E EMPIRE BUILDER ACADEMY

MODULE 05

MARKETING YOUR BUSINESS

11 lessons with step-by-step instructions, copy-and-paste AI prompts, exercises, a worksheet, an action checklist, and a knowledge check.

THE ONLINE ENTREPRENEUR BLUEPRINT

From Zero to Your First Online Business

05

BUILD SMART. LAUNCH FAST. SCALE WITH AI.

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MODULE 5: MARKETING YOUR BUSINESS

MODULE OVERVIEW: A great offer that nobody hears about won't make sales. Marketing is how the right people discover you, trust you, and decide to take the next step. In this module you'll define your target customer precisely, build a consistent brand, learn how each major platform works (Facebook, Instagram, TikTok, Pinterest), set up your Google Business Profile, understand SEO fundamentals, generate leads without paid ads, and use AI to create promotional content efficiently and honestly.

In this module:

- Lesson 5.1: Understanding Your Target Customer
- Lesson 5.2: Building a Brand
- Lesson 5.3: Social Media Marketing
- Lesson 5.4: Facebook Marketing
- Lesson 5.5: Instagram Marketing
- Lesson 5.6: TikTok Marketing
- Lesson 5.7: Pinterest Marketing
- Lesson 5.8: Google Business Profile
- Lesson 5.9: SEO Fundamentals
- Lesson 5.10: Organic Lead Generation
- Lesson 5.11: Creating Promotional Content With AI

> **NOTE:** Social platforms change features, algorithms, and policies frequently. Use this module's principles as your foundation and check each platform's official help center for current details. Results from marketing vary widely and are never guaranteed.

LESSON 5.1

Understanding Your Target Customer

The Big Idea

Your **target customer** (also called an ideal customer or customer avatar) is the specific person most likely to need, value, and buy what you sell. When you know them well, you know what to say, where to say it, and how to say it.

The Target Customer Profile

Go beyond demographics. Capture:

- **Situation:** what's going on in their life or business right now?
- **Demographics (as relevant):** age range, location, job, household.
- **Problems and frustrations:** in their own words (use your Module 1 research).
- **Goals and desires:** what does success look like for them?
- **Objections and fears:** why might they hesitate to buy?
- **Buying triggers:** what event makes them start looking for a solution?
- **Where they spend time:** platforms, groups, publications, local places.
- **Who influences them:** people and sources they trust.

Jobs to Be Done

Ask: *What "job" is the customer hiring my product to do?* A busy parent hiring a meal-prep service isn't buying food; they're buying back evenings and reducing stress. When your marketing speaks to the job, it resonates more than features alone.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical dog-walking business defines its target customer: dual-income professionals in a specific neighborhood, working 9-to-5 jobs away from home, with young or high-energy dogs. Their frustration: guilt and worry about the dog being alone all day. Buying trigger: returning to the office after working from home, or getting a new puppy. Where they spend time: neighborhood Facebook groups, Nextdoor, local Instagram accounts, the vet's office bulletin board.

Step-by-Step: Build Your Profile

1. Review your Module 1 customer quotes and interview notes.
2. Fill out the Target Customer Profile on your worksheet.
3. Write a one-paragraph "day in the life" of your customer.
4. List the top three buying triggers.
5. Validate with two real people in your audience: "Does this sound like you?"

AI Prompt: Build My Target Customer Profile

COPY-AND-PASTE AI PROMPT

Using my research notes below, build a target customer profile with: situation, relevant demographics, top 5 frustrations (in their words), goals, objections, buying triggers, where they spend time online and offline, and the "job" they hire my product to do. Mark anything that's an assumption vs. supported by my notes.

Business: [DESCRIPTION]
Research notes: [PASTE QUOTES AND INTERVIEW NOTES]

EXERCISE 5.1: Complete your Target Customer Profile and "day in the life" paragraph on your worksheet.

LESSON 5.2

Building a Brand

The Big Idea

Your **brand** isn't just a logo. It's what people think and feel about your business, shaped by every interaction: your visuals, words, service, and reputation. As a small business, you can build a strong brand through **clarity and consistency.**

The Brand Foundation

1. **Mission:** why your business exists ("We help busy families eat well without the stress").
2. **Positioning statement:** *For [target customer] who [need], [business] is the [category] that [key benefit], unlike [alternatives] because [reason to believe].*
3. **Brand personality:** 3–5 adjectives (e.g., warm, reliable, straightforward).
4. **Voice guidelines:** how you write (short sentences? humor? formal or casual?), words you use, words you avoid.
5. **Visual identity:** logo, colors, fonts, photo style.
6. **Brand promise:** what customers can always count on (only promise what you consistently deliver).

Simple Visual Identity for Beginners

- **Logo:** a clean wordmark (your name in a good font) is perfectly professional to start. Free design tools or a freelance designer can help.
- **Colors:** 1 primary color, 1 accent color, and neutrals (black, white, gray).
- **Fonts:** one heading font and one body font.
- **Photo style:** consistent lighting and mood.
- **Templates:** create social media templates so everything looks consistent.

Write all of this in a one-page **brand style guide.**

> **EXAMPLE (HYPOTHETICAL):** A hypothetical bookkeeping business chooses: personality "calm, precise, friendly"; colors navy and soft green with white; a clean sans-serif font; a voice that avoids jargon and never uses fear-based messaging about the IRS. Every post, email, and invoice follows the same style, so the business feels established even though it's brand new.

AI Prompt: Create My Brand Foundation

COPY-AND-PASTE AI PROMPT

Help me create a brand foundation for [BUSINESS] serving [AUDIENCE]. Ask me 8 questions first about my values, customers, competitors, and what I want people to feel. Then write: a mission statement, a positioning statement (using the "For [customer] who [need]..." format), 5 personality adjectives with explanations, voice guidelines (do's and don'ts with examples), and 3 tagline options.

AI Prompt: Suggest a Visual Direction

COPY-AND-PASTE AI PROMPT

My brand personality is [ADJECTIVES] and my audience is [AUDIENCE]. Suggest 3 visual directions, each with: a primary and accent color (with hex codes), a heading and body font pairing (free fonts like Google Fonts), a photo style description, and the overall feeling. Explain which direction best fits my audience and why.

> **EXERCISE 5.2:** Write your one-page brand style guide on the worksheet: mission, positioning, personality, voice, colors, fonts.

LESSON 5.3

Social Media Marketing

The Big Idea

Social media lets you reach people where they already spend time. But trying to be everywhere at once usually leads to burnout. **Choose one or two platforms** where your target customer actually spends time, show up consistently, and expand later.

Choosing Your Platforms

Platform	Often well suited for	Content style
Facebook	Local businesses, community groups, many adult audiences	Posts, groups, events, video
Instagram	Visual businesses, lifestyle, local, creators	Photos, Reels, carousels, Stories
TikTok	Reaching new audiences with short video, younger audiences and beyond	Short entertaining/educational video
Pinterest	Planning, DIY, home, food, weddings, fashion, digital products	Vertical pins linking to websites
LinkedIn	B2B services, professional audiences	Professional insights, articles
YouTube	Tutorials, longer education, searchable video	Long-form and Shorts

These are general tendencies. Audiences on every platform are broad; check where *your* customers actually are.

The Content Pillar System

Choose **3–5 content pillars** (recurring themes) aligned with your customer's interests:

1. **Educate:** tips, how-tos, mistakes to avoid.
2. **Show:** behind-the-scenes, process, your work.
3. **Connect:** your story, values, personal perspective.
4. **Prove:** genuine reviews, before/afters (with permission), results you can document.
5. **Offer:** your services/products and calls to action.

A common guideline: most content should educate, entertain, or connect; a smaller portion should directly sell.

Consistency Over Volume

A sustainable schedule (for example, 3 posts per week) you keep for months beats 3 posts per day for one week. Batch-create content in one session per week and schedule it with the platform's built-in tools or a scheduler.

Engagement Is Marketing Too

- Reply to comments and messages promptly.
- Comment thoughtfully on posts in your niche (not spam).
- Participate in relevant groups and communities, following their rules.

Honesty Rules for Social Media

- Disclose paid partnerships and affiliate links clearly (FTC Endorsement Guides).
- Don't buy followers, likes, or reviews.
- Don't post fake testimonials or misleading before/after images.
- Only share customer content with permission.

AI Prompt: Choose Platforms and Pillars

COPY-AND-PASTE AI PROMPT

```
My business: [DESCRIPTION]. Target customer: [PROFILE SUMMARY].
I can spend [X] hours per week on social media.
Recommend the 1-2 best platforms for me and explain why. Then
suggest 4 content pillars with 5 post ideas each, and a realistic
weekly posting schedule I can sustain.
```

> **EXERCISE 5.3:** Choose your primary platform (and optional secondary), define four content pillars, and set a weekly posting schedule.

LESSON 5.4

Facebook Marketing

The Big Idea

Facebook remains useful for many small businesses, especially local and community-focused ones, through **Business Pages, Groups, Events, Marketplace (for certain items), and Messenger.**

Setting Up a Facebook Page

1. Create a Page from your personal account (the Page is separate from your personal profile).
2. Add a profile image (logo or your photo) and a cover image.
3. Complete the About section: description, category, contact info, website, hours, service area.
4. Add a call-to-action button (Book Now, Send Message, etc.).
5. Invite friends who might genuinely be interested (not everyone).

What Works on Facebook

- **Community groups:** Participate genuinely in local or niche groups. Many prohibit promotion except on specific days; follow the rules. Be helpful first.
- **Your own group:** Some businesses create a free group around a topic (e.g., "Beginner Container Gardening in [City]") to build a community.
- **Events:** For workshops, open houses, pop-ups.
- **Video and Reels:** Short video often gets more reach than text-only posts.
- **Messenger:** Respond quickly; set up saved replies.

Facebook Post Ideas

- A quick tip with a photo.
- "Ask me anything about [topic]" thread.
- A behind-the-scenes look at a job (with client permission).
- Announcing availability or a seasonal offer.
- Sharing a genuine review (with permission).

> **EXAMPLE (HYPOTHETICAL):** A hypothetical handyman business joins three neighborhood groups. Instead of posting ads, he answers DIY questions helpfully when he knows the answer. On designated promotion days, he posts a simple introduction with photos of his work. People who've seen his helpful answers recognize his name.

AI Prompt: Facebook Post Pack

COPY-AND-PASTE AI PROMPT

Write 10 Facebook posts for [BUSINESS] serving [AUDIENCE] in [LOCATION]. Mix: 4 helpful tips, 2 behind-the-scenes, 2 questions to spark conversation, 1 introduction post for community groups (non-salesy, follows typical group rules), and 1 offer post. Keep each under 120 words with a clear but gentle call to action.

AI Prompt: Helpful Group Reply

COPY-AND-PASTE AI PROMPT

Someone in a community group asked: "[QUESTION]". I'm a [YOUR EXPERTISE]. Write a genuinely helpful answer (under 120 words) that solves their problem without pitching. If appropriate, add one low-key line saying I'm happy to answer follow-up questions.

EXERCISE 5.4: Set up or optimize your Facebook Page and join two relevant groups. Write down each group's promotion rules.

LESSON 5.5

Instagram Marketing

The Big Idea

Instagram is a visual discovery and relationship platform. Businesses commonly use **Reels** (short video) for reach, **carousels** for education and saves, **Stories** for daily connection, and the **profile** as a mini-website.

Optimize Your Profile

- **Professional account** (business or creator) for insights and contact buttons.
- **Name field:** include a keyword ("Maria | Wedding Florist").
- **Bio:** who you help, how, and what to do next, in 2–3 short lines.
- **Link:** your website, lead magnet, or a link page.
- **Highlights:** Services, FAQ, Reviews, About, How to Book.

Content Formats and Their Jobs

Format	Best for
Reels	Reaching new people; tips, transformations, behind the scenes
Carousels	Step-by-step education, checklists, myths vs. facts (often saved)
Stories	Daily updates, polls, Q&A, sharing posts, links
Single photos	Showcasing work, announcements

A Simple Weekly Instagram Plan

- 2 Reels (one tip, one behind-the-scenes)
- 1 carousel (educational)
- Stories on most days (polls, quick updates, sharing your posts)
- 15 minutes daily replying to comments and DMs and engaging with accounts in your niche

Hashtags and Keywords

Use a few relevant hashtags and, importantly, **keywords in your captions and on-screen text**, because Instagram search increasingly uses keywords. Mix niche and local tags where relevant.

EXAMPLE (HYPOTHETICAL): A hypothetical home-organizing business posts a weekly Reel showing a 15-second time-lapse of a pantry being organized (with client permission), a carousel titled "5 Pantry Zones That Make Cooking Easier," and daily Stories with polls ("Which drawer is your messiest?"). Her bio reads: "Home organizing in [City] | Calm, functional spaces | Free 15-min consult ↓".

AI Prompt: Instagram Bio Options

COPY-AND-PASTE AI PROMPT

```
Write 5 Instagram bio options (under 150 characters each) for
[BUSINESS] serving [AUDIENCE] in [LOCATION/online]. Each should state
who I help, the outcome, and a call to action pointing to my link.
Also suggest a name field with a keyword and 5 Highlight titles.
```

AI Prompt: Carousel Builder

COPY-AND-PASTE AI PROMPT

```
Create an Instagram carousel on "[TOPIC]" for [AUDIENCE].
7-9 slides: slide 1 is a scroll-stopping hook, slides 2-8 give one
clear point each (headline + max 25 words), last slide is a call to
action ([CTA]). Then write the caption (under 150 words) with 3-5
relevant hashtags and keywords.
```

EXERCISE 5.5: Rewrite your Instagram bio, create your Highlights, and plan one week of Instagram content using the weekly plan.

LESSON 5.6

TikTok Marketing

The Big Idea

TikTok's recommendation system can show your videos to people who don't follow you, which makes it a potential discovery engine for new businesses. Success usually comes from **authentic, useful, or entertaining short videos**, not polished ads. Reach varies widely from video to video, and nothing about it is guaranteed.

TikTok Fundamentals

- **The hook matters most:** the first 1–3 seconds decide whether people keep watching. State the payoff immediately.
- **Native style:** vertical, natural lighting, talking to the camera, on-screen text, captions.
- **Series content:** recurring formats ("Day 3 of building my business," "Cleaning myths, part 4") give viewers a reason to follow.
- **Comments as content:** reply to comments with video answers.
- **Searchability:** use keywords in captions, on-screen text, and spoken words.
- **Consistency:** posting regularly gives you more data on what works.

Video Formulas That Work for Small Businesses

1. **Tip:** "3 mistakes people make when [task]" → show each quickly.
2. **Process:** satisfying behind-the-scenes of your work.
3. **Myth vs. fact.**
4. **Before/after** (real, with permission, not misleading).
5. **Day in the life** of running your business.
6. **Answer a question:** "You asked: [question]."
7. **Point of view (POV):** relatable customer situations.

The 30-Second Script Structure

- **0–3s Hook:** "If your [problem], try this."
- **3–20s Value:** 2–3 quick steps or points.
- **20–27s Proof/demo:** show it.
- **27–30s CTA:** "Follow for more [topic]" or "Link in bio for the free checklist."

EXAMPLE (HYPOTHETICAL): A hypothetical sourdough baker starts a series called "Bread questions I get every week." Each video answers one question in under 30 seconds while she shapes dough. Her bio links to her pre-order page.

AI Prompt: TikTok Script Generator

COPY-AND-PASTE AI PROMPT

Write 5 TikTok scripts (under 35 seconds each) for [BUSINESS] targeting [AUDIENCE]. Topic area: [TOPIC]. For each include: on-screen hook text, spoken hook (first 3 seconds), 3 quick value points, what to show on camera, a call to action, and a caption with 3-5 keyword hashtags. Natural, conversational tone. No exaggerated claims.

AI Prompt: Hook Variations

COPY-AND-PASTE AI PROMPT

Here's my video idea: [IDEA]. Write 15 hook variations (under 12 words each) using different angles: curiosity, mistake, myth, question, bold statement, relatable moment, quick win. Avoid clickbait that the video won't deliver on.

EXERCISE 5.6: Script, film, and post (or save as drafts) three short videos using the 30-second structure. Note what you learned.

LESSON 5.7

Pinterest Marketing

The Big Idea

Pinterest works more like a **visual search engine** than a typical social network. People use it to plan: home projects, recipes, weddings, outfits, business ideas. Pins can continue to receive views long after posting, and each pin can link to your website, which makes Pinterest valuable for driving traffic to blogs, products, and lead magnets.

Getting Started

1. Create a **Pinterest business account** (free) and claim your website.
2. Optimize your profile with keywords.
3. Create **boards** around topics your customers search, with keyword-rich titles and descriptions.
4. Create **vertical pins** (a 2:3 ratio, such as 1000 × 1500 pixels, is commonly recommended) with clear text overlays.
5. Link each pin to a relevant page on your site.

Pin Design Tips

- Big, readable title text on the image.
- High-quality, bright images.
- Your brand colors and website URL (subtly).
- Multiple pin designs for the same page are common practice.

Pin Copy: Keywords Matter

Use the words people search: "small kitchen organization ideas," "budget wedding checklist." Write a descriptive title and a 1–3 sentence description with natural keywords.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical printable-planner shop creates boards like "Budget Planner Printables," "Meal Planning Templates," and "Home Organization Printables." Each product and blog post gets 3–5 different pin designs linking back to her shop.

AI Prompt: Pinterest Keyword and Board Plan

COPY-AND-PASTE AI PROMPT

```
My business sells [PRODUCTS/SERVICES] to [AUDIENCE]. Suggest:
- 8 Pinterest board names with keyword-rich descriptions (under 300
  characters each)
- 20 search phrases my audience might type on Pinterest
- For my page "[PAGE TITLE + URL TOPIC]", 5 pin titles (under 100
  characters) and 5 pin descriptions (1-3 sentences) using keywords
  naturally
Remind me to check Pinterest's search suggestions to confirm phrases.
```

EXERCISE 5.7: Create a Pinterest business account, set up five boards, and design three pins for one page on your website.

LESSON 5.8

Google Business Profile

The Big Idea

If you serve customers locally (at your location or theirs), a **Google Business Profile (GBP)** is one of the most valuable free marketing tools available. It can help your business appear in Google Search and Google Maps for local searches like "plumber near me."

Who Can Use It

Businesses that make in-person contact with customers during stated hours, either at a physical location or by traveling to customers (a "service-area business"). Purely online businesses generally aren't eligible. Check Google's eligibility guidelines.

Setting Up Your Profile

1. Go to Google's Business Profile page and sign in with a Google account (ideally a business account).
2. Enter your exact business name (don't stuff keywords; this can violate guidelines).
3. Choose the most accurate primary category, plus relevant secondary categories.
4. Add your address, or hide it and set a service area if you serve customers at their locations.
5. Add phone, website, and hours.
6. Complete **verification** (methods vary and may include video verification).

Optimizing Your Profile

- **Description:** clear, natural description of what you do and where.
- **Services/products:** list each with descriptions (and prices if you want).
- **Photos:** real photos of your work, team, vehicle, location. Add new ones regularly.
- **Posts:** share updates, offers, and events.
- **Q&A and messaging:** respond promptly where available.
- **Reviews:** ask happy customers for honest reviews and **respond to every review** professionally.

Review Rules

Never buy reviews, write fake reviews, or offer incentives in exchange for positive reviews. Google's policies prohibit fake engagement, and the FTC's rule on consumer reviews and testimonials prohibits fake reviews and certain review practices. It's fine to politely ask all customers for honest feedback.

EXAMPLE (HYPOTHETICAL): A hypothetical mobile car-detailing service sets up a service-area GBP covering three nearby towns, lists each package as a service, uploads real photos of its work, and sends every customer a short thank-you text with a link to leave an honest review.

AI Prompt: GBP Description and Services

COPY-AND-PASTE AI PROMPT

Write a Google Business Profile description (under 750 characters) for [BUSINESS], a [CATEGORY] serving [SERVICE AREA]. Mention what we do, who we serve, and what makes us different, naturally, without keyword stuffing or promotional phone numbers/URLs. Then write descriptions (under 300 characters each) for these services: [LIST SERVICES].

AI Prompt: Review Responses

COPY-AND-PASTE AI PROMPT

Write professional responses to these Google reviews for my [BUSINESS]. For positive reviews: thank them specifically and personally. For negative reviews: stay calm, acknowledge, avoid sharing private details, and offer to continue the conversation offline. Keep each under 80 words.
Reviews: [PASTE]

EXERCISE 5.8: If eligible, create or claim your Google Business Profile, complete every section, upload at least five real photos, and write your review-request message.

LESSON 5.9

SEO Fundamentals

The Big Idea

In Module 4, you set up on-page SEO for individual pages. Here's the bigger strategy: **SEO is about consistently creating the most helpful answer to the questions your customers search for**, on a technically sound site that others trust and link to.

The Three Pillars of SEO

1. **Content (relevance):** pages and articles that match what people search for and satisfy their intent.
2. **Technical (accessibility):** search engines can crawl and index your site; it loads fast and works on mobile.
3. **Authority (trust):** other reputable sites link to and mention you; your business information is consistent across the web; you demonstrate real experience and expertise.

Understanding Search Intent

- **Informational:** "how to clean grout" → write a helpful guide.
- **Commercial investigation:** "best grout cleaning service vs DIY" → comparison content.
- **Transactional:** "grout cleaning service near me" → service page.
- **Navigational:** "[your business name]" → your homepage.

Match the page type to the intent.

A Beginner SEO Content Plan

1. List 20–30 questions your customers ask (from conversations, "People also ask," and your FAQ).
2. Group them into topics.
3. Create one **pillar page** per main topic (a comprehensive guide) and supporting articles that link to it.
4. Publish consistently (e.g., one helpful article every two weeks).
5. Add your own experience, photos, and examples. That's what makes content distinctive and trustworthy.
6. Link articles to your relevant service or product pages.
7. Monitor Google Search Console monthly: which queries bring impressions and clicks?

Authority Building for Small Businesses

- Consistent business name, address, and phone (NAP) across directories.
- Listings in reputable directories relevant to your industry and area.
- Partnerships with local organizations, guest articles, podcast interviews, community sponsorships.

- Avoid buying links or using "link schemes," which violate search engine guidelines.

AI Prompt: Build My SEO Content Plan

COPY-AND-PASTE AI PROMPT

I run [BUSINESS] for [AUDIENCE] in [LOCATION/online]. Here are questions my customers ask: [LIST]. Create an SEO content plan:
- Group questions into 3-4 topic clusters
- For each cluster, a pillar page title and 4-6 supporting article titles
- The search intent for each
- Which of my service/product pages each article should link to
- A realistic publishing schedule for one person

Note which keyword ideas I should confirm with real search data.

AI Prompt: Helpful Article Draft

COPY-AND-PASTE AI PROMPT

Write a helpful, original article titled "[TITLE]" for [AUDIENCE]. Search intent: [INTENT]. Include: a direct answer in the first paragraph, clear H2 sections, step-by-step instructions where relevant, an FAQ, and a link suggestion to my [SERVICE PAGE]. Mark [ADD MY EXPERIENCE] in at least 3 places where I should add a personal example or photo. Don't invent statistics.

> **EXERCISE 5.9:** List 20 customer questions, group them into clusters, and publish (or draft) your first helpful article.

LESSON 5.10

Organic Lead Generation

The Big Idea

Organic lead generation means attracting potential customers without paying for ads: through content, relationships, referrals, partnerships, and direct outreach. It takes time and effort rather than ad spend, which makes it ideal for beginners with small budgets.

Ten Organic Lead Sources

1. **Your personal network:** tell people what you do and who you help. Ask for introductions.
2. **Referrals:** ask happy customers whom they know (consider a referral thank-you, following any applicable rules).
3. **Community groups:** helpful participation online and in person.
4. **Content with a call to action:** every post/article invites a next step.
5. **Lead magnet:** offer a useful freebie in exchange for email (Module 4).
6. **Partnerships:** businesses that serve the same customers but don't compete (a wedding photographer and a florist).
7. **Local events and networking:** chamber of commerce, meetups, markets.
8. **Direct, personalized outreach:** thoughtful messages to well-matched prospects (not spam).
9. **Guest appearances:** podcasts, local media, guest blog posts, workshops at libraries or community centers.
10. **Google Business Profile and SEO** (local and search visibility).

Respectful Outreach Rules

- Research the person or business first. Personalize every message.
- Lead with value or relevance, not a pitch.
- Keep it short. Make it easy to say no.
- Follow up at most once or twice.
- Follow laws on commercial email (CAN-SPAM) and texting (text messages generally require prior consent under the Telephone Consumer Protection Act; don't send marketing texts without permission).

The Simple Lead Tracker

Track every lead in a spreadsheet or CRM: name, source, date, contact info, status (new, contacted, conversation, proposal, won, lost), next step, next follow-up date. What gets tracked gets followed up.

EXAMPLE (HYPOTHETICAL): A hypothetical freelance web designer lists 30 local businesses with outdated or mobile-unfriendly websites. She sends each a short, personalized email noting one specific improvement she noticed, offering a free 10-minute video walkthrough of quick fixes. No pressure, one follow-up. She tracks every response in her spreadsheet.

AI Prompt: Personalized Outreach Message

COPY-AND-PASTE AI PROMPT

```
Write a short, respectful outreach email (under 120 words) to
[PROSPECT TYPE] named [NAME] at [BUSINESS]. I noticed: [SPECIFIC
OBSERVATION]. I help [AUDIENCE] with [SERVICE]. Offer [LOW-PRESSURE
VALUE, e.g., a free quick audit]. Make it personal, not salesy, easy
to decline, and include a simple question as the call to action.
Then write one polite follow-up for 5 days later.
```

AI Prompt: Partnership Ideas

COPY-AND-PASTE AI PROMPT

```
My business: [DESCRIPTION]. My customers: [AUDIENCE].
List 15 types of non-competing businesses or organizations that
serve the same customers. For each, suggest a mutually beneficial
partnership idea (co-hosted event, referral swap, bundled offer,
guest content) and write a short introduction message I could send.
```

EXERCISE 5.10: List 25 potential leads or partners in your lead tracker and send five personalized outreach messages this week.

LESSON 5.11

Creating Promotional Content With AI

The Big Idea

AI can help you produce promotional content (announcements, offers, ads, emails, graphics, video scripts) faster. The key is to keep promotions **truthful, specific, and in your brand voice**, and to avoid tactics that damage trust.

Honest Promotion Rules

- **No fake urgency.** If an offer ends, it should really end. No fake countdown timers.
- **No fake discounts.** Don't show inflated "original" prices you never charged.
- **No invented proof.** Only real reviews and results you can document.
- **No income or results guarantees** you can't back up.
- **Clear terms:** what's included, price, dates, limits.

The Promotion Planning Template

1. **Offer:** what exactly is being promoted?
2. **Audience:** who is it for?
3. **Reason:** why now? (launch, season, new product, real limited capacity)
4. **Channels:** where will you announce it?
5. **Content plan:** announcement, educational posts, reminders, last-call (if a real deadline exists).
6. **Call to action and link.**

AI Visuals: Use Them Well

- Use AI image tools for backgrounds, concepts, patterns, and mood images.
- Use real photos for your actual products, work, and yourself.
- Check AI images for errors (garbled text, extra fingers, distorted objects).
- Don't create images implying endorsements, celebrity use, or results that didn't happen.

AI Prompt: Promotion Campaign Builder

COPY-AND-PASTE AI PROMPT

Create a 2-week promotion plan for [OFFER] for [AUDIENCE].
Reason for the promotion: [REAL REASON]. Real deadline (if any):
[DATE or "none"]. Channels: [PLATFORMS + EMAIL].
Provide: a day-by-day schedule, an announcement post, 3 educational
posts that lead into the offer, 2 reminder posts, 1 last-call post
(only if there's a real deadline), 3 emails, and 3 image concept
descriptions. Honest, no fake urgency, no exaggerated claims.

AI Prompt: Ad Copy Variations

COPY-AND-PASTE AI PROMPT

Write 6 short ad copy variations for [OFFER] targeting [AUDIENCE]:
2 problem-focused, 2 benefit-focused, 2 curiosity/question-focused.
Each: headline (under 40 characters), primary text (under 125
characters), and call-to-action button suggestion. No claims I can't
prove, no guarantees, no fake scarcity.

AI Prompt: Image Concept Prompt

COPY-AND-PASTE AI PROMPT

Write 5 detailed prompts for an AI image generator to create
on-brand background images for my [BUSINESS] social posts.
Brand colors: [COLORS]. Mood: [MOOD]. Leave clear empty space for
text overlays. No people's faces, no logos, no text in the image.

EXERCISE 5.11: Plan one honest promotion using the template and generate all content pieces with AI. Edit each piece for accuracy and voice.

MODULE 5

Module 5 Worksheet

Part A: Target Customer Profile

Element	My target customer
Situation	
Demographics (as relevant)	
Top frustrations (their words)	
Goals	
Objections	
Buying triggers	
Where they spend time	
The "job" they hire me for	

A day in their life: _____

Part B: Brand Style Guide

Element	My brand
Mission	
Positioning statement	
Personality (3–5 words)	

Element	My brand
Voice: do	
Voice: don't	
Primary / accent colors (hex)	
Heading / body fonts	
Photo style	

Part C: Platform Plan

Primary platform: _____ Secondary (optional): _____

Content pillar	Example post 1	Example post 2

Weekly schedule: _____

Part D: Platform Setup Tracker

Platform	Profile optimized?	Notes / rules
Facebook Page + groups		
Instagram		

Platform	Profile optimized?	Notes / rules
TikTok		
Pinterest		
Google Business Profile		

Part E: SEO Clusters

Cluster topic	Pillar page title	Supporting articles

Part F: Promotion Plan

Element	My plan
Offer	
Audience	
Real reason / deadline	
Channels	
Call to action and link	

MODULE 5

Action Checklist

- [ ] Complete your Target Customer Profile and validate it with two real people
- [ ] Write a one-page brand style guide
- [ ] Choose one primary social platform and four content pillars
- [ ] Optimize your Facebook Page and join relevant groups
- [ ] Optimize your Instagram profile and plan one week of content
- [ ] Script and film three short videos
- [ ] Set up Pinterest boards and three pins (if relevant)
- [ ] Create or claim your Google Business Profile (if eligible)
- [ ] Build an SEO content plan and draft your first article
- [ ] Start a lead tracker with 25 names and send five outreach messages
- [ ] Plan one honest promotion with AI-generated, human-edited content

MODULE 5

Knowledge Check

1. What's the best approach to social media for a beginner?
A) Post on every platform daily
B) Choose 1–2 platforms where your customers are and post consistently
C) Buy followers to look established
D) Only post ads

2. What does the "jobs to be done" idea ask?
A) What jobs your customer has had
B) What "job" the customer hires your product to do for them
C) Which employees to hire
D) What tasks to automate

3. Pinterest is best described as:
A) A private messaging app
B) A visual search and planning engine
C) A video livestreaming platform
D) A professional networking site

4. Who is typically eligible for a Google Business Profile?
A) Any website
B) Businesses that make in-person contact with customers at a location or within a service area
C) Only restaurants
D) Only businesses with employees

5. Which review practice is acceptable?
A) Writing reviews for yourself
B) Paying for 5-star reviews
C) Politely asking all customers for honest reviews
D) Deleting all negative reviews by offering refunds for removal

6. True or false: A fake countdown timer is acceptable if it increases sales.

7. Which search intent fits "grout cleaning service near me"?
A) Informational
B) Navigational
C) Transactional
D) Entertainment

8. Under the TCPA, what generally applies to marketing text messages?

A) Anyone can be texted anytime

B) Prior consent is generally required

C) Only emails need consent

D) Texts are unregulated

MODULE 5

Answer Key

1. **B.** Focus and consistency beat being everywhere.
2. **B.** It focuses on the outcome customers want.
3. **B.** Pinterest works like a visual search engine for planning and ideas.
4. **B.** Eligibility requires in-person contact with customers; check Google's current guidelines.
5. **C.** Asking for honest reviews is fine; fake or incentivized positive reviews are not.
6. **False.** Fake urgency is deceptive and erodes trust; it can also create legal risk.
7. **C.** The searcher wants to hire a service now.
8. **B.** Marketing texts generally require prior consent; check current TCPA rules.