

A photograph of a person driving a car, viewed from the passenger side. The driver's hands are on the steering wheel. The background is a blurred street scene with a person in a red shirt. A large yellow rectangular box is overlaid on the top half of the image, containing the title text.

**7 Ways**  
**You're Making Marketing**  
**Way Harder Than It Needs To Be**  
**(and how to fix it)**

# Hey there,

I bet you're here because you've been **riding in front seat of the struggle bus** when it comes to marketing your business. And it's been a bumpy, uncomfortable ride.

The good news is, it doesn't have to be that way. **It can feel a whole lot better.** It can be simpler, full of more curiosity and experimentation, while still creating the impact you need to connect with your people.

In the next few pages, you'll get clear on how people typically make marketing too hard and how to fix it so you get off the struggle bus and **onto the easy train.**

Be sure to **check out the action steps** at the end to take right away to get out of force and into flow to grow a business you love.

Here's to making moves and being seen,

**Katie**



**7 Ways You're Making Marketing Way Harder  
Than It Needs To Be...And How To Fix It.**

*Let's go!*

# You're Afraid Of Bugging People



One of the things I hear most often when it comes to marketing is that you're worried about bugging people. You don't want to be obnoxious. Or pushy. You think people will get tired of hearing from you. You think "well, I've posted about this offer/product/event already, and I don't want to be annoying." So, you stay quiet.

The problem is that you're forgetting that for most people it takes 5-6 exposures to your product/service for them to actually take action or buy your thing. So it's your job to keep putting it out there. Frequently.

They can *always* opt-out if it's not for them (unfollow your Instagram, or unsubscribe from your emails). But people can't buy from you if they don't know you exist. Marketing is hard when you're hiding because you're afraid of bugging people. So, remember that your awesome product or service can only benefit your customers if they know about it...and then get out there and spread the word about what it is you offer!

# You aren't repurposing your content.

So you've done the hard work of creating some marketing content. Maybe it was a great photoshoot of your products. Perhaps you wrote an awesome blog post. Or you created a how-to video to give your customers some helpful insights. You shared it with the world and then...nothing. You're back to the drawing board. More to create. Ugh.

When you spend the time to create some content, you've got to ensure that you get all that you can out of it. For each piece of content, talk about it all week! Send it out to your email list. Do an Instagram Story about it. Post about it on Facebook. Ask questions to your audience about it to create some engagement. Get some mileage out of your efforts! Here are a few examples of how this might look:

## **Photoshoot of product:**

- Show the behind the scenes prep of props, styling, make-up, whatever, before the photoshoot ("getting ready!")
- Show the behind the scenes during the photoshoot. Perhaps a Instagram Story video or a Facebook Live
- Post the actual photos to your website
- Feature one photo a day on Instagram for the next week
- Create a blog post from the photo content (3 ways to wear \_\_\_\_)
- Send blog post out to your email list
- Post about the blog post on social media
- Talk about your 3 big take aways from the photo shoot on a social post or video

## **Blog post:**

- Share the post on all of your channels that allow direct links
- Repurpose for Medium (or other blog forums)
- Send to your email list
- Create an Instagram post teaser about the blog post
- Do an Instagram story about what you talked about in the post
- Ask a question to create more engagement with your audience about what they think about that subject
- Link it in other blog posts (i.e. "read more about this subject here" or "other blogs you might like")
- Add a link to it in your email with "in case you missed it" from past blog posts
- \*BONUS\* share it again in a few months. Timeless content always pays off!

# You're not doing things consistently.

People who do just a few things consistently instead of doing a lot of things half-assed have much more success with their marketing. And yet, so many people try to do ALL of the things (but not all of the time). Which means it's really hard to tell what's working and what's not unless you take the same marketing actions consistently (and track those actions, too).

Consistency says to your potential clients, "This is my jam, my area of expertise, and I'm not going anywhere." By showing up consistently, you become front of mind for your audience and they're more likely to remember your business when they're ready to purchase.

The key here is to be reasonable about what consistent means for you. Sometimes people get excited and bite off way more than they can chew right away. Figure out your minimum baseline for consistent marketing actions, and just start there. Then, once that is dialed, you can expand your efforts.

Wanna get better at basketball? Best bet is to pick up the ball every day. Same goes for your marketing efforts.



# You're not clear about who your core customer really is.

Or, alternatively, **you're trying to be everything to everyone.**

Both of these problems have the common thread of confusion. And confused customers don't buy. They hesitate thinking "is this really for me?"

When you *aren't clear* about who your core customer really is, it might mean you just haven't looked at your analytics very closely. You might find out that you're actually selling to an older demographic than you're targeting...Or you might be trying to sell to a local market, when in fact your core customer is based elsewhere. So by creating some marketing collateral to target the people who are actually buying, your sales might blow up!

On the other hand, if you're *trying to be everything to everyone*, you may find it resonates with no one. Sales happen most easily when a potential customer reads your copy or sees your imagery and thinks "Oh man! That's totally me! They really get me."

Think of the dating profile that reads something like "I like great food, a nice glass of wine, and long walks on the beach." While sure, those things may be true, they don't really tell me anything specific about YOU. Similarly, if your product or service has a generic message for the industry you're in, you'll get lost in a sea of similar but not special offers.

Get clear on your core customer, and what they really want from you. Get specific. That's where it gets good!

# You're not speaking to your customer in a way they understand.

This really builds on the previous mistake, which is usually the result of a “smart person” mistake. Meaning, your years of writing academic papers or eloquent prose actually tends to bite you in the a\$\$ when it comes to writing marketing copy.

It's so much more powerful to write in a way that your customer understands, which means plain, jargon-free English.

Nothing fancy, just clear and understandable.

Skip the clever phrases that make your customers have to think too hard. Use the words and phrases *they would use* to describe what they're looking for. That is the magic to making marketing and selling 100 times easier.



# You're talking about features, not benefits.

Okay, now we're on a roll here about how to talk to your customer, because the other mistake people make frequently is spending too much time talking about the features of their product or service, instead of the benefits.

Now, while some people are quite particular about the features they're looking for and it is important to spell those features out, the way to really make it impactful is to speak to how those features are beneficial to your customer.

*Here are a few examples:*

## **Health Coaching**

- Feature: Weekly food journal review
- Benefit: The accountability and personalized attention you need to ensure you know exactly what's working and what's not working for your body

## **Jewelry**

- Feature: Hand-made ear wires for earrings
- Benefit: Ideal shape ensures earring stay put without ugly earring backs

## **Builder**

- Feature: Eco-friendly building materials
- Benefit: Creates cleaner air for you to breath in your own home so your family stays healthy

## **Photographer**

- Feature: 2 hour photoshoot
- Benefit: Plenty of time to capture you in several outfits without feeling rushed, so that you have a variety of looks to choose from

## **Hot Chocolate**

- Feature: Sweetened with Stevia instead of sugar
- Benefit: You still get the sweet taste you love without the brain fog and energy crash that comes with sugar

# You're getting hung up on perfection.

(A.k.a. Trying to be further along than you are. Sometimes, a.k.a. champagne taste on a beer budget)

When you're trying to create a website, marketing collateral, webinars, videos, ads, photos, etc. that look like \_\_\_\_\_ (fill in the blank with your industry leader) you'll find that you may just never get anything across the finish line because you get stuck on trying to get it "*perfect*."

We often end up getting stuck a pattern of wanting to get things "just right" before we put anything out there. But when you're a new business owner, you might not have the team or the budget or the time to execute a super high-level marketing campaign. And you worry that if it isn't done perfectly right off the bat, you'll be doomed forever (commence freak out and self-loathing).

First, take a deep breath. And then keep in mind:

- It has taken those industry leaders *years* and tens of thousands of dollars to get where they are. You can't expect to be there overnight. Don't get into "compare and despair" mode.
- If there's something that "needs" to be perfect, hire it out. You'll save your sanity and actually get the dang thing done. Start by getting clear on what's *most important* for you to pay a professional to help you with, and what you can bootstrap instead. If you have a luxury product, investing in professional branding might be important, for example.
- The only way we get clarity is by taking action. The first photo shoot you do might be total crap. The first video you shoot will undoubtedly be awkward. The first sales page you write might not convert very well...but *you just have to start*.
- You'll improve as you go. But you can't get better if there's nothing to learn from!

# Let's make this a bit easier, shall we?

#1: Remember that you bring value. And people can't get that valuable product or service you have if they don't know about it.

**YOUR ACTION:** Commit to reminding people about your product or service 5 times in the next 2 weeks.

#2: Repurpose your content as much as possible to get some mileage out of your efforts.

**YOUR ACTION:** Come up with at least 5 ways to share your latest marketing effort, piece of content, event. Ideally you'll spend one week talking about the same thing.

#3: Consistency breeds legitimacy. That's how we build awareness

**YOUR ACTION:** Choose to spend time really being consistent in one or two marketing activities for a month (or more!) and track your efforts.

#4: Get clear about your core customer. Who is buying from you and just can't get enough of your offers?

**YOUR ACTION:** Hone in on how you can deliver something really amazing to a smaller audience. You can always expand down the line, but there's power in creating the right offer, for the right person, at the right time.

#5: Speak to your customer in plain English. Flowery language won't do you any favors in this context.

**YOUR ACTION:** Pay attention to the words and phrases your customers use to talk about their wants and needs. Then use those in your marketing copy.

#6: Features are important, but benefits sell.

**YOUR ACTION:** Ensure that for every feature you highlight, you describe what benefit it brings to the customer or the result they'll be able to achieve because of it.

#7: Don't get stuck in perfectionism. Choose action instead.

**YOUR ACTION:** Get things to "good enough" and then put it out there. You'll learn something and improve it as you go.



# HEY, I'M KATIE.

You're ready to do more of what you love. I'm here to help.

BOOK A FREE NO PRESSURE BRAINSTORMING SESSION TO FIND OUT MORE:

[www.crowheartcreative.com/brainstorm-session](http://www.crowheartcreative.com/brainstorm-session)

I work with **talented, thoughtful people** who love what they do and have a vibrant vision for their life and career.

The only problem is **they aren't sure how to get their work in front of the people** who are hungry for what they have to offer, and they're tired of the feast and famine in their business.

Together we work to get clear on their message, overhaul their websites, and **get past their fears** so they can attract clients consistently, and sell their work with ease.

Ready to go from overwhelmed and unsure, to clear and confident so you can do more of the work you love?

Let's talk.