



No-fluff fundamentals. Use this guide to apply storytelling at the campaign level and translate it into high-converting, high-integrity marketing—without getting stuck in logistics overwhelm

OVERVIEW CHECKLIST: MARKETING STRATEGY ESSENTIALS

Here's an Overview Checklist: The Essentials of Marketing Strategy designed to summarize and organize both Business Strategy and Personal Strategy sides of storytelling-forward marketing—perfect for placement at the end of your Marketing Essentials Guide.

BUSINESS STRATEGY (EXTERNAL)

Essential Element	What It Looks Like	<input checked="" type="checkbox"/>
Clear Offer	Defined transformation + outcome + price	<input type="checkbox"/>
Defined Audience	You know who they are, what they need, and how they speak	<input type="checkbox"/>
Core Message	One-liner, elevator pitch, or core value statement	<input type="checkbox"/>
Content Strategy	Consistent, varied content types (story, teach, inspire, convert)	<input type="checkbox"/>
CTA Strategy	Clear actions tied to business goals (DM, sign up, book, buy)	<input type="checkbox"/>
Visibility Plan	SEO, hashtags, reels, Pinterest, collabs—your traffic drivers	<input type="checkbox"/>
Campaign Planning	Story-based content structured around launches or funnels	<input type="checkbox"/>
Website or Landing Page	Your home base. Clear, user-focused, CTA-ready.	<input type="checkbox"/>
Email or List System	Freebie, welcome email, or nurture sequence in place	<input type="checkbox"/>
Metrics Tracking	You track engagement, leads, conversions, growth	<input type="checkbox"/>

PERSONAL STRATEGY (INTERNAL)

Essential Element	What It Looks Like	✓
Storytelling Confidence	You share openly, from a place of service—not perfection	<input type="checkbox"/>
Emotional Clarity	You know the <i>feeling</i> your brand evokes—and you use it	<input type="checkbox"/>
Mindset Check-ins	You reframe fear, rejection, or “what if no one buys”	<input type="checkbox"/>
Content System	You batch, repurpose, or theme your content intentionally	<input type="checkbox"/>
Energy Awareness	You align creative work with your natural energy flow	<input type="checkbox"/>
Authentic Voice	You write and speak like <i>you</i> , not like a marketer-bot	<input type="checkbox"/>
Capacity-Based Goals	You plan campaigns around your life—not burnout	<input type="checkbox"/>
Self-Validation	You don’t wait for likes to feel like it’s working	<input type="checkbox"/>
“Rest is Strategy” Built In	You include whitespace + creativity rituals	<input type="checkbox"/>
Celebration & Review	You notice what worked and give yourself credit	<input type="checkbox"/>

CTA (Call to Action) Essentials

Every post, story, email, or video needs a next step. Make it simple. Make it direct. Strong CTA formats:

- Tap for more
- Comment “YES” if you’ve been here
- Grab the free guide in bio
- DM me “STORY” to start the convo
- Ready to build yours? Let’s talk
- Save this for when you’re stuck
- Want the full breakdown? Link in bio
- Enquire now / Book here / Apply today

Best Practice: Only ONE CTA per piece of content.

Campaign Building Blocks

Instead of one-off content, start thinking in campaigns: One story. Multiple formats. Clear purpose. Every campaign should include:

- A clear transformation story (problem → solution)
- 3–5 micro-moments to tell it (reels, emails, posts, etc.)
- A goal (book a call, sell an offer, build trust, launch something)
- A hero (your audience) + a guide (you)
- A 2-week minimum time span (storytelling takes time!)

Content Mix Reference

Use these types of content throughout each campaign:

Type	Format Examples	Purpose
Story	Client wins, founder journey, behind the scenes	Build trust + connection
Teach	How-to, breakdowns, tips, myth-busting	Establish authority
Inspire	Values, quotes, encouragement	Evoke emotion + identity
Convert	Offer, benefits, testimonials, urgency	Drive action



Plug-and-Play Headline Ideas

Use these to hook attention:

- The moment I stopped selling and started sharing
- A mistake I made (and what I learned)
- The real reason I created this offer
- You don't need a new logo. You need THIS.
- 3 things I wish someone had told me before I _____
- What I do differently from other _____
- This changed everything for me:



Practical Tips for Story-Based Marketing

- Write like a friend, not a brochure.
- Start with the problem. End with the solution.
- Use screenshots, behind-the-scenes clips, and voice notes.
- Always include a feeling.
- Edit to clarify—not to sound more polished.

Quick Checklist: Before You Post

- Is my audience the hero?
- Is there a story or emotional hook?
- Am I offering a clear, simple CTA?
- Does this reflect me—my tone, values, and voice?
- Can I reuse this across other platforms?

