



EPISODE #07: Self Promotion vs. a Passion-Fueled Platform

4 GUT CHECK QUESTIONS TO ASK BEFORE LAUNCHING A MARKETING PLAN:

1. What's driving my marketing? MESSAGE or SIGNIFICANCE
2. What am I personally comfortable with? What can I physically/emotionally do, realistically?
3. What am I ethically/spiritually comfortable with? 80-20 rule (or 1-5 ratio)?
4. Who can I have a conversation with about this subject?