



FREE CLASS MARKETING WITHOUT SOCIAL MEDIA

Is it really possible to run a successful business, find clients and customers, and earn money...without using social media?

Yes.

This *free class* will provide you with fresh ideas on how to create a business that includes less digital noise and more simplicity and calm.

Inside this workbook:

- 4 big questions to consider.
- 5 ways you can sell your work without using social media.
- Pledge to take a social media break for 3 days. Notice how you feel.
- A little info about [The Marketing Without Social Media Program](#), and how to register, if you want! Totally no pressure.

4 big questions to consider

1. If you knew that you had 24 hours to live, what would you do with your time?

Would you watch the sunrise and sunset? Would you cuddle with your kids? Would you walk barefoot on the grass? Would you throw a party and invite your dearest friends? Would you have a long talk with your mom? Would you spend several hours on Facebook, or scrolling on Instagram?

Make a list of what you would do.

My Final 24 List

2. Do the math. How much time do you spend using social media? And if you continue using social media at your current rate, what's the "grand total" at the end of your life?

Add up time spent on Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok, and any other platforms you use, including dating apps. Use a time-tracking app, or just take a guess.

Fill in the blanks:

I estimate I spend _____ hours per week using social media.

If I multiply that number by 52, that equals _____ hours per year.

Let's assume I start using social media at age 20, and then stop at age 70. That's 50 years of social media usage.

If I multiply _____ hours per year x 50 years, that is a grand total of _____ hours over the course of my lifetime.

If I convert _____ hours into years, that is _____ years.

Example:

*I estimate I spend **6** hours per week using social media.*

*If I multiply that number by 52, that equals **312** hours per year.*

*Let's assume I start using social media at age 20, and then stop at age 70.
That's 50 years of social media usage.*

*If I multiply **312** hours per year x 50 years, that is a grand total of **15,600**
hours over the course of my lifetime.*

*If I convert **15,600** hours into years, that is **1.78** years.*

3. How do you feel about the number you just calculated?

Feels okay? Looks good? Or, does this number cause you to feel concerned, uneasy, discouraged, or deeply troubled?

Check in with your "hut" (heart + gut) and ask, "Am I okay with this, or do I want things to change?"

What is your "hut" saying to you?

4. If you could reclaim all that time, what would you do with it?

If you could miraculously “take back” all the time that would have gone to social media—1 year, 2 years, 3 years, whatever amount—what would you do with this precious time?

Would you learn a foreign language? Write a novel? Hike across Ireland with your kids? Something else?

The beautiful thing is...

You can.

This time is yours. This life is yours. You can make different choices, and steer your life in whatever direction you want.

5 ways you can sell your work without using social media

1. Send a personal email to your dream client to introduce yourself, share a little info about the work you do, and invite them to hire you.
2. Send a personal email to a previous client and invite them to hire you again!
3. Start a mailing list and view this as an “art project” rather than a “marketing chore.” Share tips. Share stories. Share music playlists. Share samples of your work. Share invitations to free classes. With each newsletter, be a lighthouse. Be a “Daymaker.” Make your reader’s day better than it was before.
4. Send snail mail—thank you cards, promotional cards, brochures, gifts.
5. Do something unexpectedly generous. For instance, nominate a colleague for an award...and let them know you did! Unlock a door for someone. “To make a friend, be a friend.”

Pledge to take a social media break for 3 days

Just do it.

It's not "forever," it's just a mini sabbatical.

Notice how this feels. Do you feel calmer? Sleep more deeply? Have more energy? Feel more inspired? Less distracted? Is it easier to focus and do high-quality work?

Try it and see.

The Marketing Without Social Media Program

<http://alexandrafranzen.com/program/>

If you enjoyed today's free class, and you'd like to continue working with me, you can register for [The Marketing Without Social Media Program](#).

What you gain from this program:

1. Earn more money.

Learn how to promote your beautiful work, build strong relationships, get plenty of clients, and make great money...without using social media.

2. Build new habits.

No more reaching for your phone 100 times a day, checking Facebook on the toilet, or obsessively scrolling to see what everyone is doing online. Get new habits in place.

3. Feel calmer and smarter.

Less digital noise. Less stress. Fewer dings, beeps, notifications, and other distractions. More space in your brain to think deeply, focus, and do your highest-level work.

Here's the [Program Schedule](#).

Here's a list of [Everything You Get and the Time Commitment](#).

Here's where you'll find [Pricing and Payment Options](#).

[Register soon!](#)

Final Questions

1. What is the main thing you realized during today's free class?
2. What is one small (or big) change you are determined to make immediately?
3. Are you interested in doing the Marketing Without Social Media Program? Definitely yes? No? Not sure? Maybe? If you're interested, [please register soon](#) so that we have enough time to ship your Welcome Kit to you! If you want to ask a question about the program, please email hello@alexandrafranzen.com. Thank you!

THANK YOU!

This is a free workbook. Enjoy. Share it with friends, family, and students.

If you'd like to publish this worksheet in a book, magazine, on a website, or any other platform—or if you'd like to use this worksheet in a commercial/for-profit context (with clients, customers, etc.) please email hello@alexandrafranzen.com to request permission first. Thank you.

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.

Free newsletter with inspiring true stories, music playlists, and more:
<http://www.alexandrafranzen.com/newsletter/>

Free worksheets, checklists, and other cool things:
<http://www.alexandrafranzen.com/free-stuff/>