

Day 20 - Pick One Recurring Marketing Habit

I can tell you, with confidence, that there are 50+ ways to market your biz. And the wild thing is, all of them do actually work - for someone.

But you don't need to market your business 50 different ways to get results. You just need to start with ONE - and build from there as you need and as the first way becomes easy to do.

That truly is the secret to lazy, easy and sustainable marketing as a small biz owner.

Today's action step?

Reflect on what you've done so far over the past few weeks. And once you've got an idea of what's felt good, easy, and sustainable? Commit to one simple, weekly habit.

Some examples:

- Share a story each Tuesday
- Send a tip to your list on Fridays
- Follow up with past or potential clients every Thursday
- Tell someone what you do once a week
- Comment in a local Facebook group weekly

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + help you to see what you've achieved and how you can keep it up from now on!





Let's talk about one small step to keep up

What has felt most natural, easy and/or effective over the past 19 days?

What small action could you do weekly to maintain momentum?

BONUS: Is there any way you can make that action even easier to do, such as a template or, setting an alarm or batching the content?