mail ☐ Conversation/event

You do NOT need to use all six. Circle the 2-3 formats that actually fit your marketing channels.

Story / Example Cue

This is a great place to grab something you've created once and reused repeatedly: class content becoming an email or webpage, a listing becoming multiple marketing pieces, one client question turning into a resource, etc.

Atomic Takeaway: Create the idea once. Adapt it intentionally. Let your channels do the distribution.

6: Visibility + Repetition = Recognition

Where does my business currently show up consistently? _____

Where do I tend to appear intensely and then disappear? _____

Would someone recognize these as the same business? _____

☐ Website ☐ Social media ☐ Email ☐ Print materials ☐ Signage ☐ In-person experience

☐ Follow-up/client care

What three things should remain recognizable everywhere?

1. _____ 2. _____ 3. _____

Meet Sarah - Touchpoints, Not Magic Numbers

Sarah has now:

Seen you → Seen you again → Learned something → Heard your name → Investigated you → Seen you again → Remembered you

At some point, Sarah stops thinking: "I've seen that person" and starts thinking "I know that person."

That's the shift we're trying to create.

Atomic Takeaway: The goal isn't to be constantly visible. It's to be consistently recognizable.

7: Build A Referral Engine

My Existing Referral Network

☐ Past clients/customers ☐ Professional partners ☐ Community connections ☐ Other businesses

People who regularly encounter my ideal client: _____

How am I currently staying connected after the transaction? _____

Do people know what kind of opportunity should make them think of me? _____

Is it easy for someone to find/share my contact information? _____

Do I consistently acknowledge and thank referrals? _____

Am I also actively referring business to others? _____

One relationship I should reconnect with this week: _____

One way I can provide value without asking for business: _____

Atomic Takeaway: A referral is trust transferred from one person to another. Give people a reason to transfer it to you.



8: Spend With Purpose

Before spending on marketing, answer:

AUDIENCE: Who am I trying to reach? _____

OBJECTIVE: What do I want them to do?

☐ Contact Me ☐ Set an Appointment ☐ Book a Service ☐ Make a Purchase

CHANNEL: Why is this the right place to reach them? _____

COST: What will I spend in money AND time? _____

MEASUREMENT: What result would tell me this worked? _____

TEST: How long will I give it before evaluating? _____

Quick Reality Check

What am I currently paying for because:

☐ It produces measurable results ☐ It supports a larger strategy ☐ I've always done it

☐ Someone told me I should ☐ I forgot I was still paying for it

One marketing expense I should evaluate: _____

Atomic Takeaway: Don't ask whether marketing is cheap or expensive. Ask whether it's doing the job you hired it to do.

9: TRACK WHAT ACTUALLY WORKS

For each major marketing channel, what is its primary job?

Channel	Primary Goal	What Will I Measure?
_____	_____	_____
_____	_____	_____
_____	_____	_____

How do most clients currently say they found me? _____

Do I know what they encountered BEFORE contacting me? _____

What numbers am I tracking that actually help me make business decisions? _____

What am I measuring mostly because the platform makes the number easy to see? _____

Ask TWO Questions

1. How did you hear about us? _____

2. Had you seen or heard of us before that? _____

Those two answers may tell very different stories.

Atomic Takeaway: Don't measure what's easiest to count. Measure what helps you decide what to do next.

10: Build Your Programming Schedule

My Audience: Who am I primarily talking to?

My Core Message: What do I want them to consistently understand about my business?

My Primary Channels:

1. _____
2. _____
3. _____

My Minimum Viable Marketing Rhythm

Weekly:

Monthly:

Quarterly:



Annually/Special Campaigns:

My Content Mix

I will regularly:

☐ Teach ☐ Solve ☐ Connect ☐ Show ☐ Tell stories ☐ Invite ☐ Sell

One thing I can stop doing: _____

One thing I should do more consistently: _____

One marketing idea I will test next: _____

Atomic Takeaway: The best marketing plan isn't the busiest one. It's the one you can sustain long enough to work.

Atomic Reflection

The people I most want to reach are:

I want them to know me for:

The best places for me to connect with them are:

The marketing habit I will commit to for the next 90 days is:

Final Takeaway

You don't need the loudest signal. You need the right people to recognize yours when they're ready to tune in.

