



Course 3 Workbook

Marketing That Tells the Truth. Work through it to build honest promotion that actually reaches people.

Session 1, Know Who You Serve

Same truth, spoken in the language of the person in front of you.

The one specific person I am really trying to reach (be exact):

Where that person already is, their world, words, and worries:

The on ramp I will use to meet them where they are:

Session 2, The Power of Story

A story walks through the gate a direct pitch hits as a wall.

The story I can tell instead of listing features:

My customer's before and after, in story form:

One real example or testimony I can share honestly:

Session 3, Make It Plain

Be clear, not clever. So plain a runner could carry it.

My core message in one plain sentence a child could follow:

One clever line I will replace with a clear one:

The single next step I want people to take:

Session 4, Honest Promotion

No false witness. No fake timers, no invented scarcity.

Any claim, timer, or scarcity in my marketing that is not fully true:

The honest version I will replace it with:

The true reason someone should act now, if there is one:

Session 5, Keep Sowing

Consistency beats intensity. Do not quit before the good soil.

My simple, repeatable marketing rhythm I can sustain:

Where I have quit too early before:

What I will keep doing for 90 days without quitting:

Session 6, A Good Name

Reputation is the marketing you cannot fake.

What I want to be known for, said by others, not me:

One way I will earn word of mouth this month:

A happy customer I will ask to share their experience:



Capstone: Marketing That Tells the Truth

Pull this course together in one sentence you could say out loud.

What I will put into practice from Marketing That Tells the Truth, in one sentence:
