



Balanced Path Coaching

3 HOUR A WEEK MARKETING PLAN

The guide that simplifies your marketing plan
and gets you back up to 15 hours a week

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THE 5 STEP GUIDE TO CREATE YOUR 3 HOUR MARKETING PLAN

Do you feel like you spend a ton of hours working on your marketing? You're posting every day and sometimes it seems like a full time job. You're constantly thinking about what you should be doing, and it still doesn't feel like it's enough.

If this is you, then it's time to rethink your marketing strategy. Marketing doesn't have to consume all your time, and it can be effective. All you need is a simple, repeatable system that doesn't take a lot of time.

This guide will help you streamline your marketing, and will free up hours every week so you can focus on more income generating activities, like booking consults. Or better yet, doing something fun or relaxing! (All work and no play is no way to live.)

The best marketing strategy combines what you love to do and a simple weekly schedule. This worksheet will walk you through how to simplify your marketing in just three hours a week!

STEP ONE: CHOOSE YOUR DELIVERY MODE

Choose your favorite way to deliver content. Is it writing social media posts, a blog or a weekly newsletter? Do you like speaking or doing short videos? Or do you enjoy teaching workshops? Choose 1-2 modes that feel fun and easy for you.

STEP TWO: CHOOSE YOUR PLATFORM

Choose 1-2 favorite platforms that you feel most comfortable using or interact most on. Where do you like to follow other people or connect with them? By focusing on just 1-2, you'll create a more engaged following than trying to spread yourself too thin over many different platforms. Less is more. ex. Facebook, Instagram, LinkedIn, TikTok etc.

STEP THREE: CHOOSE A FREQUENCY

Decide on a weekly frequency you can commit to consistently that feels fun and easy. Your energy is the most important factor that determines if your marketing will attract your ideal clients. Quality counts more than quantity with marketing. Consistency is the key to growing a loyal following so whatever frequency you choose, commit to it.

STEP FOUR: BLOCK 3 HOURS EVERY WEEK FOR MARKETING

Choose one day and time every week for your marketing and block three hours. Set this as a repeating event in your calendar. This will teach you how to create content whenever you need to and will save you HOURS of needless overthinking and perfectionism. When the three hours are up, your marketing is done. Then schedule it to be posted using an automatic scheduler. Or even better, have someone else do it for you like your virtual assistant. Trust me, they're worth every penny!

(Write the day and time for your marketing)

STEP FIVE: SAVE IT AND REUSE IT

Create a file to store all of your content and graphics so you can reuse them. You can use Google Docs or a spreadsheet app (I like Airtable) and list the dates for all of your content. You can recycle your content every few months, which will save you even more time!

(Write where you will store your content for reuse later)



TAKE THE NEXT STEPS

Hi, I'm Jennifer Kim – the business life coach.

I help coaches and online service providers get fully booked in 25 hours a week.

If you're an established coach or online business provider and you'd like some help getting fully booked in 25 hours a week, sign up for a free strategy call now. We'll go over your offer, marketing and sales strategy and come up with an action plan you can get started on right away.

Click [here](#) to book a call today!

