

The Power of Conscious Marketing

WEBINAR WORKSHEET



Welcome to the workshop series!

We are so looking forward to our time together.

We're going to be sharing tips that have encompassed over 200 different online launches.

During these workshops, our goal is to help you get a little more comfortable with marketing and sales so that you can have a greater impact in the world.

We believe all marketing should have value so that you can serve others.

We know you're super busy, and we want to make sure you get the most value out of our time together.

Before each live session, will you please reflect on these questions?

You can also print them out so that during our time together you can take notes, and begin to create an action plan for yourself.

See you soon,

Richard Taubinger & Kylie Slavik



Live Video Training #1: Your Marketing as a Service to Humanity

Reflections Before Live Video Training #1

1. Why are you so passionate about your work? What drives you and what is your why?
2. What is the one thing you can connect with when you feel like it's too hard and want to give up (this can be a value, an experience, a change you want to see in the world, etc.)
3. What are your top 3 values?
4. Who do you serve with your business or practice, and why is it so important that they receive your help?
5. What have you tried before in marketing that you didn't like or didn't work?
6. What did work?
7. On a scale from 1-10 how resistant are you to marketing?

8. Are you open to a new way?

Notes During or After Live Video Training #1

1. What are your new thoughts on marketing as a force for good?
2. Do you have any new insight on how marketing or sales is just an extension of who you are?
3. Do you see how marketing your work is important, and that your voice is needed online?
4. What is your biggest take away from this training?
5. What is one action you can take right away to market in this new way?

Live Video Training #2: Overcome Tech & Social Media Overwhelm

Reflections Before Live Video Training #2

1. On a scale from 1-10 how important is it to you to get your work into the world in a bigger way?

2. What is the #1 obstacle that has stopped you in the past?

3. How ready are you to overcome your biggest obstacle?

4. What challenges do you see in overcoming them?

5. What specific tech challenges have you had in trying to get your business or practice online?

6. Are you open to it being simple?

7. If your potential clients never discover your work, what do they miss out on?

8. What specific impact could you have in the world if you no longer felt you needed complicated social media or tech to get your message out there?

Notes During or After Live Video Training #2

1. What new tools have you discovered that you're willing to try?

2. Is there anything that you've learned today that you feel resistance around?
3. What have you learned about marketing without overwhelm?
4. What is your biggest take away from this training?
5. What is one action you can take right away to get your message out?

Live Video Training #3: Riding the Current Wave... Plus Live Q&A

Reflections Before Live Video Training #3

1. What changes have you seen online in 2021?
2. Do you feel hopeful about what's possible for you in 2021?
3. What 1 action step do you plan to implement from the previous 2 Video Trainings?

4. What questions do you have about moving forward?

Notes During or After Live Video Training #3

1. What is the #1 opportunity you see for conscious business?
2. Do you see one simple way you can move forward to “ride the wave?”
3. What is your top takeaway from today’s session?
4. What is your top takeaway from the entire series?
5. What is one action step you plan to take in the next few days or weeks.