



# MARKETING COACHING

Helping you get more comfortable and more effective at marketing your own micro business.

I'm just like you - a micro-business owner.

And I know, from experience, how lonely it can be!

You have to wear every hat in your business - think of every idea - then plan, create and implement those ideas single-handedly.....

....all whilst trying to create and maintain your pipeline, make sales, serve clients and customers, and earn money!

It's exhausting - and lonely!

As a Marketing Coach, I help other micro-business owners improve their own marketing skills.....



# WHY YOU MIGHT WANT A MARKETING COACH FOR YOUR MICRO BUSINESS

- **Reason #1:**  
**Improve skills**

You know that you need to 'market' your business but this isn't your core area of expertise, so you want to upskill

- **Reason #2:**  
**Micro Budget**

You are still working on developing cashflow so are not yet in a position to outsource marketing to someone else

- **Reason #3:**  
**Increase knowledge**

You are considering outsourcing but want to understand the principles of marketing better for yourself first





## A BIT ABOUT ME

I operate 3 of my own businesses by myself from home.

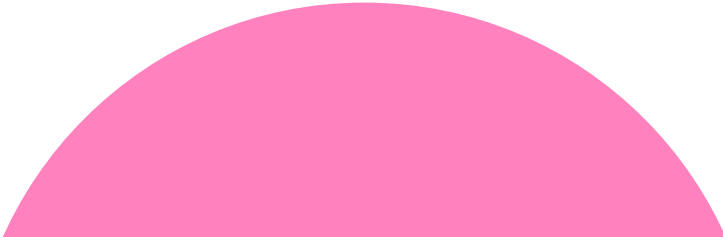
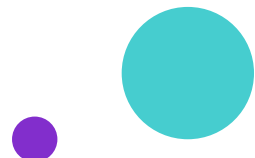
I am also a wife and mum, so I know how it feels to juggle all the things and wear all the hats!.

I previously spent over 20 years working in a corporate career, mostly in marketing and business development, so I have a wealth of experience to share.

I've seen the huge gap between the 'big bucks' that large organisations can 'throw' at marketing experts, and the 'shoestring budget' that new and micro business owners have to operate on as 'marketing novices'

...and I want to help reduce that gap!

So, I help other micro-business owners improve their own marketing skills by providing 121 coaching.



# There are so many reasons why MARKETING COACHING COULD BE RIGHT FOR YOU

Here's a few that I commonly hear from my clients;

- Because you haven't got the budget to pay others to do it for you yet!
- Because the bit you like doing is the client-facing bit - you just want to get better at it!
- Because you don't want to outsource something you don't yet fully understand yourself!
- Because you're used to having a 'marketing department' who did it for you in the corporate world and now you realise you need to do it yourself!
- Because marketing in the corporate world is very different to marketing for a self-employed business owner!
- Because you know that you can't figure everything out on your own (none of us can) and recognise the value in having someone 'in your corner' helping you out and cheering you on!

## WHATEVER YOUR REASON, I'M HERE FOR YOU.

My marketing coaching sessions are, simply put, **designed by a micro business owner for a micro business owner!**

My aim is to empower you to know how to do better marketing for yourself.



I've created a simple, practical, clear coaching framework to help you understand where to start and master the fundamentals of your marketing message to get you heading in the right direction, within a budget that's affordable.

## HELPING YOU CREATE

- A plan
- Focus
- Priorities
- Accountability

Coaching is all about learning and developing you.

I believe that working 121 is ultimately the best option, it gives you dedicated time to focus on the specific areas of your marketing that you need and want to improve, with the accountability of a coach who provides structure and helps you focus on the right priorities.

In this 121 format, I can provide Marketing Coaching tailored to you and your business.

**However,** I appreciate that deciding to invest in 121 coaching is a big decision, so I've created a starting point that allows you to dip your toe in the water, and create some tracks to run on for your marketing, without having to commit to ongoing coaching...





# YOUR 2 SESSION STARTER PACK

The first of these two sessions is a discovery session, and we use this time for me to get to know your business and find out where you are right now.

Afterwards I take away everything I've learned about your business and use it to create a Marketing Coaching Form tailored to you, with feedback from me on where to focus and the priority order to do that in.

In the second session, we will work through this coaching form so you understand all the contents and have clear tracks to run on in terms of your marketing focus and priorities.

At the end of these two sessions, you can take away the marketing coaching form and implement yourself, if you wish, OR continue working with me and implement with my support. The choice is yours!

You're invited to book a call with me to find out more about how we can work together!

There's no obligation, just the opportunity for us to see if we're a good fit for each other.

Email:  
karolyn@karolyngamble.co.uk

Calendar:  
[www.calendly.com/karolynjgamble](https://www.calendly.com/karolynjgamble)

**This  
2-session  
starter pack  
is just £295.**

Read some of my client testimonials on my Linked In page here:

<https://www.linkedin.com/in/karolyngamble>