



MARKETING... WITHOUT USING SOCIAL MEDIA

Do you have something you'd like to sell—a product, service, program, class, or tickets to an event that you're organizing?

Would you like to market your offerings (and get lots of sales) *without* using social media?

Here's a big list of marketing ideas that *don't* involve social media. See any that interest you? Cool! Put a checkmark next to the ones you'd like to do.

MARKETING IDEAS

Send a personal email to all of your friends, family, and colleagues letting them know that you have availability for new clients right now—and/or you have an exciting new product that you're offering. Ask them to keep you in mind and send customers your way! You never know who might be able to help you out. ([Read this free e-book](#) for tips on how to send out this type of request.)

Send a personal email to your dream client inquiring if they'd like to hire you. (Not sure how to write this type of email? [This class might help.](#))

[] Circle back to previous clients/customers via email. Say hi. See if they'd like to hire you/purchase from you again.

[] Have a face-to-face meeting with a potential client. Pitch your services over coffee.

[] Send snail-mail to your dream client: a postcard, brochure, packet, or maybe a small gift and handwritten note. (You'll stand out!)

[] Pitch yourself to the media (podcasts, radio, TV, etc). Get booked for appearances. Use this as a way to promote your mission and business. You can start with smaller platforms (your friend's podcast), get some practice, and then gradually work your way up to bigger platforms (national TV).

[] Do something "cool," "different," "noteworthy," or "newsworthy" that gets people talking about your business.

(Once upon a time, back when I helped to launch a brunch restaurant in Oregon, we hosted a monthly *Letters & Brunch* event. We provided free letter-writing supplies—cards, envelopes, stamps, pens—to anyone who purchased a \$20 brunch/drink combo. Customers could write letters to loved ones while waiting for their food to arrive. People loved it—and they told their friends about it, too! This led to lots of new customers coming by to check out the new restaurant.

[] Start an email newsletter and send it out consistently. You can use your newsletter to share advice, tips, music playlists, worksheets, checklists, recipes, inspirational stories, whatever your potential clients/customers would enjoy most. Of course: share info about your products/services, too!

Your newsletter can be long, short, weekly, bi-weekly, monthly—whatever style and frequency makes sense for you and your readership.

Most marketing specialists would advise you to send out your newsletter very frequently, but personally I disagree. I vote: send it out when you have something inspiring, beautiful, or helpful to share. Quality over quantity.

[] Start a podcast. Use this to build an enthusiastic audience of listeners/fans/potential clients.

[] Do something kooky. For instance, make a quirky poster with a mysterious message and a website link. Pique people's curiosity so they wonder, "What's that website all about?" and want to visit. Pin up posters all around town.

[] Talk to people out in the world: at the gym, at dinner parties, on airplanes. You never know who might be sitting next to you! (I've gotten hired because of "airplane chats" in the past!)

[] Print a bunch of business cards or postcards describing your work. Sprinkle them all around town—community bulletin boards, coffee shops, bookstores, the gym, yoga studio, etc.

[] Give a big stack of business cards to your friends and family members, too! Tell them, "Please keep these in your purse/bag/car. Just in case. If you happen to meet someone who needs what I offer, give them my card! Thank you!"

[] Introduce yourself to fellow business owners who might be able to refer clients to you—and vice versa. For instance, if you offer wellness coaching and personal training services, introduce yourself to a local

physician. When she has clients who want to get healthier and improve their physical fitness, she can refer those clients to you! (And you can refer clients to her!)

[] Gently remind clients that you love and appreciate word-of-mouth referrals. Encourage them to send new clients your way. (People often get busy and forgetful. Sometimes, they just need a tiny nudge to remind them to do this.)

[] Teach a free class in your community (or online) as a way of connecting with potential clients and giving them a small sample of your skills. After the free class ends, invite them to continue onward by hiring you/ enrolling/etc.

[] Write articles/essays/blog posts on your site—and for other publications, too. People might discover your work that way.

[] [Dress up like a dinosaur and dance on the street corner with a handmade poster to advertise your services.](#)

Haha! I witnessed this one time and it made me laugh so hard! I immediately pulled over, bought a car wash on the spot, and then made a quick video because I was so enchanted by this hilarious "marketing strategy." It worked!

Okay, maybe you don't *literally* want to put on a T-Rex costume. But you can find your own version of this. What would be wild, silly, goofy, zany, unexpected, charming, delightful—sure to grab people's attention?

[] Go “above and beyond” for your clients/customers. Add special touches that makes people flip out with excitement—so they rave about you to all of their friends!

For example: a soothing aromatherapy face towel to wipe down after yoga class. A personal email to check-in and make sure they’re delighted, instead of just an automated reply. Figure out “a little something extra” that costs very little (or nothing at all) that makes people super happy. Happy customers are your best marketing allies.

[] Do a really good job. Keep your word. Under-promise and over-deliver. Establish a reputation as someone who consistently keeps their promises—someone who can be trusted to get things done and provide great results.

Do this—and people will talk about you, recommend you, and send new clients your way. (Same goes for products, too. Provide an exceptional product that people can’t stop talking about.)

OTHER MARKETING IDEAS

What else could you try? Any thoughts?

SOCIAL MEDIA IS OPTIONAL, NOT MANDATORY

You can certainly incorporate social media into your marketing plan. But you don't have to. Social media is optional, not mandatory.

If you really don't enjoy using social media, then either delegate the task to someone else on your team, or simply decide, "It's just not for me. I'm not doing this anymore!"

It is absolutely possible to run a thriving business without social media. I know many successful people (fundraisers who raise millions, performing arts directors, fitness trainers who are booked solid) who manage to find plenty of donors, clients, and customers—without using social media. There are plenty of other ways to connect with people and sell your work.

So, what now? Maybe you will decide to continue using social media for personal reasons, business reasons, or both. Great! Or maybe you will decide to use social media a bit less, take a short break, a long break, or a forever-break. That's great, too.

Whatever you decide is awesome. All choices are valid. I encourage you to listen to your "hut" (heart + gut) and do whatever feels right for you.

No two people are exactly alike. Do life—including digital life—your way.

THANKS FOR DOWNLOADING THIS WORKSHEET!

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ABOUT ALEXANDRA

[Alexandra Franzen](#) is a writer and entrepreneur based in Hawaii.

Her writing has been published in places like *Time*, *Forbes*, *Newsweek*, *The Huffington Post*, and *Lifehacker*. She's been mentioned in places like *The New York Times Small Business Blog*, *The Atlantic*, *The Los Angeles Times*, and *Inc*.

She's the author of several books, including [The Checklist Book](#), [You're Going to Survive](#), and [So This Is the End: A Love Story](#).

She teaches classes on writing, communication, creative marketing, productivity, setting intentions and goals, and simplifying life and work. She has led classes in 18 cities around the world—and online, too.

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