

Your 15 minute Business Move Day

#4 - #5 - & #6

Okay, my Bonafide Peeps.

You just spent three days learning how to:

- market a **problem + solution**
- focus on a few **local areas**
- use simple offline marketing
- handle rejection
- put marketing on a schedule
- build a memorable local brand
- and choose between **door-to-door, digital, or both**

Now we are not going to keep reading about marketing.

We are going to make a marketing plan.

Set your timer for:

15 Minutes

Grab your notebook, phone, planner, or whatever you are using for your business.

Let's go.

Minutes 1–3 — Pick Your First Local Area

Write down the first place where you want to focus your marketing.

My Main Marketing Area:

If you already chose two areas, write both.

Area #1:

Area #2:

Do not pick ten cities.

Remember:

Local, not global.

You can grow outward later.

Minutes 4–6 — Pick One Problem You Can Help Solve

Now think about the homeowner.

What might they need help with right now?

Maybe:

- Spring cleaning
- regular house cleaning
- holiday preparation
- a busy work schedule
- getting the house back in order
- another real problem that fits the service you offer

Write one.

The Problem:

Now finish this sentence:

My cleaning service can help by...

That gives you the beginning of your:

Problem + Solution Marketing Message

Minutes 7–9 — Decide How You Will Market

Choose one.

☐ **Offline**

Maybe:

- flyers
- postcards
- business cards
- referrals

☐ **Digital**

Maybe:

- Google Business Profile
- Nextdoor
- Facebook
- another local online platform

☐ **Both**

Now write your choice:

My First Marketing Method:

Do not choose everything.

Pick something you will actually use.

Minutes 10–12 — Put It on Your Calendar

This part matters.

Do not write:

“I’ll market sometime this week.”

Write:

Day:

Time:

What I Am Doing:

For example:

Wednesday — 8:00 to 9:00 a.m. — Pass out Spring-cleaning flyers in Quartz Hill.

or:

Thursday — 6:00 to 6:30 p.m. — Set up my Google Business Profile and make sure my service area and contact information are correct.

Now marketing has a place on your schedule.

Minutes 13–14 — Decide What You Want People to Remember

Write three words.

I Want Clients to Remember My Business As:

1. _____

2. _____

3. _____

Maybe:

Dependable

Detailed

Easy to communicate with

Now ask yourself:

Does the way I work actually prove those words?

That is your brand.

Not just the logo.

Minute 15 — Choose Your First Action

Finish this sentence:

The first marketing action I will complete is:

And write the date:

I will do it on:

That is it.

Do not add ten more things.

Look at What You Just Built

In 15 minutes, you now have:

- your first local marketing area
- one homeowner problem to market around
- one marketing method
- a real day and time to market

- three things you want your business to be known for
- and one first action

That is a marketing plan.

Simple.

Useful.

And ready to use.

Now Comes the Important Part

You learned enough.

Now go test it.

Some people may not respond.

Some may say no.

Some may save your information.

Some may call later.

Some may refer you.

And some may become clients.

You are going to learn more by actually putting your business out there than by sitting and reading another twenty marketing articles.

Business teaches you while you are doing business.

So now?

Go give people a chance to find you.

Happy Business! You Got This!

Stay Bonafide — keep growing and glowing.