



# WHAT'S THE KEY

## *to consistent communication??*

- Marketing your business is more than just posting a couple of times to Instagram, there are so many opportunities to get the word out.
- You must hone in on what your brand messages & values are & then consistently & AUTHENTICALLY communicate this across all platforms & touch points.
- In order to successfully communicate yourself, you need to BELIEVE the words that you are using.

### 1. Be authentic - blog!

*Brainstorm one blog idea & add to your content plan a month. This can be repurposed several times on other SM channels.*

### 2. Have a strategy

*Two main routes to market & content planning. Where are people finding you? What performs well & what doesn't?*

### 3. Connection - are you REALLY showing up?

*Write down some actionable points you can take to show up more. What is the magic sauce that makes you unique??*

### 4. SEO (keyword research & unique content)

*Research keywords that suit your business. Consider what people would put into Google to find you?*

### 5. Think 'Beginner's Mind'...

*Write down some terms that are relevant in your industry, that you can simplify for your audience. Spell out how you can help them...*

### NOTES

*What areas of telling your brand story do you find most difficult? What can you do to overcome/troubleshoot this?*

### TOP TIPS

- Get organised! Have all your design assets saved in a folder on your phone, this helps to ensure visual consistency when creating on the go. Don't let not having things to hand be a barrier.
- Be confident with where you sit in the market & communicate consistently from there.
- Practice your elevator pitch. Being able to describe what you do succinctly & confidently will help with all your messaging in person & online.
- Know which platforms your ideal clients are on & invest time there!
- Learn how best to create good quality content & then get it out there! Try all different things & analyse what worked well. "I either win or I learn."

### NEED MORE HELP?

Drop us an email at [hello@thehook.uk](mailto:hello@thehook.uk) if you'd like to talk about branding, web design, photography or marketing for your biz.

*Check out our events page on the website for upcoming workshops you can get involved with.*

