



# THE 5 MINUTE MARKETING JOURNAL

## *The Science & Blueprint*

By:

CEO & YOUR MARKETING MASTERMIND  
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Marketing. It's the engine that drives a successful business - but is the one thing that holds most entrepreneurs back. You end up trying to learn it all, DO it all, and ultimately, drowning in random information, a lack of clients, and complete lack of clarity.

More than 90% of new businesses fail in the first year, and it's partially due to this misunderstanding of how to actually create a successful business. Not just the tactics involved in marketing your talents, but the actually *strategy* that drives the end goal.

And in the end, it's this lack of understanding of what strategic marketing is, that keeps most people stuck. Most people focus on the *wrong* things in business - the email lists, the funnels, and even your website copy. But none of that matters unless you have a strategic plan to drive the result you actually want to achieve. Without a marketing strategy that works, you just have disconnected pieces of a business.

But the reality is, marketing is not as confusing as everyone makes you believe it is. Marketing is easy when you make it a part of you. Discover the science and blueprint and get started with your 5 Minute Marketing to build your business success.

## MARKETING *101*

**Marketing** and **Marketing strategy** are two very different things. Just like the the difference between a granule of sugar and an actual recipe that makes a delicious chocolate cake with that granule of sugar.

Marketing alone is an overall function of business - to build awareness for your brand, your product or service.

But marketing strategy means you have a method to your madness. It requires a combination of different tactics that, when mixed together in a clever way, produce a value-generating result.

So let's get back to BUSINESS BASICS. Get rid of the misguided focus to “get clients”, “build a list”, post on Facebook...first, let's define the core terms of any successful business model.

**MARKETING** - is the act of doing things to bring awareness to your business. Things like Facebook, Instagram, blogging - those are promotional activities to bring awareness of your business to your ideal clients.

**STRATEGY** - is the process of understanding how your marketing activities can communicate the value of your product or service, and how those activities can POSITION you for the value and integrity that you are.

**TACTICS** - the actual means to which you reach your goal. A strategy is required to produce the result you want with the tactic (i.e. webinar, podcast, email list, Facebook - those are tactics and without a strategy, they are a ineffective).

**POSITIONING** - The place you occupy in the minds of the consumer - in reference to your competition. Positioning is the SINGLE FACTOR that determines how you STAND OUT to your ideal clients.

**SELLING** - the act of making offers that will involve the exchange of money for value - whether it is a product or service. In order to "sell" something, you have to MAKE AN OFFER.

† † †

Just like a child who must learn to stand before he walks, and learn to walk before he runs - so is the journey of any entrepreneur.

By definition you are literally doing things that are new to you - getting outside of your comfort zone - and breaking new ground on a daily basis. It should feel thrilling and fuel or creative energy - but when you don't know how to package your genius knowledge and get it out to the world, you will get lost in the world of the "facebook entrepreneur" - the entrepreneurs who only know what they know about business from FACEBOOK.

Dare I say ICK? Tacky? Ineffective?

Sure, there are a few star successful Facebook entrepreneurs out there. In fact, you know about them because you yourself were probably spending a lot of time on there too.

But just as Steve Jobs, Dave Asprey, Tim Ferriss, Gabrielle Bernstein... anyone that has achieved extraordinary success - YOU the high value independent business owner must take the road *less traveled*.

The reality is, it's not just A way to build a successful business, it's THE ONLY way you can create true significance and value in the world. And to have the type of fulfillment and personal value that is one of our natural human needs.

It requires your commitment, bold action, and a simplified plan to GET IT DONE.

To get laser focused and achieve the goals you have set, you need STRUCTURE. And while it may sound restrictive, in fact it only takes 5 minutes a day, a little strategic planning, and laser focus on your individual goals, and knowing how YOU best can accomplish them.

5 minutes a day. Are you ready?

## THE SCIENCE

As it turns out, there is a reason you may be struggling. And it's something you may not think is related to your lack of clarity, self confidence, and business building challenges. In actuality, it's based on ACTUAL SCIENCE - and because you are a purpose-driven and intelligent person, this is important for you to understand.

Author and Scientist Charles Koch wrote "The Science of Success". He found that there are 5 dimensions of success, the first being VISION. He describes vision as understanding what and how the business can create the greatest long-term value for it's customers.

I know, I know - you know your purpose - but you want to make money! And therein lies the problem for purpose driven, intelligent entrepreneurs.

Unfortunately, as the expert you are - with high expectations of yourself - possibly a bit of a perfectionist - learning and DOING all of the things people are teaching to create your success, sometimes leaves you feeling less than fulfilled. Confused. Unfulfilled, and kind of sleazy.



The good news is, you are not alone! Have you ever "beat yourself up" or find yourself launching forward full speed then recoil and start judging yourself? **Overthinking?**

This is because what you are doing is UNNATURAL to the purpose driven, intelligent entrepreneur. Unlike those that just are ok with focusing on money, deep inside you actually want to add VALUE to people's lives. You have high expectations of yourself and others, and want to DO valuable things so your intelligent mind is engaged. Doing things like "list building" and proving your value on Facebook is a bit boring and tedious - and leaves you falling into comparing yourself to others. Which leaves you judging yourself, not standing in your value, and therefore not being seen as the leader you are.

The problem is not that you are not smart enough... it's actually that you are too smart to get caught up in the online hype. You've lost your sense of what is valuable (including yourself) and are trying to "fit in" when you might be a bit of a natural rebel.

The good news is, now you understand why it seems like you are struggling in your entrepreneurial business, now you can fix it. It's as simple as changing the lens in which you see your success. Instead of focusing on the low value TACTICS, we are going to turn that UPSIDE DOWN, and focus on the HIGH VALUE that you are.

## THE COMMITMENT

The 5 Minute Marketing Journal is for people who are ready to burn the boats. Take no prisoners, shut out the noise, and finally see progress. This is for impatient, high achievers who are tired of settling for ordinary.

The reality is, as a high achiever, every time you "settle" for less than you know you are capable of, you beat yourself up. It's a cycle that keeps most people stuck in the endless loop of mediocrity. And mediocre, you are not.

Why 5 minutes a day? Because most goals are set as a To Do list - made up of things that seem to be demanding your attention - social media, emails, Facebook even... and as you may have experienced, those things lead to distraction, procrastination, and leave the meaningful and deep work undone. 5 minutes a day, with 30 day sprints and end goal focus will lead to the results you want - everyday.

This is a journal based on your daily marketing strategy with action based planning in only 5 minutes a day. The first 3 pages should be done every 30 days to help you refocus, and come back to your center, pivot where necessary, and always be reminded of your personal values.

### **STEP ONE: THE OLD FASHIONED PLANNER**

Yes, the 5 Minute Marketing Planner is bringing OLD SCHOOL back into style. Unless you are an organized tech junkie, WRITING (when was the last time you used a pen?) uses different neurological pathways in your brain. It engages your creative and logical mind, and according to Lifehacker, the RAS (reticular activating system) acts as a filter for everything your brain needs to process, giving more importance to the stuff that you're actively focusing on that moment — something that the physical act of writing brings to the forefront."

*“One study from 2010 found that the brain areas associated with learning “lit up” much more when students wrote by hand.”*

And surprisingly, this is because it develops “cognitive automaticity - the ability to think as fast as possible, freed as much as can be from the strictures of whichever technology we must use to record our thoughts,” cites Anne Trubek, associate professor of rhetoric and composition at Oberlin College in Ohio.

## **STEP TWO: DEVELOP THE HABIT OF SUCCESS**

Based on the science of success, the 5 Minute Marketing Planner is dependent on your ability to stay focused on your own success. This means commitment to the achievement of your success goals. By taking part in this, you need to create the habit of success - literally setting up your daily schedule to accomplish what I call Incremental Laundry, the rituals and habits you need in order to make your goals inevitable.

NOT doing this will leave you unfocused and distracted, and you will NOT achieve your 30 day goal. You literally need to become the successful person you imagine yourself to be when you have the goal you are going for.

## RULES TO LIVE BY

**The F\*CK IT RULE** - When you get caught up in self judgement, perfectionism, and overthinking, you need to apply the "f\*ck it rule - this is the "just do it" anti-procrastination method for people who want results. Overthinking? F\*CK it. Just do it. You can fix it later. :)

**NATO - No Attachment to the Outcome:** Success comes from the act of DOING - you take on the "everything is a test" belief so you can avoid self judgement.

**FOMO - Fear of Missing Out** - the only thing you should fear missing out on, is your own success.

**INCREMENTAL LAUNDRY** - Scheduling your important and tedious tasks into daily HABITS.

Tools like the **F\*CK IT RULE**, **NATO** (No Attachment to the Outcome) and **FOMO** (Fear of Missing Out) and **Incremental Laundry** (turning your tedious tasks into daily habits) will make or break your fate.

### **STEP THREE: ZOOM OUT**

Before you can start, you need to know where you are going. Not where you are going in 30 days - more like 3000 days.

Yes, you need to know your LIFE GOAL - your highest purpose. I call that your “Genius”. Your Genius is your end of your life goal - your reason for being and for having a business. It’s the combination of your greatest strengths, talents, and life experience combined into your “mission” or “message”.

Knowing your purpose is essential for high achieving, intelligent, purposeful entrepreneurs. Whether you know it or not, this is actually one of the reasons people get stuck in self doubt and distraction.

As stated above, Charles Koch said vision is one of the 5 dimensions of success - it's about understanding what and how the business can create the greatest long-term value for it's customers.

It is a fact that we, as humans, do more for others than we will ourselves. While many people are able to earn money as an entrepreneur without knowing their purpose, intelligent entrepreneurs who want to create change and make a difference in the world, often get stuck in self doubt and perfectionism. Because you know your potential and are concerned about others, you tend to be more judgmental of yourself.

In fact, your Genius solves an urgent problem for someone else. And if we, as humans do more for others than ourselves, when you discover your genius and use it in your business, it becomes your driving force that empowers your actions, focus, and accomplishments.

Money is the result of producing value for others. And since money is FLAT and has no value aside from the piece of paper it is printed on, purpose driven entrepreneurs that are focused only on money lose site of the value they want and need to create, hence not producing value, not changing lives, and not making money.

### **STEP FOUR: DEFINE YOUR SUCCESS**

One of the reasons many intelligent people get lost in procrastination and turning to distraction to ease your overtaxed mind is not the lack of ideas - it's the FLOOD of your abundance of thoughts. Because you are so smart and have such a great vision for your life, you have TOO many ideas that are flooding your mind. And when you see the low level, ordinary conversations online, your mind can't comprehend. You've already achieved your success (in your mind), and people are talking about list building and funnels.

This CLOGS YOUR BRAIN with random, seemingly unimportant information. You are ready to change the world and now you have to worry about your list?

The 5 Minute Marketing Journal will unclog your genius. You can start by defining what success means to you right now (or do this in the planner).

What will your business look like when you are living your definition of success?

### **STEP FIVE: SET YOUR 30 DAY MONEY GOAL**

One of the best things about the 5 Minute Marketing Journal is that you set your money goal, and then the marketing strategy that supports that money goal.

Money is the result of deliberate and focused action. This means that you need a marketing *strategy* to

Whoops! Let's go back and read that - "the amount of money you NEED to be making..."

Yes, if your money goal was \$100K in 35 days and you are making \$1K barely now, we need to RESET THAT.

Trust me, if you are going for a goal that is outside of your comfort zone, NOT fathomable to your brain, you will literally avoid the actions necessary to make money.

Research has shown that humans are ONLY able to accomplish things they can actually see themselves doing. So while you may be picturing yourself sitting on the beach with your laptop, if you are not seeing yourself doing the actions necessary to reach that goal, you will never achieve it.

Your 30 day money goal needs to be specific, measurable, tangible and real. Take the MINIMUM amount you need to make a month, add a slight cushion so it's comfortable. THEN you can set your "dream" amount. To accomplish your goals, you need to focus on the minimum number - or what I call your "**MAGIC NUMBER**".

### **STEP SIX: SENSORY OVERLOAD**

You can't achieve something unless your brain actually believes you can achieve it and can SEE it. And in order to see it, you need to get in touch with how the goal FEELS.

What needs to be true for you for the solution to happen? What things will you see, hear, feel when you achieve your purpose drive money goal? What else will happen because of that?



Remember, this is NOT your "When I make \$1 million dollars" vision. This is the vision of your 30 day goal achievement.

Write it down - what you will see, feel, and hear when you have reached your 30 day money goal. (i.e. I have \$X in the bank. I can smell fresh flowers that I just bought at the store to treat myself and my home is clean with fresh towels from the cleaning lady. I can hear my clients telling me how much they appreciate the work I do.)

### **STEP SEVEN: KNOWING YOUR BBF LEGACY CLIENTS**

Who do you want to help? Who are your **BBF's - Best Business Friends?**

This is one of the most important things you need to know in order to have a successful business and accomplish your 30 day goal. Who is your BBF?

Most people make the mistake of trying to talk to EVERYONE. And this strategy works for NO ONE. While in your mind, you don't want to eliminate opportunity, this is the exact opposite of what you need to do. No one can hear you if you are shouting in the air. Instead, you want to go DEEP. Have you ever heard of the 80/20 rule? In fact 20% of people you speak to produce 80% of your results. So rather than casting a wide net, you need to decide who you are going to market to.

This is your BBF - not a "customer avatar". Who do you want to work with? I know for me, I only want to work with intelligent people who "get me" (if you've read this far, you GET ME!). My **BBF Legacy Clients** are FUN, intelligent, purpose-driven, probably love dogs and/or children, and have a LIFE! They want a successful business AND a successful life. They are interested in results over likes. And they don't want to settle for less, are willing to do the work, and want to do so in style.

Who are your BBF Legacy Clients? Chances are, they are much like you.

### **STEP EIGHT: THE STRATEGY OF THREE**

**The 5 Minute Marketing Journal** is based on the the **Strategy of Three**. What 3 things, marketing tactics, daily tasks - everything you do - how can you narrow it down so that you can be an expert at those 3 things?

This is about **Leverage Marketing**.

Marketing that accomplishes an END GOAL is created based on a strategy. Just like a venn diagram, strategy (AKA leverage marketing) is 2 or more circles that overlap. Where they overlap creates the strategic focus that achieves the end result.

A **TACTIC** - doing a webinar, Facebook ads, networking - is NOT a strategy and not leverage marketing. It's a tactic. Without a strategy of how it relates to the other parts of your business and fits into your overall marketing plan - is how you actually get people to pay you and attract your raving fans.

**STRATEGY** is combining the tactics so they work in conjunction with each other and lead people closer to you.

This requires some math on your part, but here are some guidelines:

One goal should involve daily marketing - or what I call "ABI" - Always Be Inviting. You need to promote what you do on a regular basis and build awareness of your products and services. This marketing needs to teach your audience so it fulfills your highest purpose and their greatest needs. This marketing activity will promote your signature program so that you can reach your 30 day money goal.

One goal should be another marketing goal (another marketing channel you are going to master). In the 5 Minute Marketing Planner, this is called your Secondary MIM - your secondary Most Important Mission. This could be a podcast, a YouTube channel, a book you are writing. At the end of 30 days this marketing channel needs to be up and running. This marketing channel will support the first marketing activity - for example, you could do Facebook Live and then a podcast. Or Facebook Live and a blog post that you will promote everyday. This marketing goal should promote your signature program so that you can meet your money goal.

One goal should be something from your list you created in step 4. Writing a book? You need to take daily actions to ensure it gets done.

For example, your goals could be

1. Daily FB Live videos, a daily blog, youTube video
2. Podcast that promotes a free class or quiz > a webinar > to a call/interaction
3. Develop a workshop or book.

### **STEP NINE: PLAN YOUR INCREMENTAL LAUNDRY**

What are the daily actions you need to take to keep your business running while you focus on these tasks? Things like networking marketing your program and services (yes that means selling).

Your incremental laundry should turn your marketing into a DAILY TASK. Remember, it is NOT “spammy” to promote your business. YOU HAVE A BUSINESS. Speak about it, link to it, and brag about it proudly.

**ACTION>>> PLAN YOUR INCREMENTAL LAUNDRY AND TURN YOUR MARKETING INTO A DAILY HABIT**

**FINAL STEP: THE BRAIN DUMP**

This is one of the funnest and most important things to do everyday. The jumble of “Someday I wish I could be doing...”

“I need to implement this to make things easier...”

“I hate this part of my business. I need to stop doing this”

The thoughts we have during the day oftentimes go unnoticed and remain unfinished business that in the end, either blow up into unaddressed bigger problems, or regrets.

The 5 Minute Marketing Journal is to banish regrets from your world. Just because you don’t need to do it “now” doesn’t mean it’s not important or doesn’t need to get done.

So create an exhaustive list. No - not EXHAUSTING :) - an exhaustive and complete list of EVERYTHING ruminating in your brain.

I.e. You’ve been wanting to start a podcast for months. The Brain Dump is a perfect place to create an exhaustive list of what needs to be done that is possibly holding you back. It could include:

- Hire a designer to design cover for itunes
- Learn how to record a podcast
- Buy recording equipment if necessary
- Scheduled days of recordings
- Plan who will do show notes

## ACCOUNTABILITY

One of the best things about the 5 Minute Marketing Journal is that it serves as a self-accountability system so you can hold YOURSELF accountable.

As a business owner, you are now the CEO of your company. While your business should be enjoyable and fun, business is business, and if you aren’t tracking your own financial goals,

your progress, and your overall performance, no one is there to do it for you.

Use the daily accountability system as a business diary. It's a time to recap your day, help you get refocused, and keep you accountable to your own vision.

## MEANINGFUL SUCCESS

Congratulations! You just created an action oriented marketing plan! A 30 day action plan to get you going and jump start your success.

Why does this work?

As I explained earlier, you are an intelligent, purpose driven person. Perfectionism, making meaning, and doing good for others is part of your DNA. That means that when you focus on things like “building a list” and “selling”, “funneling” random people into your process - you are going against the natural human condition of wanting to connect. It is the human condition for people to want to connect. Back in the cave man days, if you were singled out as an outsider, you literally could die and be thrown to fend the tigers by yourself.

Today, things like feeling “liked” on Facebook, accepted by others, and doing things like “selling” which cause you to face perceived judgement of others, is no different.

## TRUST YOUR DNA

You were born to succeed. Trust your DNA and a proven model for creating success.

xo Shana

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Hi! I'm Shana. I'm a Brand Strategist, a creative mind and a dog lover who believes in helping others do good in the world with your work. I'm all about helping clients uncover solutions to the blocks that hold you back in your business, to increase your abundance, and build a business and brand you are proud of.

I created **TOTAL GENIUS** to help you uncover your brand DNA. It's the solid foundation of your business based on who you are and what you love so that you can actually have a business that makes you rich - from the inside out.

After years of studying neuroscience, human behavior, and psychology, in addition to my award winning 28 year career as a business and marketing strategist, I discovered the art and science behind building a purposeful and profitable business by empowering your strengths and life experience and building it into your [brand story](#) that connects and sells.