

Atomic Agents: Incubator I Aligned to Attract

Communicating Your Value with Purpose

"People don't choose businesses they understand the best. They choose businesses they trust the most."

Why Marketing Matters: You Can't Help People If They Don't Know You Exist

When I hear the word *marketing*, I think...

Think of a business you naturally trust.

What makes them memorable?

- ☐ Consistency
- ☐ Reputation
- ☐ Great communication
- ☐ Helpful information
- ☐ Strong relationships
- ☐ Excellent service
- ☐ Other _____

What makes their marketing feel authentic instead of "salesy?"

Alignment Before Advertising

Your Mission Is Your Frequency

Mission: Why does my business exist?

Vision: What future am I trying to help create?

Values:

The principles that guide every decision I make:

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

Message:

How would I explain my business in one or two sentences?

Broadcast Clearly

Your Message Should Sound Like You

Complete the sentence:

I help people...



The biggest problem I solve is...

If people remembered only ONE thing about my business, I hope it would be...

Stories Bring Your Mission to Life

What story best explains why you do what you do?

A client success story that reflects my mission:

What lesson from my own journey could encourage someone else?

Visibility with Purpose

Where are my people already gathering?

- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ Networking groups
- ☐ Chamber of Commerce
- ☐ Community events
- ☐ Schools
- ☐ Churches
- ☐ Youth sports
- ☐ Local businesses
- ☐ Professional associations
- ☐ Volunteer organizations
- ☐ Other _____

My best opportunities are:

1.

2.

3.

Alignment Repeated Over Time

My Weekly Marketing Rhythm

Monday

Tuesday

Wednesday



Thursday

Friday

Weekend

Before adding something new, ask:

- ☐ Does this support my mission?
 - ☐ Does this help my ideal client?
 - ☐ Does this fit my schedule?
 - ☐ Can I do this consistently?
-

Reputation Is Your Greatest Marketing Tool

Three words I hope people use to describe me:

1.

2.

3.

My reputation should communicate...

Daily habits that support my brand:

- ☐ Prompt communication
 - ☐ Follow through
 - ☐ Continued learning
 - ☐ Kindness
 - ☐ Organization
 - ☐ Professionalism
 - ☐ Other _____
-

Shine Your Light

How do I want people to remember my business?

What's ONE thing I can do this week to reinforce that message?

Builder's Checklist

- ☐ Clarify my mission.
- ☐ Align my message.
- ☐ Tell one meaningful story.
- ☐ Show up consistently.
- ☐ Build relationships before transactions.
- ☐ Review opportunities through the lens of alignment.



Atomic Reflections

Monday

Did my words and actions reflect my mission today?

Tuesday

What conversation helped someone better understand the value I provide?

Wednesday

Where did I naturally show up this week?

Was it aligned with my purpose?

Thursday

What story could I share that reflects my values?

Friday

Looking back on this week, where did I feel most aligned?

What will I continue doing next week?

Blueprint Builder

My Marketing Compass

My Mission

My Message

My Reputation

My Weekly Rhythm

My Next Step

