



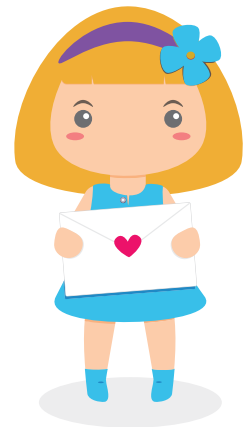
Guide to **WINNING** at

Marketing

For the Small Business Owner & Solopreneur

Love Yourself Now

- Let go of Past guilt.
- Release the “Shoulda-Coulda-Woulda”s.
- Block out the Future fears.
- “What-if”s and “Worse-Cases” sabotage success.
- Today is a gift, which is why we call it the Present.
- What can you do TODAY to improve your marketing?



Embrace Slow & Steady

- Life is a marathon, not a sprint - the same goes for marketing.
- “Couch to 5k” doesn’t make you run 5 miles the first day.
- Tackling 3 months of marketing in a week causes burnout.
- Burnout leads to abandoning all marketing efforts.
- Daily small steps will yeild your goal by the end of the year.
- (Every time I read that book the tortoise wins...)

Rejoice in Progress

- Celebrate your victories!
- Not once a month, not once a year, but every day, every step.
- State what you did and why it was good, even if it felt small.
- A pebble your shoe proves small things can be BIG.
- Have someone hold you accountable & share your victories.
- Celebrations are more meaningful in groups.

