



The Marketing Minute Action Sheet

Tip #2 - "People Need to See You More Than Once"

Most people don't buy the first time they hear about you. They buy after repeated exposure.

1. Where are people currently seeing your business?

(Check all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ Networking events
- ☐ Email marketing
- ☐ Google search
- ☐ Community events
- ☐ Referrals
- ☐ Website
- ☐ Other: _____

2. Are you showing up consistently? Circle one:

Rarely → Sometimes → Mostly → Consistently

3. What could you post/share this week?

- ☐ Behind the scenes
- ☐ Client/customer story
- ☐ What you actually do
- ☐ Your process
- ☐ Personal introduction
- ☐ Tips/advice
- ☐ Before + after
- ☐ Product/service feature