

FINANCIAL JOY CHALLENGE



DAY 3: MARKETING WORKBOOK

This workbook can be printed, or you can type your answers directly into the PDF.

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DAY 3 - DISCOVERY (Marketing)



Hello and welcome back to the Financial Joy Challenge: Rocket Your Income Edition!

Yesterday, we talked about the **value** that you bring and we helped you gain clarity on what that looks like.

It was fantastic to see you all in the Facebook Community and I really enjoyed reading and responding to all your comments that you posted beneath yesterday's video.

Before we jump into today's challenge, I want to remind you that we have a really important **BONUS MASTERCLASS** that we highly recommend that you join.

The link will be sent to you around 9pm GMT today when the Masterclass is available.

I'm breaking down 5 tried and tested passive income ideas that help us generate over £20,000 per month in income.

I go deep into breaking these down and making them actionable.

Before you continue with this workbook, make sure that you've watched the video for DAY 3.

Now let's dive into today's challenge, which is all about your Discovery and Marketing.

By now if you didn't have a side hustle from day 2, you should have decided on one already given the tools we shared with you within your workbook. I.e. the Quiz and the Brainstorming exercise.

DAY 3: DISCOVERY

Proceed and answer the questions below for Your SIDE HUSTLE/ONLINE BUSINESS:

Visibility Strategy: How exactly will people find out that your product or service exists?

Choose **ONLY ONE** by putting a circle around it and focus on mastering it:

- i) Organic traffic (such as a blog or youtube channel or podcast),
- ii) Social media,
- iii) Paid advertising (e.g. via Facebook or Google),
- iv) Joint ventures and collaborations with others,
- v) Hosting events.
- vi) Other.....

Messaging: What is your product and service and how does it help your ideal customer get results?

We covered this yesterday but now want to convert your messaging into one **simple and powerful statement** using our **X,Y,Z formula**.

X = Who (i.e. your ideal customer or avatar), Y = Why (their desire) and Z = How (what makes you different i.e your Unique Selling Point).

For example, I help Millennial Mums to achieve To become Debt Free
Through my award winning debt-to-zero method. Simply fill in the gaps:

I help To
Through.....

And what makes your product or service unique or different from others similar to it? Write **3 ways** it is different and/or what pain it removes for your ideal customer:

DAY 3: DISCOVERY



Building Trust: What will you offer for free to build likeability and trust with your ideal customer? **Choose One** to start

- i) Free blogs, podcast episodes or YouTube videos
- ii) Free Trials or samples of your product or service
- iii) Free online course
- iv) Free video tutorials
- v) Free downloadable eBook
- vi) Other.....

Sales System: How can people buy from you?

How exactly can people buy from you online? Write below what steps people can take to pay you. This is your simplified Sales System.

DAY 3: DISCOVERY

How often and by what means will you tell people to buy your products or services?

E.g. Monthly via email, or Every 2 weeks via podcast episodes or Every month via Fire sales, etc.

This will help people connect with what you're selling and go through your Sales System to buy from you.

Write below how often and by what means:



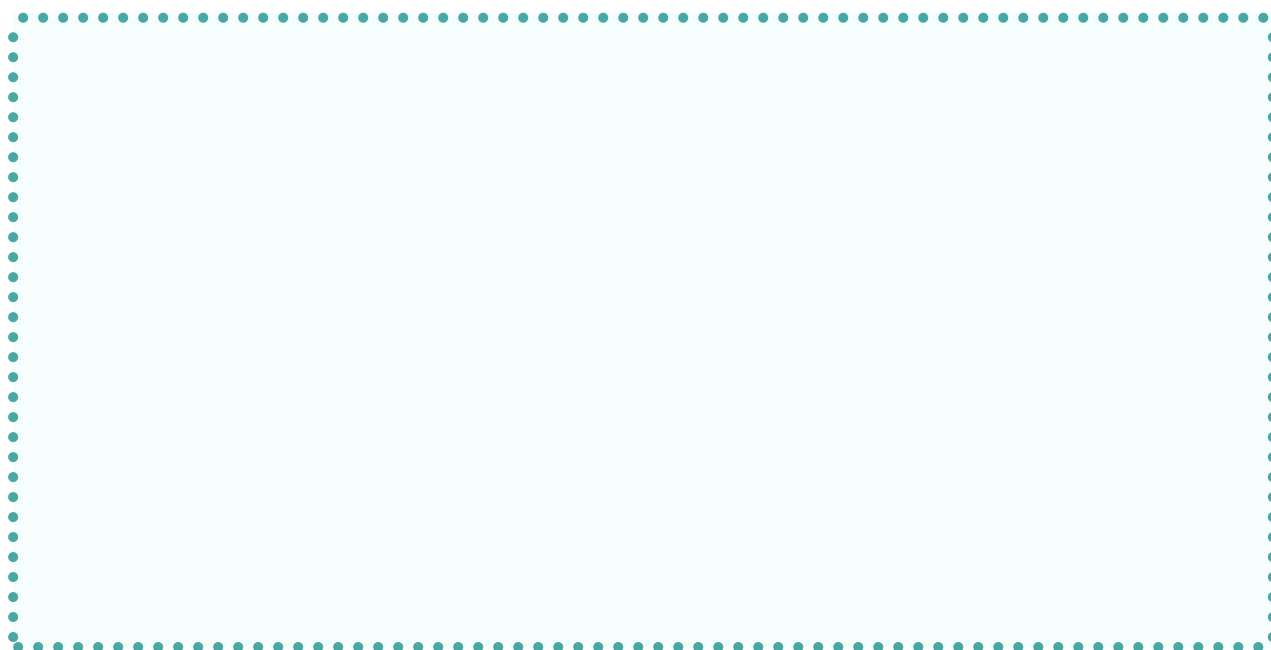
Proceed and answer the questions below for Your JOB:

Visibility Strategy: What will you do over the next **90 days** from today for your value to be seen more by the right decision makers?

- i) Own and deliver a specific project earlier than required.
- ii) Have a meeting with your manager and ask to be set a goal tied to a reward e.g. 15% pay rise or a bonus.
- iii) Assess areas of pain for your boss and take on some of that responsibility.
- iv) Assess your team, department or the business you work for and make 1 - 3 positive suggestions.
- v) Assess the business you work for and brainstorm value adding activities that will either increase revenue or reduce cost materially.
- vi) Other.....

Messaging: What are your top hard and soft skills and years of experience, and how is it helping your employer? How can you communicate these better to the decision makers at your job?

Top Skills and Years of Experience:



DAY 3: DISCOVERY

How to communicate these better:



Sales System: Do you have a formal or informal agreement with your employer on what your income (or total compensation) should be in 12 months from now if you achieved certain improvements or outcomes?

If not, write down **3 - 5 things** about who you need to become or what you need to do in order to be able to ask for at least a 20% increase in your annual pay.

You might already be at that place where you can ask but just haven't. So in this case, one of the 3 - 5 things you should write is "Book a meeting and ask!"

Another could be that you look at specific industry research and see if you're underpaid in your role.

Yet another could be (and this is controversial), looking for another job where you can guarantee at least a 20% pay rise by moving.



DAY 3: DISCOVERY

Sales System: What useful training could you ask your employer to sponsor or pay for in full to help you develop and become that person who could easily earn 20% - 50% more than your current earnings? Brainstorm some thoughts below:



Let's talk briefly about what we have accomplished today and what is coming up on the next day.

Yesterday on day 2 we helped you gain clarity on what value you have to offer.

Today on day 3 we've helped you decide how you're going to market your side hustle or online business as well as how to become more visible at work to earn more!

Remember that everything that we have done today is part of your **ROCKET YOUR INCOME PLAN!** So together with what you have done over the last couple of days, you're putting together an important Action Plan to help you Rocket Your Income.

Tomorrow on Day 4 on the challenge, we're going to focus on deciding what your **INCOME GOAL** is exactly.

These goals will be BIG and yet that keep you EXCITED yet make you feel like they're ACHIEVABLE!

See you on day 4!