

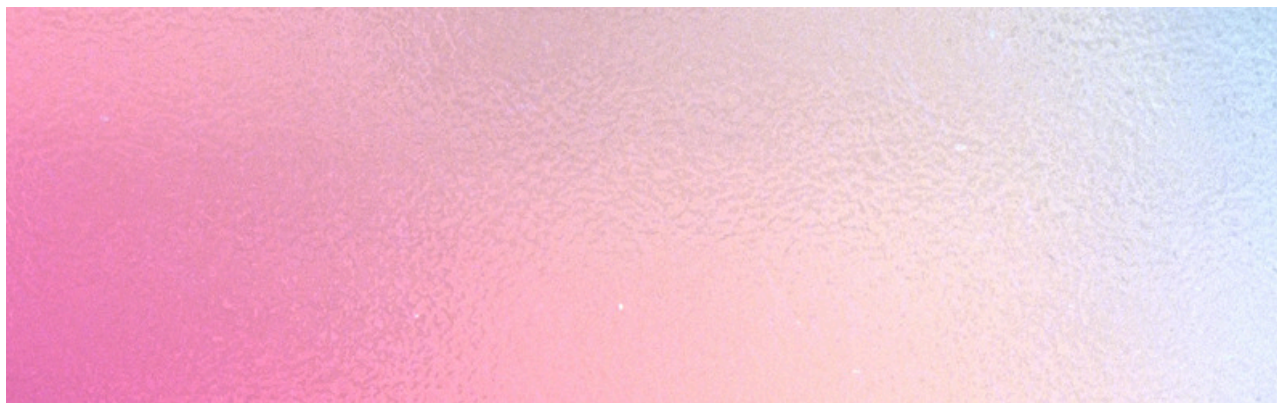
Day 1: Shift Your Mindset

Marketing isn't about pushing sales. It's about helping the people who need you. Strategies come and go over the years and so do platforms, but a single mindset shift can change how you approach marketing forever.

That's why this is the no-brainer place for us to start!

What are 3 (or more) ways that what you do is serving others?

Hint: it's more than you think! Think of your clients, their families, your own family, the health of the entire planet...



What's one sticky belief you have about marketing, and how can you flip it around?

E.g. 'marketing is salesy and sleazy' can become 'marketing is making offers to the people who need my support'

