



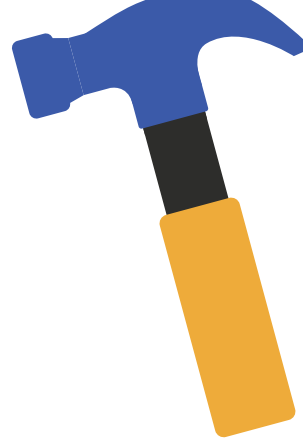
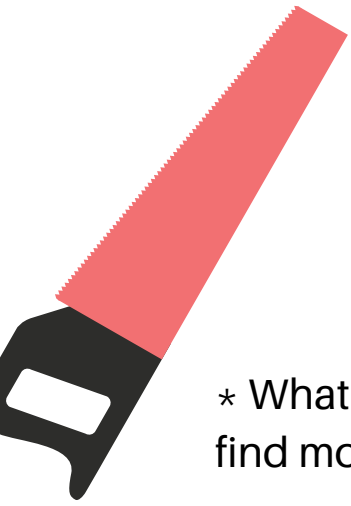
SET IN MOTION MARKETING & MEDIA

LET'S ASSESS YOUR PASSIONS & SKILLS

There is an intersection of passion & skill
that will lead you to a re-ignited
enthusiasm for marketing your business.

LET'S GET STARTED





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UNDERSTANDING YOUR INTERESTS

* What are your hobbies and activities outside of work that you find most engaging?

* What are some current trends or industry developments that you find exciting or inspiring?

* What topics do you enjoy learning about or discussing with others?



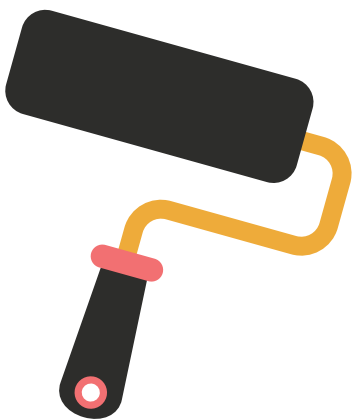
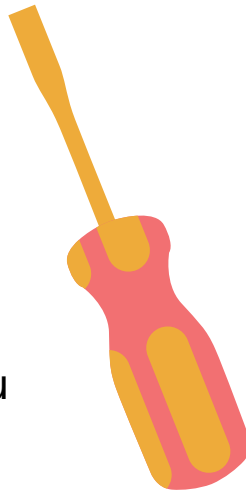
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IDENTIFYING YOUR STRENGTHS

* What are you naturally good at? What skills or talents do you bring to the table?

* What aspects of marketing have you enjoyed or been successful with in the past?

* Do you have any specific areas of expertise or knowledge that you could leverage in your marketing?





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CLARIFYING YOUR VALUES



* What is your overall mission or purpose as a solopreneur or consultant?

* What impact do you want to make with your business?

* What are your core values that guide your decisions and actions?





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MATCH YOUR INTERESTS, STRENGTHS, AND VALUES

* Can you think of any marketing tactics that align with your interests, strengths, and values?

* How can you use your unique skills and passions to create a marketing approach that feels authentic and engaging for

* What marketing activities would allow you to connect with your ideal clients in a meaningful way?



FINAL STEPS TO DEVELOPING YOUR SPECIAL MARKETING TACTIC

1. Prioritize Your Interests:

After completing the self-assessment, revisit your responses about interests. Highlight the activities or trends that energize you the most. Circle 2-3 that truly resonate.

2. Leverage Your Strengths:

Now, revisit your strengths. Identify skills or talents that contribute to your marketing. Choose 2-3 strengths that can readily apply to new tactics.

3. Align with Your Values:

Next, revisit your values. Remind yourself of your core mission and desired impact. Select 1-2 values that are most significant in your marketing message.

4. Find the Overlap:

Look for the sweet spot where your interests, strengths, and values intersect. This is where your "passion project" lies. Brainstorm marketing tactics that fit into this overlap.

5. Experiment and Iterate:

Remember your "passion project" will probably not be perfect at first. Experiment with different tactics, track your results, and iterate based on what resonates most.



