

The logo features the text "MEND YOUR MARKETING" in a bold, pink, sans-serif font. The text is centered within a black, irregular, splatter-like shape. This shape is surrounded by several small circles in black, yellow, and cyan. The entire logo is set against a background of large, flowing, abstract shapes in pink, yellow, and cyan.

**MEND
YOUR
MARKETING**

Mend Your Marketing In 2026 Workbook



MEND YOUR MARKETING

Mend Your Marketing In 2026

Great news that you've signed up for The Mend Your Marketing Club...I couldn't be more excited for you!

Included in your membership is this mini-course. You don't have to do it, but why wouldn't you if you're serious about getting your marketing sorted?!

You can start right now, tomorrow, or whenever suits you and still 'Mend Your Marketing' in just a few focused days.

You'll go from feeling fed up with your marketing, to having a clear plan and action steps to make marketing work for your business...and you'll be super motivated too!

Here's how the course works:

- ◆ Work through this workbook a lesson at a time
- ◆ Each lesson includes learnings & action steps
- ◆ Fill in the relevant sections of the Marketing Plan Template
- ◆ Bring all the information together to create your Marketing Plan & Actions!

Before we start:

- ✓ Save or print your Marketing Plan Template
- ✓ Get yourself a notebook to write all your answers down
- ✓ Schedule time in your diary to go through the lessons (it should take about 1 hour per lesson)
- ✓ Grab a cuppa ☕ have a look at the template before making a start on Lesson 1!

This is going to be fun, productive, and totally doable over a few focused days!

Leanne

Aka Bossy Britches

Lesson 1

You might be looking at the Marketing Plan Template that you've just downloaded ready to Mend Your Marketing and be wondering, "Why do I need to answer all these questions about my business before even thinking about marketing"?

Great question! The truth is, without a clear focus and background information you'll waste time and money and won't know how to market your business and attract the right people. By answering these questions you're gonna get those creative juices flowing and gain lots of insights and inspiration!

Why We Start with "Your Business"

This section helps you get absolute clarity on what you do, why you do it, and what makes you different. Without this foundation, your marketing will feel scattered and unfocused.

What We're Looking for and Why:

- ✅ Your Business Story – Knowing your own journey helps you connect with customers on a personal level. People love a brand with a story!
- ✅ Your Business Goals – You need to know what your goals are and how you're going to achieve them...Without clear goals, it's easy to waste time and resources on things that don't move your business forward.
- ✅ Your Unique Magic – This is what makes you stand out in a crowded market. If you don't define it, customers won't notice it either.
- ✅ Your Elevator Pitch & Value Proposition – If you can't quickly explain what you do and why it matters, your marketing messages will feel unclear.
- ✅ The Big Picture – What's the dream? Where do you want your business to be in 3, 6 or 12 months, a year, or even 5 years?

 **Bossy Britches Tip: Don't worry if your answers aren't perfect. Just getting them down will help you refine your marketing later and remind you of lots of useful information...and why you do what you do!**

Lesson 1 Continued

Why "Your Marketing" Comes Next

Marketing is about getting your business in front of the right people, in the right way. But before we start shouting about your business, we need to ask: What's already working? What's not? Where are the gaps?

What We're Looking for and Why:

- ✅ Your Marketing Objectives – What do you actually want from your marketing efforts? More sales? Brand awareness? More enquiries? Defining your goals makes your marketing purposeful.
- ✅ What Marketing Have You Done? – This helps spot what's already working and what's been a waste of time. If something didn't work before, why? If it did, why aren't you doing more of that?
- ✅ Challenges You Face – If you don't know your marketing struggles (e.g. lack of time, not knowing what to post), it's hard to fix them.

 **Bossy Britches Tip: Look at where your current customers have come from...this gives you clues about what's working.**

Why These Answers Matter For Your Marketing Plan...

By answering the questions in the Marketing Plan Template, you'll:

- ✨ Have a clear picture of your business and its strengths & weaknesses
- ✨ Stop wasting time on marketing that doesn't serve your goals
- ✨ Identify gaps and opportunities for growth
- ✨ Set yourself up to create a marketing plan that actually works!

Lesson 1 Tasks:

- ✓ **Fill out the sections "Your Business" and "Your Marketing" in your template.**
- ✓ **Don't stress about making it perfect...just write down your thoughts!**

In the next lesson we'll be focusing on your dream customers so you can attract the right people (and stop marketing to everyone and their granny). 🐶

Lesson 2

Your dream customers are out there...let's go find them!

Welcome to Lesson 2! 🙌 In the last lesson, you got clear on your business and your marketing so far....great work!

Now, let's shift the focus to who you actually want to sell to...

💡 Not everyone is your customer. The best marketing attracts the right people and filters out the wrong ones.

Trying to market to everyone and their granny is exhausting and ineffective. Instead, let's zero in on the customers who truly need, love, and value what you do...so you can attract more of them (and stop wasting time on those who don't!).

Step 1: Defining Your Dream Customers 🎯

Think about the best customers you've ever worked with. The ones who 'get' your business, appreciate what you offer, and never haggle on price. Those are the kinds of people we want to attract more of!

Here's what to think about:

- ✅ Who are they?
 - Age, gender, job, income, location (demographics)
 - Interests, values, behaviours (psychographics)
- ✅ What problems do they have?
 - What frustrates them?
 - What's keeping them stuck?
 - What's stopping them from getting what they want?
- ✅ Why do they buy from you?
 - What makes them choose YOU over competitors?
 - What is most important to them when making a decision?
- ✅ Where do they hang out?
 - Online: Instagram, Facebook groups, LinkedIn, forums?
 - Offline: Networking events, local business groups, community spaces?

Lesson 2 Continued

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🔥 Example:

"My dream customers are busy small business owners who feel overwhelmed by marketing. They want clear, actionable strategies but don't have time to figure it all out themselves. They follow business advice accounts on Instagram, read marketing blogs, and love practical templates and guides."

🚀 Lesson 2 - Task 1:

- ✓ Fill out the Dream Customers section of your Marketing Plan.
- ✓ Think about your BEST customers...who are they? Where do they spend time? What made them a great fit?

Why This Matters

When you know who you're talking to, your marketing becomes easier, clearer, and more effective. Instead of guessing what to post or where to show up, you'll know exactly where to focus your efforts.

In the next lesson we'll pull everything together into a clear marketing plan....so you can finally take action (without the overwhelm!). 🎉

Lesson 3

Welcome to Lesson 3 of Mend Your Marketing In 2026....isn't this fun? And not as hard has you initially thought?!

You've come so far! Over the last few days you've:

- ✅ Nailed down your business foundations
- ✅ Identified your dream customers (so you can attract more of them!)

The final piece of your marketing puzzle! 🧩

But before we wrap up, there are a few final questions to answer....these will help make sure your marketing actually works long-term. 🚀

Step 1: Answering the "Key Questions" Section 🤔

This section ties everything together and helps you think like your customers. Imagine someone is discovering your business for the first time...what do they need to know?

Why This Matters:

💡 If you don't know exactly what you offer, why people should choose you, and how to reach your audience, your marketing will feel scattered and inconsistent.

Key Questions:

- ✅ What are your Unique Selling Points (USPs)? – What makes your business different from (and better than) your competitors?
- ✅ Who are your competitors? – Knowing what they offer helps you position yourself more clearly.
- ✅ Where are you positioned in the market? – Are you high-end, budget-friendly, or somewhere in between?
- ✅ If people were searching for a business like yours, what would they type into Google? – These are your keywords!

🚀 Lesson 3 – Task 1

- ✓ Answer the questions in the Key Questions section of your Marketing Plan.

🔥 **MYM Tip: Think like a customer...if they needed your product or service, what words would they use to find you?**

Lesson 3 - Cont'd

Step 2: What Are Your Key Marketing Messages? 📢

Now that you know who you're talking to and where you're showing up, it's time to decide what you'll actually say!

Why This Matters:

💡 Your marketing messages should be clear, consistent, and compelling. If your audience hears the same strong messages over and over, they'll start to remember you.

How to Craft Your Key Messages:

- ✅ What do you want to be known for? – Example: "I help small business owners create simple, stress-free marketing plans."
- ✅ What problems do you solve? – Example: "Overwhelmed with marketing? I'll help you cut through the noise and focus on what works!"
- ✅ What benefits do you offer? – Example: "Marketing that actually brings you customers—not just likes and follows."
- ✅ What action do you want people to take? – Example: "Book a free call to get started today!"

🔥 Example of a Key Marketing Message:

"Feeling lost with marketing? You don't need to do more...you just need a strategy that actually works. I help small business owners build simple, effective marketing plans that bring in the right customers. No stress, no jargon...just results!"

🚀 Lesson 3 - Task 2:

- ✓ Go to the Key Messages section of the template and write down your top 10 key marketing messages....these should guide everything from your website to your social media captions!

🔥 **MYM Tip:** If you're stuck, look at past customer feedback...what do people always say they love about working with you?

Lesson 3 Cont'd

Step 3: Budget & Resources – Making It Happen 💰

Now, let's talk about resources...because a great marketing plan is no good if you don't have the time, money, or tools to make it happen!

Why This Matters:

💡 Even if you have £0 to spend, you still need a plan for your time and effort so marketing doesn't fall by the wayside.

Things to Think About:

- ✅ What's your marketing budget? – Even £50 per month can go a long way
- ✅ What free or low-cost tools can help you? – Canva for graphics? Mailchimp for emails? Later for scheduling social media?
- ✅ Who's responsible for marketing? – Just you? A team member? A freelancer?
- ✅ How will you measure success? – Website visitors, email subscribers, social media engagement, leads?

🚀 Lesson 3 – Task 3:

- ✓ Go to the Budget & Resources section of the template
- ✓ Decide how much time/money you're investing in marketing (even if it's just 2 hours a week!).
- ✓ List the tools you'll use to make marketing easier.
- ✓ Decide who's responsible for executing the plan & tasks

🔥 **MYM Tip: If marketing feels overwhelming, start with one marketing method, one key message, and one tool. You can always build from there!**

When you're ready, scroll down for your final lesson!

Lesson 4

I bet you never believed you could do this but you've just about built a full, practical marketing plan...go you! Marketing doesn't have to be hard...it just needs a plan. And by the end of this lesson you will have one! 🚀

So now that you've answered all the key questions in this Marketing Plan Template, it's time to turn insights into action!

You've probably got an inkling as to what you need to do...

 Note: You can't sell snow to Eskimo's!

Bringing It All Together – Your Marketing Action Plan

The moment of truth! Now that you have a clear understanding of your business goals, target audience, messaging, and budget, it's time to decide how you will put your marketing plan into action.

Here's how to decide what to do next:

- ✅ Review Your Answers – Look over your responses and identify the biggest opportunities, challenges, and gaps in your marketing. What stands out? What needs immediate attention? What do you need to do to reach those Dream Customers?
- ✅ Create a word document with the Marketing Plan Main Headings outlined on the template and fill them in as best you can based on the answers you've scribbled down as you've been completing this mini course.
- ✅ Decide what marketing methods you will use to reach your Dream Customers. Based on your goals and what you've learnt about your Dream Customers, select the marketing methods that will work best for your business and to reach your Dream Customers. It's worth thinking about and considering lesser used marketing methods too...you could be missing a trick!
- ✅ Prioritise Your Actions – Not everything needs to happen at once. Start with the methods that will have the biggest impact and fit within your resources. Don't try to do everything at once—focus on what works. What's the quick wins?

Consider:

- What's urgent? (e.g., fixing an outdated website)
- What's easy to implement? (quick wins like scheduling social media posts)
- What will bring long-term results? (eg. content marketing, email nurturing)

Lesson 4 Cont'd

- ✅ Create a Marketing Schedule – Outline when and how often you'll implement your chosen methods. Consistency is key! Break your actions into small, manageable steps with deadlines. This keeps you focused and avoids overwhelm.
- ✅ Allocate Time & Resources – Be realistic about what you can do yourself and where you might need help. Do you need a designer, copywriter, or marketing mentor to support you?
- ✅ Test & Measure – Track progress and adjust as needed. Marketing is not set in stone...try things, see what works, and refine your approach over time.
- ✅ Stay Consistent – Marketing success comes from regular, focused effort. Even small, steady actions will build momentum over time.

🔥 Marketing Methods to Consider:

- 📱 Social Media – Instagram, LinkedIn, Facebook, Pinterest (depending on where your audience is).
- ✉️ Email Marketing – Great for nurturing leads and keeping customers engaged.
- 🌐 SEO & Website Marketing – Helps people find you on Google.
- 👉 Networking & Events – Face-to-face connections still work!
- 📢 PR & Collaborations – Getting featured in blogs, podcasts, or local press.
- 📝 Content Marketing – Blogs, videos, lead magnets (positioning you as an expert).
- ✉️ Direct Mail – In a digital world, direct mail can help you grab attention and stand out from competitors

Example Next Steps:

- Refresh website messaging to align with your key marketing messages
- Start an email newsletter to nurture leads
- Focus on one social media platform and engage consistently
- Develop a lead magnet to attract your ideal customers

With a clear plan and the right marketing methods in place, you'll be able to attract the right customers and grow your business effectively.

Lesson 4 Cont'd

Marketing Plan Prompts

I've put together some prompts for you to think about before finalising your marketing plan. Use these prompts to dig deeper into your actions and ensure your plan is practical, achievable, and effective.

Step 1: Choosing Your Marketing Priorities

Choose 3-5 key focus areas to work on first.

- ➡ Which marketing methods will you focus on first?
- ➡ Which marketing channels best align with where your dream customers spend time?
- ➡ What's the quickest win you could implement that would make an impact?
- ➡ What's currently missing from your marketing? (e.g., clear messaging, customer engagement, visibility)
- ➡ Is there something you need to stop doing because it's not working?

Step 2: Breaking It Down Into Manageable Steps

For each priority, define the specific tasks needed to make progress

✦ Social Media Strategy:

- ◆ Which platforms will you focus on?
- ◆ What type of content will you post? (educational, promotional, personal, testimonials, videos, reels, pictures etc)
- ◆ How often will you post? (daily, weekly, monthly)
- ◆ Will you use scheduling tools to stay consistent?

✦ Website & SEO Improvements:

- ◆ Do you need to update your website messaging to align with your dream customers?
- ◆ Are your services/products clearly listed and easy to find?
- ◆ Have you optimised your website for keywords your audience searches for?
- ◆ Do you have clear call-to-actions (CTAs) to guide visitors toward enquiries or purchases?

✦ Email Marketing Plan:

- ◆ Do you have an email list? If not, how will you start building one?
- ◆ What type of emails will you send? (newsletters, promotions, educational content)
- ◆ How often will you email your list?
- ◆ Do you need to create a lead magnet (freebie) to attract more subscribers?

Lesson 4 Cont'd

✦ **Networking & Partnerships:**

- ◆ Which local or online events should you attend to connect with potential customers?
- ◆ Are there businesses or influencers you could collaborate with?
- ◆ Can you guest post, get interviewed, or be featured to boost visibility?

✦ **Paid Advertising (if applicable):**

- ◆ Do you need to test paid ads (Facebook, Instagram, Google Ads)?
- ◆ What's your monthly budget for ads?
- ◆ What is your goal for running ads (brand awareness, website traffic, conversions)?

✦ **Customer Engagement & Retention:**

- ◆ How will you encourage more repeat business? (loyalty offers, exclusive content, check-ins)
- ◆ Do you have a system in place to ask for and showcase testimonials?
- ◆ How can you encourage more word-of-mouth referrals?

✦ **Content Marketing Plan:**

- ◆ Will you create blogs, videos, or other educational content to attract customers?
- ◆ What topics will be most valuable to your audience?
- ◆ How will you repurpose content to save time? (e.g., turning a blog into social media posts)

✦ **Brand Visibility & PR:**

- ◆ Could you apply for awards, guest speak, or be featured in industry publications?
- ◆ Do you need to refresh your branding or messaging to better represent your business?
- ◆ Are there local or online communities where you could position yourself as an expert?

✦ **Testing & Measuring:**

- ◆ How will you know if your marketing is working? (Website analytics, leads, conversions, engagement)
- ◆ How often will you review and adjust your plan? (monthly, quarterly)
- ◆ Do you need to set up a simple tracking system to monitor progress?

Lesson 4 Cont'd

Lesson 4 – Task 1:

Now you've completed all the learning lessons, it's time to create your Marketing Plan!

Go to the 'My Marketing Plan & Actions' page of the template and start to build your plan using the headings I've provided.

Start by writing the first heading and use the information and insights you've gained from answering the questions in this workbook and on the template, to fill in the information for each heading.

Don't forget to test and measure what's working and what's not at regular intervals and tweak the plan where necessary!

 **Awesome sauce....you've done!!!**
You have a Mend Your Marketing Plan! What an achievement! 

Need Help?

🔧 Want help fine-tuning your plan? Need a bit of expert Marketing advice? Want someone to hold you accountable and bounce ideas off?

☎️ Book a "Mend Your Marketing" call....I'd love to chat...there's lots more ways that I can help you to achieve your goals and stay on track!

If you would like to find out more about how I can help you further....visit my website and discover how my Mend Your Marketing Programme could work for you!

Happy Marketing!

Leanne