

# Finding your bearings

workbook for workshop #1 of  
Marketing without social media, a  
group programme

# Introduction

Welcome to the first workshop of *Marketing without social media*! I'm really excited to have you here.

In this workbook you'll find worksheets, questions and templates to help you map out your current marketing, to discover what is working for you and what isn't and set goals for the rest of the programme.

This workshop is the foundation of all the other workshops--you can't improve or change what you're doing if you don't know what you're doing in the first place.

Please make use of our personal, gentle community on Podia to ask any questions, share your goals, get support, accountability and more. During the monthly recorded office hours you'll get to submit questions that go even deeper into the work you're doing in the programme.

I'm so looking forward to getting to know you better and supporting you on moving your business away from social media.

**Part 1:**  
**How are you currently marketing your  
business?**

# Your channels and platforms

- Which channels, platforms or methods are you currently using to market your business? Think broad, both online and offline.
- Per channel or platform, what is the aim of what you're marketing here? For example, to introduce yourself to a new audience, to turn people who already know you into potential clients, to share your expertise, etc.
- How often do you market on this channel or platform?

*You can use the table below and on the next page as a template to chart what you're marketing, why and how often.*

<b>action</b>	<b>aim</b>	<b>frequency</b>
<i>e.g. post on Instagram</i>	<i>attract new potential clients</i>	<i>3x/week</i>

action	aim	frequency

These pages are an excerpt of the workbook belonging to the first workshop in the group programme *Marketing without social media*, a four-month programme for small business owners, freelancers and creatives who want their marketing to be more gentle, more effective and more intentional--with little or no social media.

Based on my experience of marketing my business without social media, I know what it takes to market your business in a gentle, organic way that is also highly effective and I've poured this experience and knowledge into this programme.

If you crave a gentler, slower and still highly effective way of marketing, you're in good hands with me.

[Find out more](#)