

THE BEGINNER'S MARKETING PLAN

HOW DO I GET PEOPLE TO NOTICE MY BUSINESS?



KNOW
YOUR CUSTOMER



FIND
YOUR CHANNEL



CREATE
YOUR MESSAGE



GET
ATTENTION

STOP POSTING RANDOMLY. MARKET WITH A PLAN.

WELCOME

You can have a great product, a good price, and a real business - and still struggle to get customers.

Sometimes the problem isn't the business. Not enough of the right people know it exists.

Marketing is how you change that. And marketing does not automatically mean spending money on ads.

THIS GUIDE WILL HELP YOU

Identify the people you want to reach, figure out where they already spend their attention, create a message they care about, and give them a reason to take the next step.

**YOUR GOAL ISN'T EVERYONE'S ATTENTION.
IT'S THE RIGHT PERSON'S ATTENTION.**

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MARKETING SECTION #01

WHO ARE YOU TRYING TO REACH?

Trying to market to everybody usually makes your message weaker. Start with one type of customer.

THE BETTER QUESTION

Don't start with 'How do I get more views?' Start with 'Who do I need to reach?'

Who are they?

What do they want?

What problem are they trying to solve?

What might stop them from buying?

Where do they already look for information or solutions?

MARKETING SECTION #02

WHAT GETS THEIR ATTENTION?

People usually don't care that you started a business. They care about something happening in their own life.

PROBLEM

What frustrates them?

DESIRE

What do they want instead?

QUESTION

What are they trying to understand?

FEAR

What are they worried about getting wrong?

RESULT

What would make their situation better?

The problem I want my marketing to address:

The result I want to show:

MAKE THE CUSTOMER THE SUBJECT OF THE MARKETING.

MARKETING SECTION #03

WHERE ARE YOUR CUSTOMERS?

Don't choose a platform just because it's popular. Choose it because your potential customers are there.

GOOGLE / SEARCH

People actively looking for an answer, product, or local service.

YOUTUBE

Education, demonstrations, comparisons, reviews and longer explanations.

INSTAGRAM / TIKTOK

Visual discovery, entertainment, education and short-form content.

EMAIL

Follow up with people who already gave you permission to contact them.

DIRECT OUTREACH

Reach specific potential customers directly.

LOCAL

Events, partnerships, referrals, signs, flyers and community relationships.

MY CUSTOMERS ARE MOST LIKELY TO BE FOUND:

1.

2.

3.

MARKETING SECTION #04

CHOOSE YOUR FIRST CHANNELS

You don't need to be everywhere. Focus first. Expand after you learn what works.

CHANNEL #1

Platform / place:

Why is my customer here?

What will I do here?

CHANNEL #2

Platform / place:

Why is my customer here?

What will I do here?

FOCUS FIRST.

One or two useful channels can teach you more than six neglected ones.

MARKETING SECTION #05

CREATE YOUR MARKETING MESSAGE

A simple marketing message can follow four pieces.

PROBLEM

Show that you understand what the customer is dealing with.

SOLUTION

Explain how your business helps.

REASON TO BELIEVE

Give them a reason to trust or investigate your solution.

ACTION

Tell them what to do next.

My customer struggles with:

My business helps by:

A reason to believe me:

The next action I want them to take:

WHAT SHOULD YOU POST?

Build around repeatable types of content instead of asking 'What should I post?' every day.

TEACH

Explain something useful.

SHOW

Let people see the process.

ANSWER

Respond to a real customer question.

DEMONSTRATE

Show the product or service working.

COMPARE

Explain differences and tradeoffs.

MISTAKES

Help customers avoid a common mistake.

STORY

Show what happened and what can be learned.

PROOF

Show real results or examples when you have them.

USEFUL CONTENT GIVES PEOPLE A REASON TO PAY ATTENTION BEFORE YOU ASK THEM TO BUY.

MARKETING SECTION #07

BUILD YOUR CONTENT PLAN

Create ideas from your customer's questions instead of randomly chasing topics.

CONTENT IDEA	TYPE	CUSTOMER QUESTION	CTA

STUCK?

Start with: 'What do customers usually ask me before they buy?' Every good answer could become a piece of marketing.

TURN ATTENTION INTO ACTION

Attention by itself doesn't build a business. Give people a clear next step.

CONTENT -> WEBSITE

GOOGLE SEARCH -> PHONE CALL

SHORT VIDEO -> FREE GUIDE

INSTAGRAM -> DM

YOUTUBE -> EMAIL LIST

OUTREACH -> CONSULTATION

FLYER -> QR CODE -> OFFER

People discover me through:

Then I want them to:

Then I make this offer:

MARKETING SECTION #09

FREE VS. PAID MARKETING

Advertising can amplify a message. But spending money doesn't automatically make the message good.

BEFORE SPENDING HEAVILY

Try to learn who responds, what message gets attention, what offer creates interest, where responses come from, and what objections keep appearing.

What am I testing?

What result would tell me to keep going?

LEARN FIRST.

Then decide what deserves more money.

MARKETING SECTION #10

YOUR 7-DAY MARKETING PLAN

Don't finish this guide and wait until someday. Start learning from the market.

DAY 1

Define one customer.

DAY 2

Write down 10 questions or problems they have.

DAY 3

Choose your first marketing channel.

DAY 4

Create one useful piece of content or marketing message.

DAY 5

Put it in front of real potential customers.

DAY 6

Talk to people. Notice questions and objections.

DAY 7

Review what happened and decide what to test next.

THE GOAL ISN'T TO MASTER MARKETING. IT'S TO START LEARNING.

MARKETING SECTION #11

MARKETING SCORECARD

Score each statement from 1 (weak) to 5 (strong).

CRITERIA	SCORE (1-5)
1. I know who my target customer is.	1 2 3 4 5
2. I understand what gets their attention.	1 2 3 4 5
3. I know where to reach them.	1 2 3 4 5
4. My message explains why they should care.	1 2 3 4 5
5. I give people a clear next step.	1 2 3 4 5
6. I measure what happens after I market.	1 2 3 4 5

TOTAL SCORE**/30**

MARKETING SECTION #12

BUILD YOUR MARKETING PLAN

Bring everything together into one starting plan you can actually test.

MY CUSTOMER:

THE PROBLEM I HELP SOLVE:

MY MAIN MESSAGE:

MY #1 MARKETING CHANNEL:

MY #2 MARKETING CHANNEL:

WHAT I WILL CREATE:

MY CALL TO ACTION:

WHAT I WILL MEASURE:

WHO -> WHERE -> MESSAGE -> ACTION -> MEASURE

THIS IS YOUR STARTING PLAN. NOW PUT IT IN FRONT OF REAL PEOPLE.

YOU HAVE A BUSINESS. NOW GET IT SEEN.

Know your customer.
Find where they already spend their attention.
Create something worth noticing.
Give them a clear next step.
Then learn from what happens.

Smartfoundrai gives you AI tools, blueprints, and step-by-step guidance to help you turn an idea into a business you can test and grow.

SMARTFOUNDRAI.COM



Scan to start building your business

PLAN. VALIDATE. BUILD. GROW.