ATLAS & ANCHOR

How to Ignite WILD Demand in Your Business

Workbook

THE 3-STEP MARKETING BLUEPRINT FOR FIRING UP YOUR GROWTH

atlas & anchor
CREATIVE STUDIO

hey there!

I'm Morgan. I'm a mom, an entrepreneur, and the founder of Atlas & Anchor, a marketing and branding studio for small businesses.

I help passionate entrepreneurs craft simple, sustainable marketing strategies for their businesses so they can achieve *massive* results without the soul-crushing confusion and overwhelm.

Before we get started, there's one big thing I want you to know:

You are 100% capable of taking control of your marketing and building your dream business.

All the strategies shared in this workshop **are 100% doable by anyone,** no prior marketing experience required!

Commit to these secrets, give yourself some grace, and I promise you will start to see the results you always knew you could achieve. You've totally got this!

Morgan

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01

Secret 1:

In order to get more demand, you first have to get more...

_____

But here's the thing to keep in mind - not all _____ are going to be right for your business.

All the marketing in the world won't move the needle if it's not

_____

Path to effortless visibility:

1. Know your _____
2. Choose your _____
3. Create a _____
4. Execute it and _____
5. Automate and _____

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Remember: People don't buy from businesses they've never heard of before!

Brainstorm

Think about how you can start getting in front of new people in your ideal audience. Remember to think of ways that have "sticking power" and don't require YOU to be showing up all the time.

SOME IDEAS TO GET YOU STARTED...

- Partner with other businesses
- Host a giveaway
- Guest blog
- Host a podcast
- Engage on social media
- Join a Facebook or LinkedIn group
- Optimize your content for SEO
- Be a part of local events, like markets
- Attend networking events
- Referrals
- Create an affiliate program
- Host virtual or in-person events
- Post on social media
- Start a blog
- Use paid ads
- Sponsor local events
- Get featured in local media

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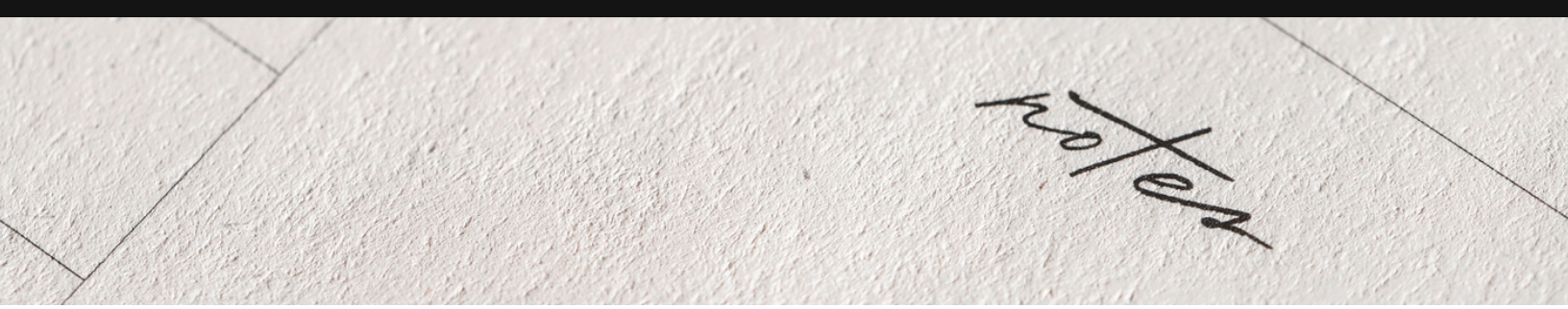

02

Secret 2:

Your super power is your _____

3 ways you can think about this:

1. _____
2. _____
3. _____

START BUILDING YOUR BRIDGE...

The primary problem your audience has that you can help solve:

Where they ultimately want to get (their dream reality):

Things that are standing in their way:

Ideas for how you can bridge the gap:

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03 Secret 3:

To get more people to say yes to what you have to offer, you've got to give them more _____

If you don't give people plenty of opportunities to say _____ the response is going to continue to be _____

Small biz mad lib

My audience deserves to hear about my _____

_____

what you have to offer

because it will _____.

positive impact it will have on their lives

So right here, right now, I'm going to commit to making sure they know about it.

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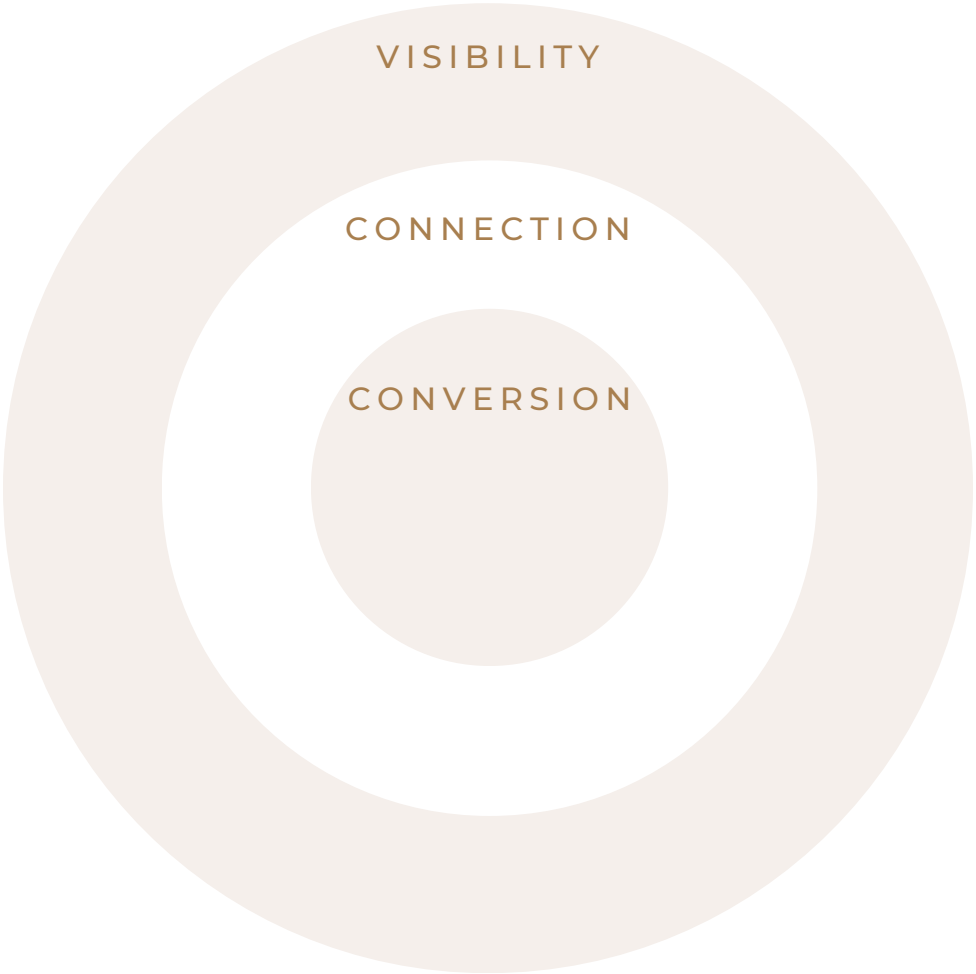
Map out your own system

Print this sheet and write in the circles or use the boxes below to think through your system and how you'll move people from one ring to the next.



VISIBILITY	CONNECTION	CONVERSION

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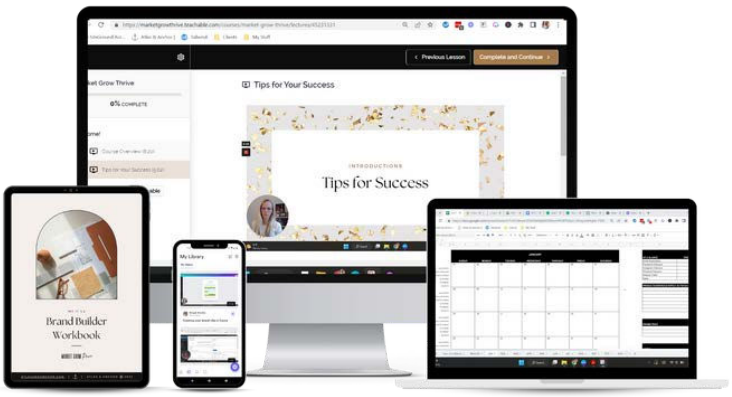
YOU'RE INVITED!

Market Grow Thrive



If you're ready to learn how to market your business from the ground up and **implement a marketing system that gives you the freedom to grow more without all the hustle,** then I invite you to join me inside of Market Grow Thrive!

Market Grow Thrive is the only marketing program specifically for small business owners and solopreneurs that gives you the **step-by-step framework, personalized support, and proven strategies** to create a sustainable, full-funnel marketing system for igniting your business growth in as little as 6 weeks.

I'M READY, LET'S DO THIS!

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Questions? Just ask!

I'm always just a quick "send" button away and more than happy to help!

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