



Tiny Marketing Actions

Recipe Book

Small Business





Happy Cooking



Welcome to your mini cookbook of Tiny Marketing Action recipes for small business owners. In this collection, we have chosen some specific actions to activate connection with your ideal members and enable you to run your own professional marketing campaigns and create truly awesome graphics, videos, and emails—regardless of your resources or skills.



Get Ready for Tiny Marketing Actions

Tap your motivation

Most business owners don't run toward marketing activities. Instead, they prefer to work on the fun part of business, or focus on doing the thing people pay them to do.

Maybe your jam is helping people untangle their finances, or learn how to renovate their home on a reasonable budget, or automate functions in their business so they feel less stressed and more in control of their day.

In order to keep a natural momentum with marketing, you need to consistently tap into why you love the work you do. This just means you intentionally reflect on positive emotions and financial benefits associated with the work you're doing. Follow this recipe to get ready for any Tiny Marketing Action.

Recipe

- 1 Find a quiet space to sit down and reflect
- 2 Recall a time when you were absolutely in the flow with your work, and your client was thrilled with the process and results
- 3 Write down what was at the root of that joy and flow for you. To get specific about it, ask yourself "What was I witnessing that made me feel so alive?"
- 4 Put this insight in places where you can quickly recall it: As the screen saver on your phone, on the wall in your office, in the desktop of your computer,

The things that motivate you in your work do not have to be gargantuan. They can be things like:

- The smile on someone's face as they take that first bite of your signature dish.
- The sense of community that envelopes the congregation after Sunday services.
- Greeting a loyal return customer
- Finding out that a new customer was referred by an existing customer

So when you wake up and ask yourself in the mirror "do I really need to write that email or LinkedIn post right now?" you can confidently say: "Yes I do. Because my work has meaning, and it feels great to see its impact."



Recipe #1

#1 Reach Out to a PB&J Partner

One of the best ways to get referrals is to reach out to another small business owner who provides highly complementary but non-competitive products or service to your ideal customer. (For example, a business coach would have PB&J partners who are copywriters, tax attorneys, CPAs, graphic designers and book publishers.)

Recipe

- 1 Identify a PB&J partner who already works with an ideal client of yours (or who you have referred people to in the past and gotten good feedback about)
- 2 Send them a quick message to request a 20-minute catch up
- 3 In this catch up, ask them 3 questions: 1) Who is your ideal client these days? 2) What is your preferred way to receive referrals? 3) Is there any kind of client you do not want to work with?
- 4 Then you can flip the script and tell them your 3 answers
- 5 This can start a more solid referral network

Whether you do this face-to-face, via Zoom or a phone call, the goal is to have a deeper personal connection beyond an email. See what feels right to you!



Recipe #2

#2 Simplify with Linktree

The more cool marketing channels and platforms you join, and the more projects you do, the more URL branches are attached to your work. Links like:

- Your website.
- Your podcast.
- Your primary social media channel.
- A landing page for a current offering.
- Maybe a favorite community project.

What this means is it is hard to know which URL to feature when you invite people to connect with your work. Often you have one link to share on your profile bio on a social channel like Instagram or Twitter, as well as in situations like speaking to a large audience.

Enter Linktree: a free tool where a single URL provides access to all of additional URLs that you'd like to share.

Recipe

- 1 Sign up for a free account on Linktr.ee
- 2 Claim your ID (your name, if available)
- 3 Add your first group of links (your website, podcast, current offer, etc)
- 4 Set up your profile with a picture, and a background
- 5 Use on common social bios: Instagram, LinkedIn, Twitter

Check out a sample that I put together in 15 minutes: <https://linktr.ee/pamelaslim>



Recipe #3

#3 Re-Introduce Yourself

If you are like most people, you are busy working on and evolving your business, often in response to new client needs and opportunities. Although you may have whole new offers, or a new client audience, there may be those in your network who are clueless about your ever changing offerings.

Unless you proactively guide the narrative of your business and brand, people will just keep you pegged in the place where they know what you used to do.

Consider this scenario where someone says "I know Joe, he designs websites!" (Joe stopped designing websites in 2020 and now build apps). Or how about "I know Tanika, she does technical writing!" (Tanika has not done technical writing in 5 years and she now has a VA firm and specializing in supporting podcast productions).

For this reason, it is a great practice to "re-introduce" yourself by crafting a short update. On completion, you can post it where you have community, like LinkedIn, Instagram or Facebook.

Recipe

- 1 Identify the key audiences you serve and the key offers you want to sell in the next 12 months
- 2 Draft a brief, conversational update to share with your network. Include any links to your website, sales pages relevant to the update
- 3 Post on your social media channels, tagging anyone in particular you want to inform
- 4 Try not to overthink it! This is not a press release, this is a conversational way to re-orient the way your network thinks about you, so that they can either hire you themselves or refer you to others

Check out a sample that I did on LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6983117035538956289/>



Recipe #4

#4: Send a love note

Too often, we harbor secret professional crushes on people we deem too busy, too famous or too uninterested to ever make time for us.

The practice of deliberately writing love letters to those you admire and appreciate is a TMA that feels as good to you as it does to the recipient.

The key is to write an email, tweet or personal note that says to the person clearly and specifically what you love about them and their work. If it is the first time you are connecting with them, it is important not to use it as a butter up to ask for something you want, but just to express sincere appreciation.

Recipe

- 1 Identify a person or brand you admire, that ideally is involved in the ecosystem of your business
- 2 Draft and send a brief email, handwritten note or social media post describing specifically what you like and appreciate about them
- 3 That's it! Really!
- 4 Do this frequently and notice how it makes you feel

The recipient of your love letter may respond back, and they may not. What is important is that you take the time to add encouragement to someone who is modeling the kind of person you want to be, doing work that you admire.

Many doors have been opened for small business owners who have the confidence and courage to reach out to people they admire. Take your shot!



Recipe #5

#5 Teach a Tip

Is there a tip, hack, shortcut or cool trick you know that would be of benefit to your larger community of clients and prospective clients? Something like:

- Use TextExpander to save typing time for frequent email responses
- Take iPhone photos at Golden Hour to get beautiful light
- Hit the letter B when you are in PowerPoint slide show mode and the screen will turn black (hit the letter W and it will go white, and hit any number slide you want to go to + Return, and it will go to that slide)
- No matter the quantity of rice you are cooking, measure the right amount of water by touching the top of the rice in the pan with the top of your index finger, then filling the water to the first line on your finger (it is best to sauté the rice in a bit of oil first for the best flavor)

Teaching something useful to your community is a great way to showcase your expertise.

Recipe

- 1 Get to your most frequented social channel
- 2 Share a simple tip on a subject important to your clients or community
- 3 If you don't have a tip yourself, share someone else's
- 4 If you want to get fancy, you could use PosterMyWall to display the tip in a graphic



ABOUT PAMELA SLIM



Pamela Slim is an award-winning author, business coach and certification agency owner who works with small business owners ready to scale their businesses and IP. She is the author of Escape from Cubicle Nation (Penguin Random House, 2009, Winner, Best Small Business/Entrepreneur Book of 2009 by Porchlight Books), Body of Work (Penguin Random House, 2014) and The Widest Net (McGraw Hill, 2021, Winner, Best Sales and Marketing Book of 2021 by Porchlight Books).

Pam and her husband Darryl co-founded the K'é Community Lab in Mesa, Arizona where they host scores of diverse community leaders and small business owners.