E EMPIRE BUILDER ACADEMY

MODULE 05 WORKSHEET

MARKETING YOUR BUSINESS

Fillable worksheet and action checklist. Print it, or type into the DOCX version.

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 WORKSHEET: MARKETING YOUR BUSINESS

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	

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