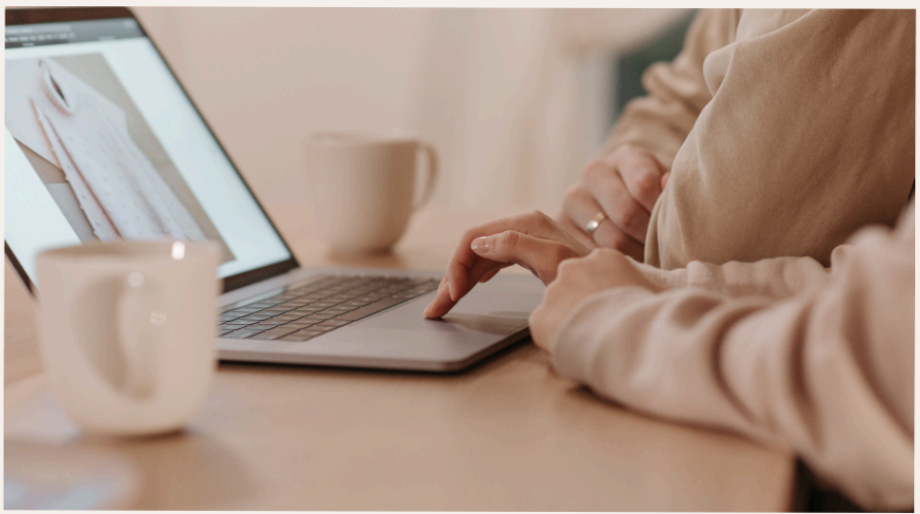


Let's Get Started

THE FOUNDER'S MARKETING PLAYBOOK

STRATEGIES FOR GROWING YOUR BUSINESS AND AMPLIFYING YOUR VOICE







WELCOME TO YOUR MARKETING PLAYBOOK

Welcome, founder! You're on the right track by downloading this workbook—this is your first step toward creating a meaningful, lasting impact through your business. This playbook will walk you through marketing strategies designed to elevate your brand, grow your business, and amplify your voice.

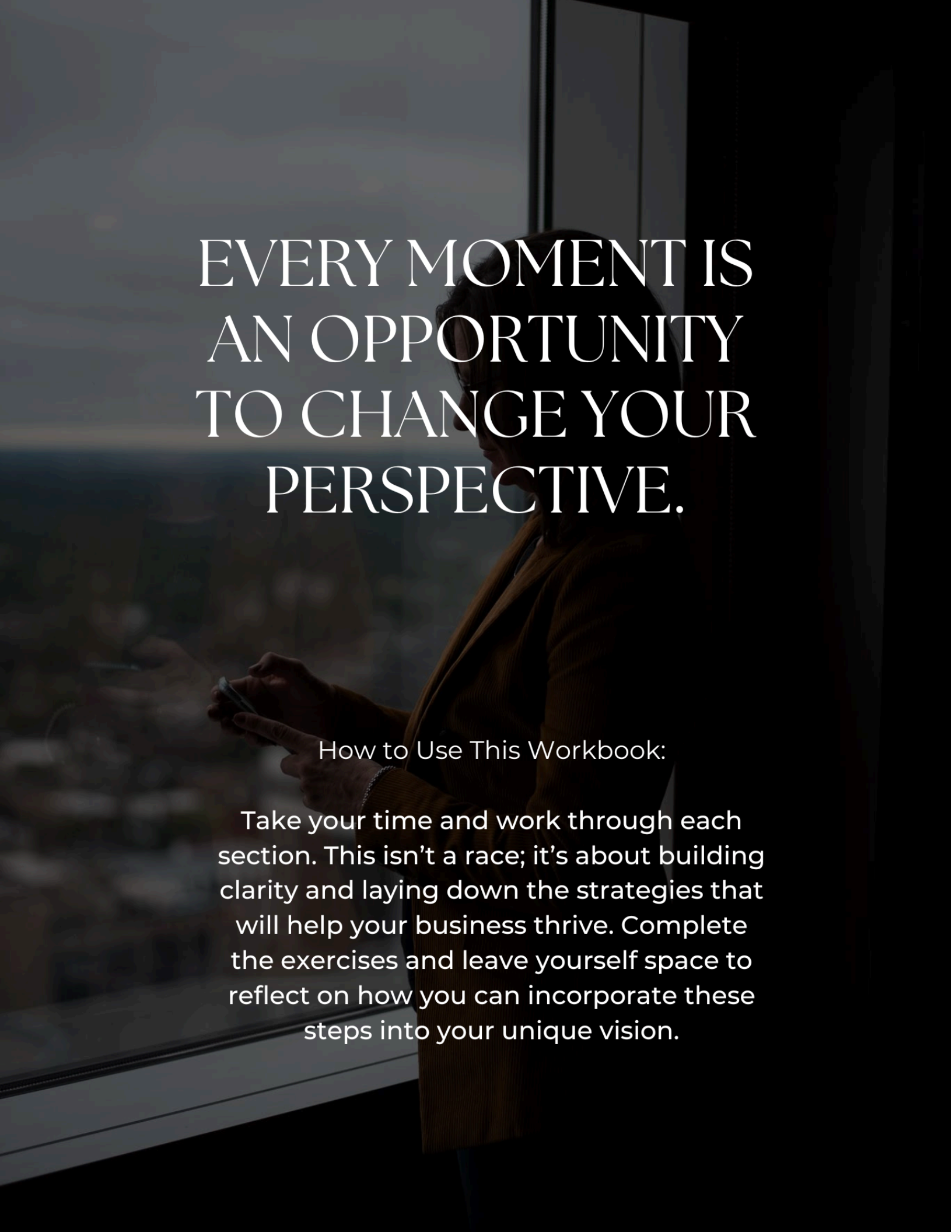
LET'S DO IT!

TABLE OF CONTENTS

1. LAYING THE FOUNDATION
2. BUILDING YOUR BRAND MARKETING
3. STRATEGIES TO AMPLIFY YOUR VOICE
4. BUILDING YOUR COMMUNITY
5. TRACKING YOUR SUCCESS

7.

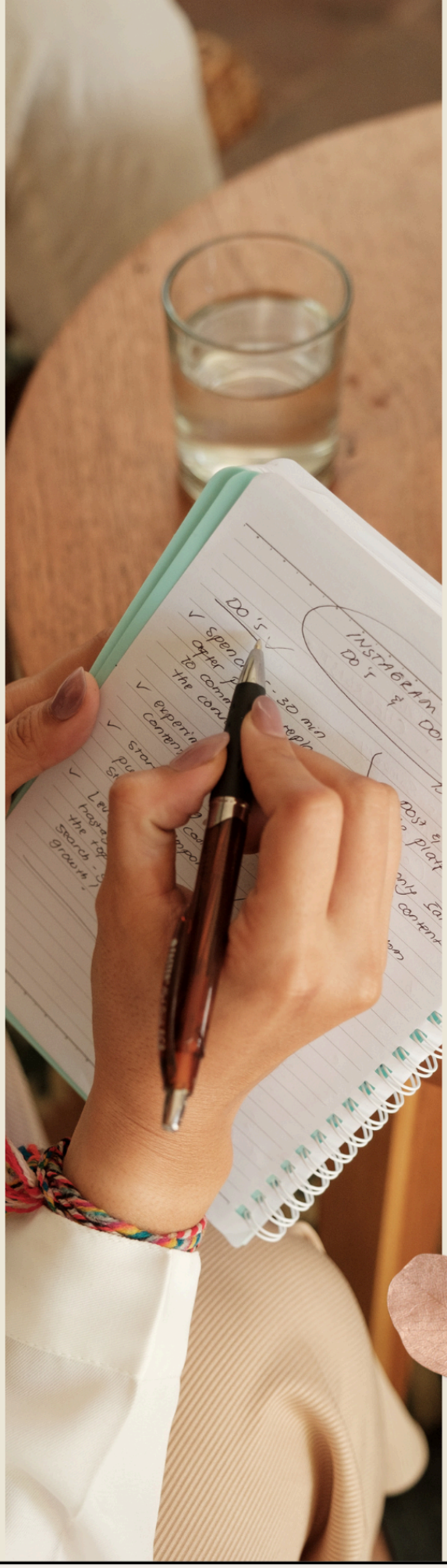




EVERY MOMENT IS AN OPPORTUNITY TO CHANGE YOUR PERSPECTIVE.

How to Use This Workbook:

Take your time and work through each section. This isn't a race; it's about building clarity and laying down the strategies that will help your business thrive. Complete the exercises and leave yourself space to reflect on how you can incorporate these steps into your unique vision.



01

LAYING THE FOUNDATION

Your vision is the compass that will guide your business growth. As a founder, your vision isn't just about profits—it's about creating something meaningful that connects with others.

LET'S DO IT!

ACTION STEP:

Write down your vision statement for your business. How do you want your business to impact the world? What's the legacy you want to create?





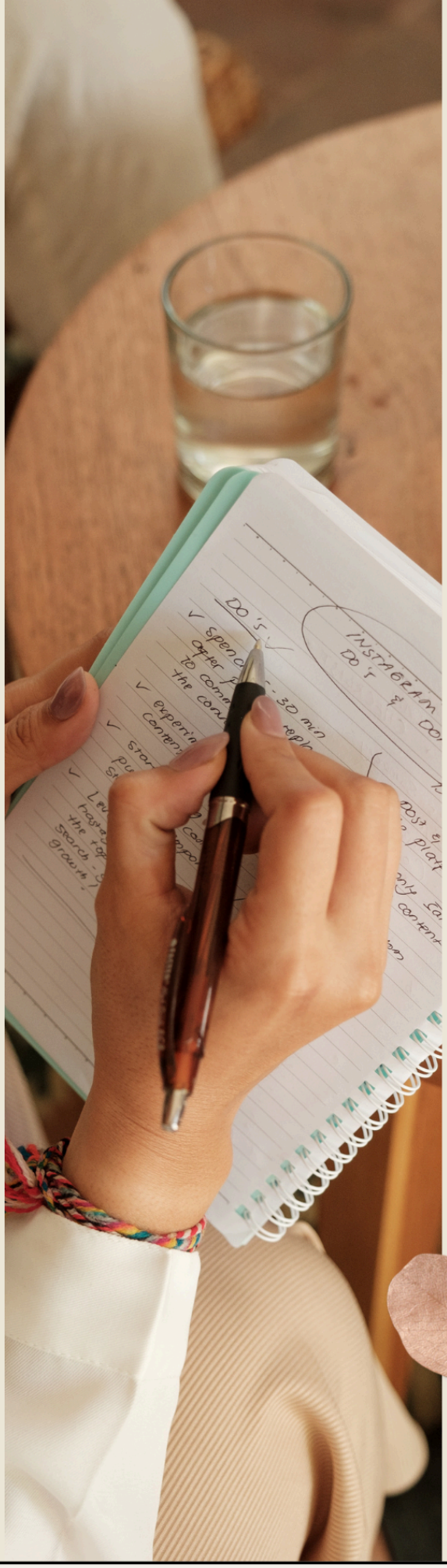
EXERCISE:

- What are the core values that guide your business?
- How do you want people to feel when they engage with your brand?

YOUR NOTES:



enjoy the process



02

BUILDING YOUR BRAND STRATEGY

2.1 Crafting Your Unique Message

Now that you have your vision, it's time to think about your message. This is the voice that will resonate with your audience. It's not about selling a product, but about creating a story that people want to be part of.

LET'S DO IT!

ACTION STEP:

- Evaluate your current visual identity (colors, fonts, logo). Does it align with your brand message?
- If you don't have a visual identity yet, jot down ideas of how you want your business to be perceived visually.





EXERCISE:

Create a mood board for your brand. What images, colors, and designs feel most aligned with your message?

YOUR NOTES:



enjoy the process

02

BUILDING YOUR BRAND STRATEGY

2.2 Visual Identity and Consistency

Consistency is key in marketing. Your visual identity should reflect the tone of your message and make it easy for your audience to recognize you wherever they see you.

LET'S DO IT!



ACTION STEP:

- Evaluate your current visual identity (colors, fonts, logo). Does it align with your brand message?
- If you don't have a visual identity yet, jot down ideas of how you want your business to be perceived visually.





EXERCISE:

Create a mood board for your brand. What images, colors, and designs feel most aligned with your message?

YOUR NOTES:



enjoy the process

03

MARKETING STRATEGIES TO AMPLIFY YOUR VOICE

3.1 Content Marketing Strategy

Content is the backbone of your marketing strategy. It helps you connect with your audience, educate them, and establish trust. The right content marketing can increase your visibility and showcase your expertise.

LET'S DO IT!



ACTION STEP:

- What are the key topics you want to be known for in your industry? Think about your area of expertise and what will resonate with your target audience.
- Create a list of blog post or social media content ideas.





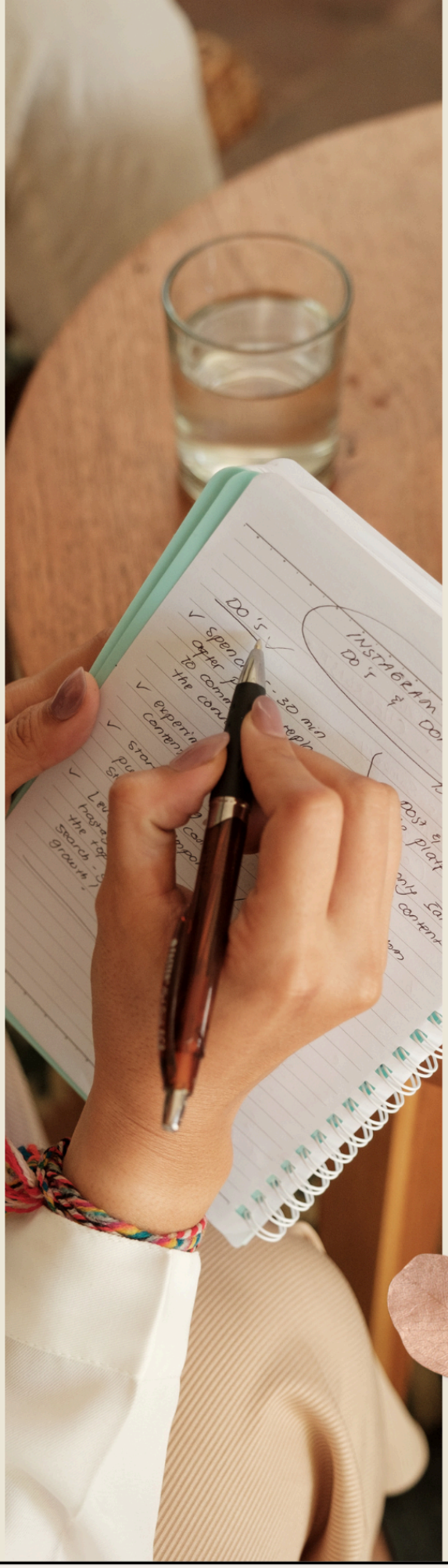
EXERCISE:

- Write down a content calendar for the next month. Aim for 3-5 blog posts or social media posts.
  - Topic 1:
  - Topic 2:
  - Topic 3:

YOUR NOTES:



enjoy the process



03

MARKETING STRATEGIES TO AMPLIFY YOUR VOICE

3.2 Social Media Marketing Strategy

Social media is a powerful tool for amplifying your voice as a founder. It's where you can build relationships, showcase your brand's personality, and communicate directly with your audience.

LET'S DO IT!

ACTION STEP:

- Identify which social platforms are most important for your business (Instagram, LinkedIn, Facebook, etc.).
- Define your posting schedule and content mix (inspirational posts, educational content, behind-the-scenes, etc.).





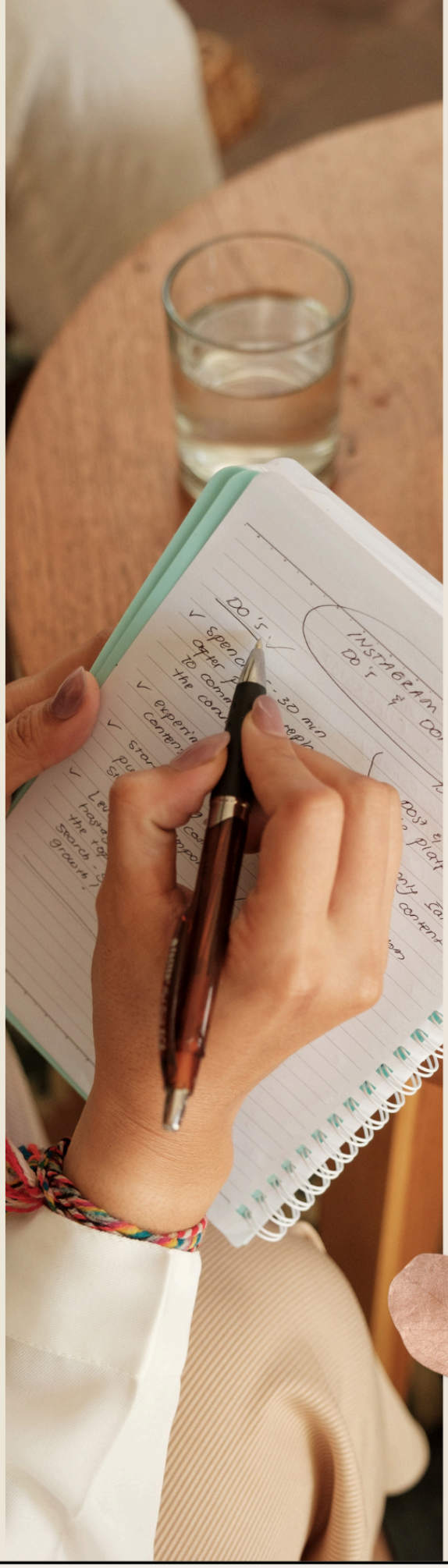
EXERCISE:

- Write down a list of 5 things you want to share on social media this week.
- Example: Behind-the-scenes glimpse of your business, an insightful blog post, a customer testimonial, etc.

YOUR NOTES:



enjoy the process



04

BUILDING YOUR COMMUNITY

Creating Connection Through Community

Community-building is essential for founders. It creates loyal advocates for your brand and helps you maintain an engaged and supportive audience.

LET'S DO IT!

ACTION STEP:

Define your target community. Who do you want to connect with? Who do you serve, and who benefits from your brand?





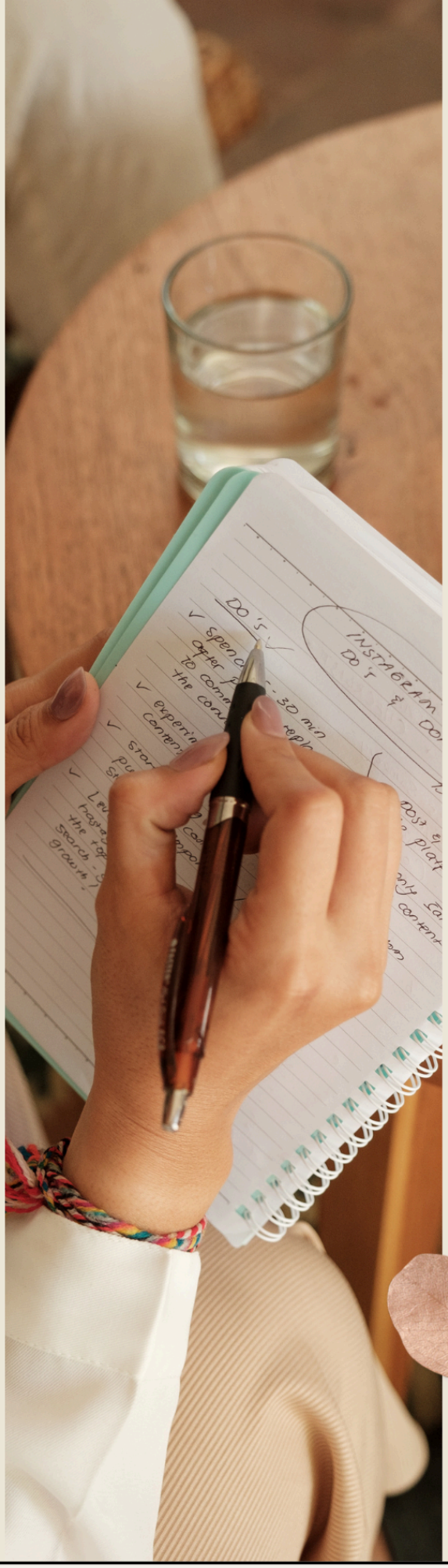
EXERCISE:

- Brainstorm 3 ways you can engage with your community in the next 30 days.
- Example: Host a live Q&A, share a personal story, start a community group, or offer a free resource.

YOUR NOTES:



enjoy the process



05

TRACKING YOUR SUCCESS

Metrics That Matter

Now that you have your marketing strategies in place, it's essential to track your progress and adjust where needed. Monitoring key metrics will help you understand what's working and where to improve.

LET'S DO IT!

ACTION STEP:

Define 3 key metrics that will measure your marketing success.

- Example: Website traffic, email sign-ups, social media engagement, sales conversions.





EXERCISE:

Create a simple tracking system (could be a Google Sheet) to track these metrics monthly.

YOUR NOTES:



enjoy the process



CONCLUSION: NEXT STEPS FOR YOUR MARKETING SUCCESS

Congratulations, founder! You've now built the foundations for your marketing strategy, and you have actionable steps to start growing your business and amplifying your voice. Remember, this is an ongoing process—marketing is a journey, not a destination. Keep refining, keep engaging, and always stay true to your vision.

NEXT STEPS:



Bring Your Strategy to Life – You've now built the foundation for your marketing strategy, and you have actionable steps to start growing your business and amplifying your voice. Set aside consistent time to review your progress, refine your approach, and stay aligned with your visions.



Reflect & Refine – Marketing is an ongoing process. Use the reflection exercises in this playbook to assess what's working, identify areas for improvement, and make adjustments that keep you aligned with your vision.



If you're ready to take your marketing to the next level, I'd love to help. Reach out to schedule a personalized marketing consultation, and let's build a strategy that works for you. **Schedule your FREE 30-minute strategy session. Click below** 👇

FREE MARKETING STRATEGY SESSION

THANK YOU FOR READING!



LISA CARMICHAEL
FOUNDER
FRACTIONAL CMO

LISARCARMICHAEL.COM



