

Business Activity #01: Marketing

Business Breakthrough Life Coaching



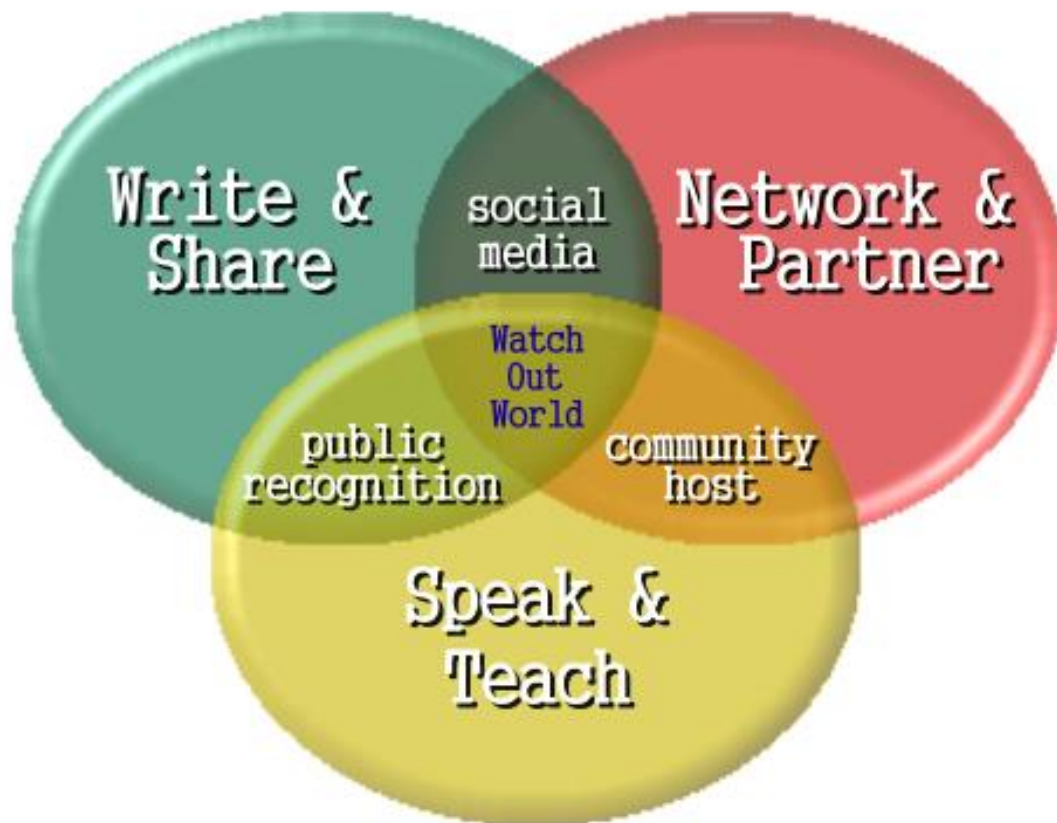
Business Activity #01 Marketing: Everything you do to be seen and known as a person / business of value by other people. In this playsheet we will talk about how to PLAY Marketing.

We will explore how to express LOVE in your Marketing activities.

We will explore the FEARS you may experience while Marketing.

To **POWER UP**, share how you want play Marketing, the ways you can express LOVE and the FEARS you experience. (Page 4).

Business Breakthrough Marketing



With Coach Dave Buck, MCC, MBA

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PURPOSE of Business Breakthrough Life Coaching

The purpose of each “Business Activity” exercise is to explore business from the Life Coach perspective of PLAY, LOVE and FEAR. For two reasons:

- 1) To expand your awareness so that you can THRIVE in the business game and lead by example in your tribe.
 - 2) To spark insights that you can share when you talk about business in your community.
- When you speak “TRUTH”, people notice. I believe that **EVERY entrepreneur needs a Life Coach!** Let’s play for Business Breakthroughs ... Together!

Playing Marketing

Play is when you take creative action in pursuit of an intended result that you cannot control BUT you can influence. (and usually have fun doing it)

The intended result of all marketing activities:

You connect with a person (either you find them, or they find you) who has learned about what you offer. They are interested and want to engage further.

Marketing Actions:

Marketing is a game with unlimited possibilities because you could find or be found by someone doing just about anything! But in general, marketing actions fall into a few main categories. Here are a few to spark your imagination.

The purpose of this list is to help you identify the marketing actions that you want to get better at doing! Getting better means you take the action with greater ease and create the desired result with greater frequency.

These are just suggestions; Don’t limit yourself to what is on this little list.

Write & Share: Articles, books, advertisements, letters, social media posts, press releases

Network & Partner: Attend gatherings, meetup with an individual, joint venture promotion, advocate promotions.

Speak & Teach: Give talks, lead trainings, face-to-face or virtual, record and share audios or videos.

Social media: sharing or interacting in any social platform.

Public recognition: being acknowledged, recognized or promoted by the media or by an individual via social media.

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Community host: host meetups or gatherings face-to-face or virtual; be an active visible leader within a community; host a group within a community. Note hosting a group conversation within a social media platform could go in either category; the category doesn't really matter!

Watch Out World! This is our affirmation for what is possible when you play the Marketing game with great gusto!

Ways to express LOVE while Marketing

- You love the people that you meet.
- You love the value that you share with people.
- You love the communities you participate with.
- You love being the center of attention.
- You love when a community comes together for a shared purpose.
- You love the feeling of belonging with people that you enjoy and admire.

Ways to experience FEAR while Marketing

- Fear of being seen by the wrong people; people who might make trouble for you.
- Fear of NOT being seen by the right people; people who might do business with or promote you. (fear of seeming invisible)
- Fear that the value you are offering will not be accepted or valued.
- Fear of making a mistake in what you share or being embarrassed in a public forum.
- Fear of attracting conflict or someone who wants to defeat you.
- Fear of being rejected or ignored by someone that you meet.

There are plenty more possibilities for both of these lists!





Please share your thoughts on the game card to expand this conversation!

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I look forward to reading your thoughts about this provocative exercise!

	<p>Step 1: Click through to your game card. Look for the Power Up section (Find the Red Button with the Rocket!)</p> <p>Find the MARKETING badge. You will see the game card description...</p> <div data-bbox="438 525 633 724" style="text-align: center;">  </div> <p>#01 Business Activity: Marketing Here is how I can PLAY the marketing game and how I can express LOVE and experience FEAR.</p> <p>Click on the SHARE button in the right column. </p> <p>(optional) Share a photo that expresses your thoughts.</p>
	<p>(optional, but I hope you will do it!) Get your FB friends cheering you on. And seeing you as a Coach on the GROW!</p> <div data-bbox="438 871 755 934" style="text-align: center;">  </div> <p>Under the share box you will see the Facebook login button and “Share On Facebook” button.</p> <p>Instructions: use the copy button to copy what you shared on the Gamecard and paste it into the FB Share Window. OR you can enter something different if you want.</p> <p>The share on Facebook will contain a link to a page on the CoachVille site about the Business Breakthrough Life Coaching free “Micro-Course” WITH your CV Partner Code .</p> <p>Sharing on FB will score you points!</p> <ol style="list-style-type: none"> 1. When you share on Facebook you earn +1 Bonus point in your total score. 2. When you share there is a probability for a bonus score multiplier 3. If one of your FB friends clicks on the link to explore the program, you score a Partner point. 4. If one of your FB friends becomes a CV Member to explore the Micro-Game, you score multiple Partner Points <p>And contribute to the growth of our thriving community creating a better world through great coaching... We are grateful for your partnership in spreading the word about coaching, CoachVille and our programs!</p>