

YOUR EXPERTISE. YOUR EVENT. YOUR TERMS.



19 WAYS TO MARKET YOUR BUSINESS

WITHOUT DOING
MORE MARKETING

How to turn the expertise,
relationships, interests,
and experiences already
available to you into
CLIENTS, REVENUE,
and **OPPORTUNITIES.**

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19 Ways to Market Your Business Without Doing More Marketing

How to turn your expertise, relationships and interests into clients revenue and opportunity with ease.

Part 1: Your Marketing Mix May Be Bigger than You Think

You already know what marketing is. Chances are you're doing plenty of it. You've been posting, sending out emails and newsletters regularly, having coffee three or four times a week with potential referral partners, following up with prospects, continuing to tweak your website, remembering to ask for referrals, and doing everything you can to stay visible. Maybe you've added a podcast into your marketing mix or a YouTube channel. You've continued to join professional organizations. Perhaps you've experimented with paid advertising because you've decided this is the year you'll be consistent.

You are marketing.

The question isn't whether you've been marketing. The question is whether doing more of it is creating more business for you.

During market downtimes, when you're trying not to relieve the feast-to-famine cycle or you realize your pipeline isn't as full as it used to be, the instinct is often to increase the volume. You need more qualified clients, more revenue, and to know where the next piece of business is coming from, so you publish more content, attend more events, add another platform, send more emails, or learn another tactic.

You invest in a social media marketer who promises growth. You're increasing what you spend on ads even though the original copy wasn't particularly effective. You rework your website again because you don't know what else to do. You keep tweaking what you know, while still trying to determine the most effective way to spread your message.

After a while, that gets exhausting. Not simply because marketing requires time. You expected to market your business. The exhaustion comes from spending so much of your time, money, and capacity on it without enough certainty that all that activity is moving the business anywhere.

You want to know where your next clients are coming from and feel confident that a few contracts ending at once won't suddenly turn your pipeline into an emergency. You want prospective clients who understand your work well enough that every sales conversation doesn't start with you proving why your expertise matters. You want the revenue to become more predictable, the opportunities to become better, and the business you've worked so hard to build to begin reflecting the caliber of work you've been doing for years.

You want recognition, too. You have spent years becoming excellent at your craft, and you want your name mentioned in rooms you're not in. Perhaps you desire the invitation to speak, or to not work so hard for your next introduction to the decision-maker. You look forward to the day when referrals flow from those who understand exactly what you do, and the opportunity that arrives because your reputation reached the room before you did.

Somewhere in all of this, you would also like to close your laptop. You would like to take a trip without wondering whether disappearing from social media for five days means disappearing from your market. You would like to enjoy dinner without mentally drafting tomorrow's post, and spend a Saturday doing something you genuinely enjoy without calculating whether those three hours should have been spent following up, creating content, networking, or generating leads.

You aren't trying to stop working. You want the work you're already doing to produce more. More marketing activity does not necessarily produce more marketing leverage.

Before you add something else to your marketing mix, it may be worth looking at what you're already working with. You have the expertise people need, relationships you've spent years building, access to rooms and professional communities, and people who already know and trust your work. You also have interests, strengths, and ways of connecting with people that come naturally to you.

Some of those things may be capable of carrying considerably more of your marketing than they currently do.

That doesn't mean you need to turn everything you enjoy into a business activity, and I'm certainly not about to hand you nineteen more things to squeeze into an already full calendar. As you read, pay attention to what feels natural, what you would genuinely enjoy, what you're already doing, and what could create a commercially valuable opportunity for your business if you became more intentional about it.

You don't need all nineteen. You are looking for possibilities that could help you attract qualified clients, create stronger relationships, become better known for your expertise, and build a more lucrative business without making marketing unnecessarily harder.

Let's explore.

Start With What You Already Know

When you think about marketing your expertise, some possibilities are already familiar. You've probably attended conferences, taught a workshop, registered for a mastermind, or sat through more webinars than you can count. Perhaps you've even hosted some of these yourself.

They remain popular for a reason. They give audiences an opportunity to hear new ideas, experience products and services, and spend meaningful time building the familiarity and trust that helps them decide whether they want to stay connected to a business and its work.

The opportunity is to make the ones you choose more valuable to your business.

1. Conferences

Take conferences, for example. There is a significant difference between attending someone else's conference and strategically hosting your own. When you're attending, you're one of many people hoping to make the right connections, meet prospective clients, and be remembered after everyone goes home. When you're hosting, you have an opportunity to build the room around the people, conversations, ideas, and business objectives that matter to you.

Imagine bringing prospective clients, decision-makers, collaborators, referral partners, and other people who can create opportunities for your business into a room you've built on your own terms. Instead of spending another year trying to become visible in an important industry conversation, you can create the place where that conversation happens and give people an opportunity to experience your thinking firsthand.

That doesn't automatically require 500 people, a ballroom, multiple stages, or a production budget that makes you uncomfortable. Depending on what the business needs the conference to accomplish, a smaller room of carefully selected people may be considerably more valuable than a larger audience with very little connection to what you ultimately sell.

A successful conference can contribute to months of client pipeline, additional speaking invitations, valuable introductions, strategic partnerships, and greater recognition in the industry where you want to become known. The value isn't simply in how many people attended. It's in what becomes possible because the right people did.

Best business use: Building authority, generating demand, creating strategic relationships, and becoming associated with an important idea or conversation in your industry.

What it could lead to: Qualified clients, a stronger pipeline, speaking invitations, partnerships, referrals, media opportunities, and greater industry recognition.

2. Workshops

Workshops create a different kind of opportunity. Instead of asking prospective clients to make a significant investment in your expertise based primarily on what they've read, watched, or heard about you, you can give them an opportunity to experience it.

They get to hear how you think, ask questions, apply what you're teaching immediately, and begin making progress on a problem that matters to them. For someone who has been following you for six months but still hasn't decided whether you're the right person to help her, that experience can close an important gap. They are no longer relying entirely on what you've said about your expertise. They have experienced some of its value for herself.

This can be particularly useful if you have a signature program, consulting engagement, intensive, or another higher-value service that solves the larger problem. Your workshop doesn't have to solve everything. It can help prospective clients understand the problem more clearly, make meaningful progress, and see what may be required to reach the larger outcome they want.

If teaching is one of the parts of your work you genuinely enjoy, there is another advantage. Instead of forcing yourself to become more prolific in a marketing activity you dislike, you can focus on something you're already exceptionally good at: introducing prospective clients to the value of working with you.

Best business use: Allowing prospective clients to experience your expertise and creating a natural pathway toward a larger paid engagement.

What it could lead to: Qualified sales conversations, stronger demand for your signature offer, new clients, referrals, and greater recognition for your expertise.

3. Masterclasses & Webinars

Masterclasses, webinars, and other micro-learning environments can give you many of those same advantages without requiring the lift of a full-day experience or another evening away from home. You can bring prospective clients together around one specific problem you solve, deliver something genuinely valuable, and introduce more people to your work at once.

If you've hosted webinars before and walked away with a larger email list but very little business, you may understandably be reluctant to host another. The format itself may not have been the issue. There may simply have been too much distance between what you taught, what the prospective client needed next, and what the business ultimately needed the masterclass to accomplish.

When those pieces are intentionally connected, a masterclass can do considerably more than grow your email list. It can generate qualified interest in the work you want to be hired to do, help prospective clients recognize the larger problem you solve, and create a natural reason for the right people to continue the relationship.

Now the masterclass has a commercial role in your marketing mix rather than becoming another piece of content you must produce.

Best business use: Educating prospective clients around a specific problem, demonstrating expertise, generating demand, and creating an accessible entry point into your business.

What it could lead to: Email growth, qualified prospects, sales conversations, program enrollment, consulting clients, and stronger recognition for your expertise.

4. Masterminds

Perhaps you've joined a mastermind because you wanted access to expertise, accountability, or the opportunity to spend meaningful time around other accomplished businesspeople. Your prospective clients may value those same things.

The value of a mastermind can extend well beyond the curriculum you develop. Over time, the people in the room learn what you do, how you think, the problems you solve, and whom you serve. At the same time, you gain ongoing proximity to the people you're helping, which allows you to hear what they're trying to accomplish, where they're getting stuck, what they're worried about, what they value, and what they may need next.

That kind of proximity can make you a better service provider and a much more effective marketer. You aren't trying to understand prospective clients entirely from a distance. You're hearing their questions, watching how they make decisions, and learning the language they naturally use to describe the problems they want solved.

The relationships can become valuable in other ways, too. When someone in the room eventually needs your specialized expertise, you're already familiar. When someone in their network needs what you do, they understand your work well enough to make a meaningful introduction. Those relationships can lead to clients, referrals, collaborations, speaking invitations, and opportunities that would have been difficult to create at the same depth through another piece of content or one coffee meeting at a time.

Best business use: Building deeper relationships, creating recurring proximity to prospective or existing clients, and developing a community around your expertise.

What it could lead to: Long-term clients, referrals, introductions, collaborations, renewals, speaking opportunities, and a stronger professional network.

None of this requires you to turn every room into a sales pitch. It means becoming clearer about where you're investing your time, money, expertise, and reputation, and what you want the rooms you choose to make possible.

In this next section, we will discuss some nontraditional marketing approaches that are often overlooked.

If You Love Food, Hospitality & Gathering Around the Table

Perhaps teaching another webinar isn't your favorite way to spend an afternoon, but invite six interesting women to dinner, choose a wonderful restaurant, order something delicious, and settle into a conversation that lasts three hours, and suddenly the idea of marketing feels very different.

Food has always given people a reason to gather, linger, exchange ideas, celebrate, and build relationships. Those same conditions can be extraordinarily valuable for business, particularly if you're tired of trying to develop meaningful relationships fifteen minutes at a time through crowded networking events, hurried coffee meetings, comment sections, and direct messages.

The opportunity isn't to add an elaborate dinner series to your calendar simply because it sounds interesting. It is to consider whether gathering around the table is something you already enjoy and, if it is, whether you could use that strength more intentionally to create valuable relationships and opportunities for your business.

5. Private Prospect Dinner

Imagine identifying six prospective clients you would genuinely like to know and inviting them to an exceptional dinner around a subject they already care about. You aren't disguising a sales presentation as dinner. You're creating an environment where prospective clients can hear how you think, contribute to an intelligent conversation, ask questions, and spend enough time with you for a genuine relationship to begin.

There is something particularly appealing about realizing that three hours spent around one exceptional table could create more meaningful business conversations than three weeks spent trying to manufacture engagement online. You get to enjoy the dinner, know the people sitting across from you, and leave with relationships that have actually moved somewhere.

You also don't need every attendee at the table to become a client for the dinner to create value. One may hire you. Another may introduce you to a decision-maker. Someone else may invite you to speak or connect you to a collaboration you couldn't have anticipated. The conversation itself may reveal something about your market that changes how you position an offer you've been struggling to sell.

Best business use: Building relationships with a small number of high-value prospective clients and creating deeper conversations around a problem connected to your expertise.

What it could lead to: New clients, referrals, introductions, collaborations, market intelligence, and stronger relationships with prospective buyers.

6. Thought-Leadership Breakfast

Some of the people you most want to reach already have exceptionally full calendars. A thoughtfully designed breakfast can make the commitment easier while still creating enough time for a substantive conversation.

Perhaps you're facilitating a discussion around an important change affecting your industry, sharing a point of view you've developed through years of client work, or bringing a small group of accomplished people together who are all navigating the same issue. You have the opportunity to demonstrate the caliber of your thinking while creating a room people are genuinely glad they made time to enter.

This becomes particularly interesting if you want greater recognition for your ideas but you're tired of asking content to carry the entire burden of establishing your authority. Publishing another thoughtful article can certainly contribute to that objective but allowing the right six or twelve people to spend ninety minutes hearing you think can create a very different kind of familiarity with your work.

Best business use: Thought leadership, relationship development, market intelligence, and building recognition among a carefully selected group.

What it could lead to: Prospective clients, referrals, speaking invitations, partnerships, introductions, and greater recognition for the ideas you want associated with your name.

7. Dining Club

Instead of treating every dinner as an isolated event, imagine creating a recurring table people genuinely look forward to returning to. The restaurant may change, the conversation may change, and the guest list may evolve, but the reason for gathering remains intentional.

This can be particularly valuable if you're exhausted by building professional relationships one coffee meeting at a time. Over several gatherings, relationships have an opportunity to compound. Guests begin introducing other interesting people, conversations continue from one dinner to the next, and opportunities can emerge naturally because the people in the room have spent enough time together for trust to develop.

Over time, you may also become known as the woman who creates rooms worth being invited into. Not necessarily the largest or loudest rooms, but the ones where interesting people meet someone they should know, substantive conversations happen, and opportunities emerge because someone was thoughtful enough to bring the right people together.

Best business use: Long-term relationship building, referral development, community building, and creating recurring proximity to valuable professional relationships.

What it could lead to: Clients, introductions, referrals, collaborations, partnerships, stronger professional relationships, and access to opportunities that may never emerge through traditional lead generation.

8. Afternoon Tea

Afternoon tea creates an entirely different atmosphere. It gives people permission to slow down, stay awhile, and have conversations that rarely happen when everyone is racing to the next thing on the calendar.

Perhaps you already love afternoon tea. Maybe your version is Sunday brunch, trying new restaurants, visiting vineyards, or finding the best independent coffee shop whenever you travel. The point isn't that afternoon tea itself is the strategy. The possibility is that something you genuinely enjoy can become the setting for building valuable business relationships.

You might invite prospective clients for tea and a thoughtful conversation around a subject that matters to them, bring existing clients together who would benefit from knowing one another, invite potential collaborators into the room, or create a small teaching experience where people can encounter your expertise in a more intimate setting.

The experience doesn't need to feel like a disguised sales presentation to produce real business results. A thoughtfully curated gathering can deepen relationships, create referrals and introductions, give prospective clients meaningful time with you, and make both you and your work far more memorable.

Best business use: Intimate relationship building, client cultivation, small teaching experiences, referrals, and creating a distinctive way for people to experience your business.

What it could lead to: Clients, deeper client relationships, referrals, collaborations, memorable brand experiences, and a signature marketing strategy people begin to associate with you.

Later, I'll show you exactly how afternoon tea became part of my own marketing strategy.

If You Love Travel, Getting Away & Exploring New Places

Maybe some of your best thinking happens when you get away from your desk. You enjoy traveling, exploring a new city, spending time outdoors, or simply having a change of scenery, and you often return with more energy and a fresh perspective on whatever you've been trying to solve.

Your clients may be craving some of that too.

That doesn't automatically mean you need to plan an elaborate destination retreat with six months of logistics, complicated travel arrangements, and an enormous financial commitment. There are smaller ways to use a change of environment to create meaningful experiences for your clients and commercially valuable opportunities for your business.

9. Retreats

A retreat gives people something their ordinary workweek rarely does: concentrated time. Instead of trying to solve an important business problem between meetings, emails, family responsibilities, and the day-to-day work of running a company, they have an opportunity to step away long enough to think deeply and make meaningful progress.

Depending on your expertise, that concentrated time might allow clients to develop their next book, plan the next stage of their company, strengthen a leadership team, work through a transition, or finally make decisions they've been postponing for months. For your business, it can create an opportunity to package your expertise in a deeper and potentially more lucrative way while giving clients considerably more access to your thinking.

Perhaps the most appealing part is that the experience can be valuable to you too. You get out of the office and spend several days doing the work you're exceptionally good at with clients who value having access to you. There is time to think, eat well, have substantive conversations, and do meaningful work without racing from one Zoom call to the next.

That is still business. It may simply be a version of business you enjoy considerably more.

A retreat also doesn't need fifty attendees to justify its existence. Depending on your offer, pricing, costs, expertise, and objective, a small group of the right clients may be precisely what makes the experience both commercially attractive and exceptionally valuable to the people attending.

Best business use: Deep client transformation, premium offers, intensive strategic work, and creating stronger relationships with a small number of clients.

What it could lead to: Higher value offers, deeper client relationships, testimonials, referrals, renewals, and a more lucrative way to package your expertise.

10. Staycations

If a multi-day destination retreat feels larger than what you want to create, a staycation can provide many of the benefits while removing some of the complexity. Your clients don't necessarily need to board a plane to feel as though they've stepped away from ordinary life. A beautiful hotel thirty minutes from home may provide enough separation to create focused thinking without airfare, complicated travel arrangements, or several days away from family and business.

You could build a half-day, full-day, or overnight experience around one important outcome. Your clients still receive the benefit of stepping away from their normal environment, while you reduce some of the cost, logistical complexity, and capacity required to produce a destination experience.

Smaller doesn't automatically mean less valuable. Sometimes, reducing friction for both you and your client is exactly what makes an experience easier to sell, easier to produce, and more likely to become something you would willingly do again.

Best business use: Focused client intensives, strategic planning, small-group experiences, and premium offers that benefit from dedicated time together.

What it could lead to: New premium offers, stronger client results, repeat business, referrals, and additional revenue without the complexity of destination travel.

11. Day Trips

A museum visit, vineyard, historic property, garden, neighboring city, culinary experience, or another interesting destination can become the backdrop for an intimate client experience without requiring anyone to disappear for an entire weekend.

Perhaps you want to thank your best clients, reconnect with several former clients you've enjoyed working with, or spend meaningful time with four prospective clients you would genuinely like to know better. The destination gives everyone something to experience together while creating enough time for conversations that don't have to end after forty-five minutes.

You don't need to fill every minute with programming to justify the day. Sometimes the commercial opportunity is having enough uninterrupted time with the right people for relationships to deepen, needs to surface, introductions to happen, and future opportunities to become visible.

Best business use: Client appreciation, relationship development, reconnecting with former clients, and cultivating a small number of prospective clients.

What it could lead to: Renewals, referrals, reactivated clients, introductions, collaborations, and stronger relationships with people already close to your business.

12. Hiking Experiences (or other outdoor activities)

If you would rather put on hiking boots than spend another afternoon around a conference table, that preference can inform the kinds of experiences you create, too. A hiking experience can bring a small group together around movement, conversation, and a shared environment that feels very different from the places where they normally conduct business.

Depending on your work and your clients, you might incorporate guided discussion, reflection, leadership conversations, or strategic thinking along the way. You might also decide that the hike itself is enough and allow the shared experience to create the conditions for more natural conversation and stronger relationships.

The point is not to turn a trail into a conference room. It is to recognize that if being outdoors is already part of the life you enjoy, you may not need to abandon that part of yourself when you think about how you build professional relationships.

Best business use: Relationship building, leadership conversations, reflection, client community, and memorable experiences for people who value the outdoors.

What it could lead to: Stronger client relationships, referrals, community, valuable conversations, and a distinctive experience associated with your business.

The common thread isn't travel. It's what becomes possible when you and your clients leave the environment where you usually do business and have enough time and space to engage differently.

If You Love Access, Craftsmanship & Experiences That Feel Rare

Perhaps you're the person who would rather book the private tour than follow the general admission crowd. You want to meet the winemaker, hear directly from the artist, watch the chef prepare the meal, visit the studio where something is created, or walk through an exhibition before the gallery officially opens.

You appreciate craftsmanship, access, personal attention, and experiences that are difficult to replicate. That interest can become commercially valuable when the experience gives people you want to know a compelling reason to spend meaningful time with you.

13. Private Wine Tours & Tastings

Instead of meeting another prospective client for coffee, imagine inviting a small group into a private tasting room for an experience led by the winemaker or sommelier. The tasting gives everyone something interesting to experience together while you have an opportunity to spend meaningful time with prospective clients, referral partners, collaborators, or people you've wanted to know more deeply.

You don't need to own a vineyard or become the person teaching everyone about wine. The venue provides the setting, the expert provides the education, and your strategic responsibility is deciding why these particular people should be together and what could become possible after they have spent several hours in one another's company.

That distinction matters if the idea of hosting immediately makes you think about everything you'd have to plan. You don't have to personally create every component of the experience for the experience to contribute to your marketing.

Best business use: Prospect cultivation, referral relationships, client appreciation, and bringing a small group of valuable people together in a memorable environment.

What it could lead to: Clients, referrals, introductions, collaborations, stronger relationships, and future invitations into other valuable rooms.

14. Private Demonstrations

A private demonstration creates another form of access. Your guests might watch a chef prepare a special course, visit a designer's studio, experience a private floral demonstration, meet an artisan, or see how a product is made.

This is also where strategic partnerships can become particularly valuable. Another business may already have the venue, expertise, audience, or experience, while you may have prospective clients or relationships they would like to reach. Together, you can create

something neither business needs to carry alone while introducing both audiences to an experience they would have been unlikely to access otherwise.

If one of the reasons you have resisted hosting is that you simply do not need another project to manage, this opens up another possibility. You may not need to produce the entire experience yourself. You need enough strategic clarity to know why the experience matters, who should be there, and which partners could make it stronger.

Best business use: Strategic partnerships, client cultivation, cross-promotion, relationship development, and creating distinctive experiences without producing everything yourself.

What it could lead to: New audiences, partnerships, prospective clients, referrals, collaborative opportunities, and greater visibility for both businesses.

15. Private Previews & VIP Access

Imagine inviting twelve prospective clients to experience an art gallery before the doors officially open to the public. The curator personally walks your guests through the collection, shares the stories behind several pieces, and gives everyone time to explore before you gather for a meal or conversation afterward.

Your guests receive access to something they couldn't have experienced simply by purchasing a ticket the following week, and you have created several hours of meaningful time together without filling those hours with a presentation about your business.

The same thinking could apply to exceptional seats for a performance followed by a private reception, early access to a collection, behind-the-scenes access to a venue, a private store opening, or an opportunity to meet someone your guests would ordinarily only encounter from the audience.

This can be particularly valuable when you're trying to develop relationships with people who are difficult to reach through traditional marketing. A prospective client may not need another webinar from you, but she may happily accept an invitation to an experience she would have wanted to attend anyway. The access gives her a compelling reason to enter the room, while the time you spend together gives the relationship an opportunity to develop.

Best business use: High-value relationship development, prospect cultivation, client appreciation, strategic partnerships, and creating memorable access.

What it could lead to: Clients, introductions, collaborations, referrals, stronger client loyalty, and lucrative opportunities that may not have emerged through traditional outreach.

There is also something powerful about becoming known as the woman who creates rooms worth entering. These don't have to be the largest or most elaborate rooms in your industry. They can simply become the places where accomplished people meet someone they should know, encounter an idea worth considering, gain access to something they couldn't easily arrange themselves, and leave glad they made room on their calendar to attend.

That kind of reputation can become a marketing asset in its own right.

When the Event Is the Marketing

So far, we've looked at ways to take things you already enjoy or naturally do well and consider how they might contribute to your marketing mix. Then there are moments when the business itself gives you a reason to gather people: you have something new to introduce, something important has changed, or you've reached a milestone worth bringing people together for.

In these situations, the event can become much more than the celebration surrounding the news. It can help market the news, extend its reach, and turn a single business moment into a much larger opportunity.

16. Product Launch or Relaunch

If you've invested months or years developing something you believe will be valuable to your market, you don't necessarily have to rely entirely on emails, advertisements, social media, and sales pages to explain why it matters. A launch experience can allow prospective buyers, clients, partners, and other valuable relationships to encounter what you've created for themselves.

Depending on what you sell, that might mean an intimate demonstration, hands-on experience, live reveal, invitation-only preview, or an opportunity for existing clients and prospective buyers to experience what's new before the broader market does.

Now you have something worth talking about before the launch, something worth experiencing during it, and something worth sharing afterward. Photographs, video, testimonials, attendee conversations, social sharing, media coverage, follow-up content, and the stories generated by the experience can extend its marketing impact well beyond the people physically present.

This is why a small room doesn't necessarily create a small marketing impact. Twenty carefully selected guests who understand what they've experienced and are motivated to talk about it may create considerably more value than a much larger audience with little connection to the product or business.

Best business use: Introducing a new or repositioned offer, creating demand, demonstrating value, and giving the market a compelling reason to pay attention.

What it could lead to: Sales, qualified pipeline, user-generated content, testimonials, media attention, referrals, and renewed demand for an existing product.

17. Book Launch

You've spent a significant amount of time developing your ideas, writing the manuscript, working through edits, and getting the book into the world. The launch can do considerably more than celebrate publication day.

Imagine bringing readers, clients, industry colleagues, media, podcast hosts, meeting planners, and others who could help extend the book's life into the same room. You can create a substantive conversation around the central idea, allow guests to hear directly from you, capture photographs and video, and give people a reason to begin talking about the work.

The book may be what launches that evening, but your authority can be what grows afterward. If becoming more sought-after as a speaker, consultant, commentator, or industry authority is part of the larger objective, the launch can introduce both the book and the body of expertise behind it.

For an author who has spent years developing ideas worthy of recognition, that distinction matters. You're not simply trying to sell copies for one week. You're creating an opportunity for the book to open doors into the work you want to be known for and hired for next.

Best business use: Building authority, increasing book visibility, introducing thought leadership, and connecting the book to the larger business behind it.

What it could lead to: Book sales, podcast interviews, media coverage, speaking invitations, consulting opportunities, corporate clients, partnerships, and greater industry recognition.

18. Grand Opening

Opening a new office, studio, store, practice, headquarters, or other physical location is already a reason to celebrate. It also gives you an opportunity to introduce the business to the people you most want to know it exists.

Rather than opening the doors and hoping the right people eventually find you, you can intentionally invite prospective clients, existing clients, community leaders, neighboring businesses, strategic partners, media, and other people who can help your business become known in the market.

Give them an opportunity to experience the space, meet the people behind the business, understand what you offer, and see what makes the experience different. When the guest list reflects the broader business objective, the grand opening becomes an opportunity to build valuable relationships rather than simply celebrate the opening of the doors.

Best business use: Market entry, local visibility, relationship building, community awareness, and introducing a physical business to prospective customers and strategic relationships.

What it could lead to: Customers, clients, media coverage, partnerships, referrals, community relationships, and stronger awareness in a new market.

19. Anniversary or Significant Milestone

Sometimes the business doesn't need something new at all. It already has something worth talking about.

Perhaps you're marking ten years in business, serving your thousandth client, completing a significant rebrand, expanding into a new market, reaching an important company milestone, or entering the next chapter of your work. Instead of allowing the moment to pass with a social media graphic and a thank-you email, you can use it to reconnect with the people who helped build the business and introduce the next chapter to the people you want to be part of it.

Existing clients can be celebrated, former clients can be welcomed back into your world, prospective clients can experience what you've built, partners can be thanked, and industry relationships can be strengthened.

If you've spent years doing exceptional work without receiving the level of recognition you believe that work warrants, a milestone also gives you a credible reason to tell the story again. You can remind the market what you've built, what you've learned, the results you've created, and what the next chapter makes possible.

Best business use: Re-engagement, client appreciation, brand storytelling, market visibility, and using an established track record to support the next stage of growth.

What it could lead to: Reactivated clients, referrals, media opportunities, new business, stronger client loyalty, industry recognition, and renewed attention around your work.

These final four experiences have something important in common. The business has already created a reason for people to pay attention. Your opportunity is to decide what you want to do with that attention.

A product launch might need to create qualified demand for a new offer. A book launch might need to introduce your thinking to meeting planners and podcast hosts. A grand opening might need to establish your business in a new market, while an anniversary could reconnect you with former clients and remind the industry why your work deserves attention.

Once you know what each experience needs to accomplish, decisions about who belongs in the room, what they need to experience, what happens before they arrive, and where you want the relationship to go afterward become much easier to evaluate.

And if you've hosted something before, spent thousands of dollars, invested weeks of your capacity, watched everyone leave happy, and then wondered three weeks later what any of it did for the business, this distinction matters.

Hosting an event and having an event marketing strategy are not the same thing.

This is where we move beyond simply bringing people together and begin using the experience to advance a marketing objective.

This is where event marketing begins.

Marketing on Your Own Terms

Now that you've seen all nineteen, I don't want you to wonder how you're supposed to fit them all into your marketing plan. You already have enough to do, and the point of this isn't to replace one exhausting list of marketing obligations with a more interesting-looking list of nineteen new ones.

By now, you may have circled three ideas, dismissed five immediately, and found yourself thinking differently about a few things you've already been doing for years. Pay attention to those reactions because the goal is not to choose the idea that sounds most impressive. It is to notice where your natural strengths, interests, expertise, relationships, and business objectives might already be pointing in the same direction.

Maybe you've always been the woman who loves bringing interesting people together for dinner. You know the best restaurants, enjoy choosing the menu, and can think of six people right now who should know one another. A private dinner may feel considerably more natural to you than spending another year trying to become someone who enjoys creating daily content.

Perhaps teaching is where you come alive. Give you a room full of people, a subject you know exceptionally well, and an hour to help them solve a problem, and you're at your best. Your opportunity may be to become more strategic about using workshops, masterclasses, or conferences to attract qualified clients, generate demand for your signature offer, and become better known for the expertise you've spent years developing.

Maybe you love getting away. You're already planning the next weekend trip, finding an interesting hotel, looking for a new trail, or convincing your friends that a three-hour drive absolutely qualifies as a day trip. A retreat, staycation, or thoughtfully planned excursion could help you create an experience your clients would gladly make room for, while giving you substantially more time to deepen those relationships.

Or perhaps you love access. You want the private tasting, the curator-led gallery preview before the doors open, the chef's table, the studio visit, or the opportunity to see what happens behind the scenes. That interest could become a memorable way to bring prospective clients, referral partners, or existing clients into a room they are genuinely excited to enter.

Your answer may be none of those, and that's useful too. You don't need to force an idea into your marketing plan because it sounds impressive, someone else is succeeding with it, or you've been told it's what serious business owners are supposed to do. You also don't need to abandon marketing that's already working. If email is generating clients, keep emailing. If LinkedIn is creating qualified conversations, keep using LinkedIn. If referrals consistently bring you exceptional clients, perhaps the more profitable question is how to make that referral engine stronger.

Marketing on Your Own Terms isn't about ignoring what works. It's about refusing to assume that what works must look exactly like everyone else's marketing.

Imagine reaching the end of a quarter and knowing where your business came from. You understand which relationships deserve more attention, which marketing channels are earning their place, which rooms you want to enter, which ones you want to create, and which ones you can comfortably decline.

Instead of waking up every Monday wondering whether you should post more, start a podcast, join another organization, rebuild your funnel, change your offer, hire another marketer, or try another tactic, you have considerably fewer open marketing decisions. There is less second-guessing, less starting over, less money disappearing into tactics you aren't sure you need, and less pressure to remain visible everywhere simply because everyone else appears to be doing it.

That leaves more room for the work you became excellent at doing in the first place. It gives you the opportunity to build a reputation that reflects the caliber of that work, create a pipeline that doesn't require you to panic every time business gets quiet, and build a company that leaves enough of you available to enjoy the life the company was supposed to support.

Your time matters. Your money matters. Your capacity and reputation matter too. So does your enjoyment of the business you're building.

The goal is not to choose between commercially sound marketing and marketing that feels like you. The opportunity is to build a marketing mix capable of doing both.

Case Study: My Afternoon Tea Strategy, Revealed

I believe in the power of a signature brand event, an experience that becomes so closely associated with your business that people recognize it, remember it, talk about it, and want to be invited into the room. For me, that experience became an afternoon tea.

Years ago, I had afternoon tea in London, and I still remember the experience fondly. There was something about having permission to slow down in the middle of the day, to enjoy beautiful food, to have an interesting conversation, and to linger at the table. Nothing felt rushed, and no one seemed to be apologizing for taking two hours out of the afternoon to simply enjoy the experience.

It felt almost completely opposite to the way we often approach work in the United States, where hustle culture has taught us to associate productivity with speed, packed calendars, long hours, and constantly doing something. Even relationship building can become another item to squeeze between meetings, with coffee at ten, a networking event after work, follow-up the next morning, and then right back to whatever else is waiting.

Afternoon tea introduced me to another possibility. I began thinking about what might happen if slowing down didn't mean business had stopped, and whether some of our best thinking, strongest relationships, most valuable introductions, and even our next clients could emerge while we were sitting around a beautiful table in the middle of the afternoon.

That experience stayed with me, and as I began thinking about the kinds of experiences I wanted to create in my own business, afternoon tea made more and more sense. It reflected so much of what I believe business can be for women. I wanted beautiful rooms where accomplished women could have substantive conversations about business, meet people worth knowing, make quality decisions, learn something valuable, and still have enough space to enjoy the experience.

I also wanted my marketing strategy to respect the life I wanted outside of my business. I hate being out at night, and my evenings and weekends are mine. I wasn't interested in building a business that regularly required me to surrender them in the name of networking, visibility, or finding clients.

I wanted excellent clients, meaningful work, revenue, recognition, valuable relationships, and interesting opportunities, but I also wanted dinner at a reasonable hour. I didn't believe those desires were in conflict. We can have quality business conversations during the day, meet prospective clients at two o'clock in the afternoon, build long-lasting relationships before dinner, and create lucrative opportunities without automatically sacrificing the parts of our lives that have nothing to do with work.

Afternoon tea allowed me to create the kind of business room I wanted while protecting the way I wanted to live, and it also sets the tone almost instantly. An invitation to afternoon tea tells you that you aren't walking into another loud networking mixer where you'll collect twenty business cards, repeat what you do fifteen times, and hope one of those conversations eventually turns into something useful. You're being invited to sit down, stay awhile, enjoy the food, and have a conversation with enough time for it to actually go somewhere.

I never wanted afternoon tea to become networking with prettier dishes. I wanted the experience itself to reflect the caliber of the conversations I wanted women to have and the way I wanted them to feel when they encountered my business.

Once I understood that, I could become much more intentional about who belonged in the room. I wasn't interested in filling seats simply so I could say the event sold out. I wanted women in business who valued thoughtful conversation, real-time education, excellent experiences, and the opportunity to think differently about how they built and marketed their businesses. I wanted prospective clients there, but I also wanted women who could become referral partners, collaborators, valuable professional relationships, and meaningful connections for one another.

That is one reason I intentionally keep these experiences small. If my primary objective were awareness at scale, 200 people might make perfect sense, but that wasn't the assignment I had given this room. I wanted women to have access to me and to one another, and I wanted enough time to hear their questions, understand what they were trying to accomplish, and allow conversations to develop beyond names, job titles, and quick introductions.

For that objective, twelve or twenty-four of the right women could be far more commercially valuable than 200 random attendees.

A smaller room also gives prospective clients a different way to experience my expertise. I can write an article explaining event marketing strategy or publish content about customer journeys, business objectives, audience strategy, and why a full room doesn't necessarily make an event successful. Those things matter, but there is something different about sitting in one of my rooms and watching those ideas become tangible.

A woman can hear how I think through a business problem, watch me facilitate a conversation, and experience how intentionally the room itself has been designed. She can begin to recognize that the guest list, timing, environment, teaching, hospitality, pacing, and next step aren't a collection of unrelated event decisions. They are working together to accomplish something.

At the same time, being in the room gives me something extraordinarily valuable. I get to listen to what women are trying to build, what they're frustrated by, what they're spending money on, what they've already tried, what they're worried about getting wrong, and what they want their businesses to make possible. I hear the questions they ask and the language they naturally use to describe the problems they want solved, which makes me better at serving them and better at marketing to the next woman with the same problem.

Tea and Teach, therefore, has a very specific place in my larger customer journey. A woman may first encounter me through something I've written, hear me speak, receive an invitation from someone she trusts, find me online, or hear about one of my events from another woman who has already been in the room. At that point, she may know my name and have some understanding of what I do, but tea gives her the opportunity to come closer.

She can spend meaningful time with me, experience my thinking, meet other women in my world, and understand the kind of business conversations I create. Instead of asking my marketing to explain everything about the value of working with me from a distance, I allow the experience to do some of that work.

The marketing also doesn't stop when the event ends. Some women stay connected to my work, some return for another experience, and some may make an introduction or refer a prospective client. A conversation can develop into a collaboration, partnership, or speaking opportunity months later, while another woman may realize that she wants my help thinking strategically about her own marketing and events.

I don't need every woman at afternoon tea to become a client for the experience to produce a meaningful return, and that understanding changes what I measure. Of course, I want registrations, attendance, and an excellent experience. I want every woman to leave believing the investment of her time and money was worthwhile. I also want to know what happened because I brought those particular women together.

Did prospective clients move closer to working with me? Did valuable relationships begin or deepen? Did women make introductions or return for another experience? Did a speaking, partnership, collaboration, referral, or client opportunity emerge? Did the photographs, conversations, stories, and content created around the experience extend its reach beyond the women physically sitting in the room? Ultimately, did the experience contribute to the business objective I created it to support?

Those answers tell me considerably more about the value of the event than attendance alone.

This is why afternoon tea became a signature part of my marketing strategy. I didn't sit down one day trying to invent another marketing tactic because I needed something else to

do. I started with something I already loved, something I remembered fondly, and wanted other women to experience. It reflected how I believe business can feel, the kinds of women I wanted to be around, the quality of conversations I wanted to facilitate, and the life I wanted my business to allow me to have.

Then I added the strategy. I became intentional about why I was gathering people, who belonged in the room, why the room should remain small, what I wanted women to experience, how my expertise would become visible, where the experience belonged in my customer journey, what should happen after everyone went home, and how I would determine whether the investment had actually produced value for the business.

I still get to enjoy afternoon tea, something I would enjoy anyway. My guests get an experience I genuinely want them to have, and my business gets a distinctive way to attract prospective clients, deepen valuable relationships, demonstrate my expertise, generate referrals and opportunities, and become known for the kind of work I want to do more of.

I didn't have to become someone else to market my business well. I became more strategic about something that already felt like me.

This was me Marketing on My Own Terms.

What Makes Any of This Marketing?

A private dinner can simply be dinner. A retreat can be a wonderful weekend away, and a workshop can be genuinely useful, yet have very little connection to the growth of the business that produced it.

If you've hosted before, this may be exactly where things went wrong. People came, enjoyed themselves, complimented the venue, food, speaker, or experience, and went home happy. You went home exhausted and, several weeks later, found yourself wondering what all of that time and money had actually produced for the business.

That doesn't necessarily mean hosting was a bad idea. It may mean the experience never had a sufficiently clear marketing assignment.

Before you reserve the restaurant, choose the venue, announce the retreat, or start making decisions about what the experience should look like, there are six questions worth answering.

What does the business need this activity to accomplish? Who needs to participate? Why are they the right people? What should happen because they participated? Where should the relationship go next? How will you know whether it worked?

Those questions change almost every decision that follows.

If the objective is a qualified pipeline, the guest list should reflect people who are reasonably likely to need what you sell. If the objective is referrals, the room may need people who already understand your work and have relationships with the people you want to reach. If the objective is greater industry recognition, prospective clients may not be the only valuable people who belong in the room.

The experience changes too. A workshop designed to create demand for a signature program has a different job from a private dinner designed to deepen relationships with decision-makers, while a client day trip intended to strengthen retention doesn't need to behave like either one.

The relationship also shouldn't disappear when everyone goes home. The next step doesn't always need to be an offer. It might be a conversation, an introduction, an invitation, a useful resource, a personal follow-up, or another reason to remain connected. What matters is that you've considered where the relationship could go before leaving everything that happens afterward to chance.

Then you can measure the experience against the job you assigned it to. If the objective was the pipeline, what entered the pipeline? If it was retention, what happened with those client relationships? If it was recognition, did the right people begin talking about your work? If it were revenue, did the investment ultimately contribute to revenue?

This is also why you don't need to become an event planner to use live experiences strategically. Sourcing linens, negotiating audiovisual contracts, building production schedules, ordering catering, and determining where every chair should go are implementation decisions. The strategic decisions about whether the event should exist, what it should accomplish, who needs to participate, how much it makes sense to invest, and where it belongs in the customer journey come first.

That distinction matters if you've been thinking about hosting a workshop but don't know where to start, dreaming about a retreat but have no idea whether the economics make sense, or hesitating because you hosted something before and very little business came from it. It also matters if the idea sounds interesting but your immediate reaction is that you absolutely do not need another complicated thing to manage.

Those are business questions, and they deserve business answers before you begin spending money.

You shouldn't have to spend thousands of dollars producing something and wait until afterward to discover whether the idea made commercial sense. The objective, audience, economics, customer journey, and measurement can be considered before implementation begins, which allows you to make a much more informed decision about

whether the experience deserves your time, money, capacity, and reputation in the first place. Once those decisions are connected, you're no longer simply bringing people together. You're using the experience as marketing.

You Don't Need 19. You Need the Right One.

By now, you may have circled three ideas, dismissed five immediately, and found yourself thinking differently about a few things you've already been doing for years.

You don't need nineteen, and you certainly don't need to abandon marketing that's already producing business, turn every interest into a revenue stream, or decide that hosting must be the answer simply because you've reached the end of a guide about live experiences.

What you need is a marketing mix that makes sense for the business you're actually building. It should help you create qualified demand, strengthen your pipeline, deepen valuable relationships, gain greater recognition for your expertise, and generate revenue without making your business increasingly dependent on how much of yourself you can pour into marketing each week.

Perhaps one of these ideas belongs in that mix. You may have been thinking about hosting a retreat for two years and can suddenly see how it could connect to a premium offer. You may already teach workshops and realize you've never deliberately considered what should happen after someone attends. Perhaps you hosted something beautiful before, watched everyone leave delighted, and now understand why you couldn't determine whether the event actually worked.

Or perhaps you're simply tired of asking social media to do so much.

You want prospective clients to get out of your feed and into a room where they can experience your expertise. You want enough time for conversations to deepen, relationships to become valuable, and people to understand what makes your work worth paying for without your having to explain it from scratch every time. You want marketing that creates opportunities while you're doing something you genuinely enjoy, and you want enough strategy to know you're not gambling thousands of dollars on a lovely idea and hoping business somehow appears afterward.

That is the balance behind Marketing on Your Own Terms. It gives you more freedom to choose marketing that fits your strengths and the business you're trying to build without giving up the commercial discipline required to make those choices profitable.

Imagine reaching the end of a quarter and knowing where your business came from. You understand which relationships deserve more attention, which marketing channels are earning their place, which rooms you want to enter, which ones you want to create, and which ones you can comfortably decline.

Instead of waking up every Monday wondering whether you should post more, start a podcast, join another organization, rebuild your funnel, change your offer, hire another marketer, or try another tactic, you have considerably fewer open marketing decisions. There is less second-guessing, less starting over, less money disappearing into tactics you aren't sure you needed, and less pressure to remain visible everywhere simply because everyone else appears to be doing it.

That leaves more room for the work you became excellent at doing in the first place. It gives you the opportunity to build a reputation that reflects the caliber of that work, create a pipeline that doesn't require you to panic every time business gets quiet, and build a company that leaves enough of you available to enjoy the life the company was supposed to support.

Your time matters. Your money matters. Your capacity and reputation matter too. So does your enjoyment of the business you're building.

The goal is not to choose between commercially sound marketing and marketing that feels like you. The opportunity is to build a marketing mix capable of doing both.

The Idea Is the Easy Part

At this point, you may already have an idea.

You know your clients. You know your expertise. You're perfectly capable of calling a restaurant, booking a room, inviting twelve people, developing a workshop, choosing a retreat destination, or creating a beautiful experience.

The question isn't whether you can do it yourself.

Of course you can.

The more useful question is whether figuring out the strategy yourself is the best use of your time, money, and opportunity.

The moment you decide to bring prospective clients into a room, a series of business decisions begins. Who exactly belongs there? Are you inviting prospective clients, existing clients, referral partners, decision-makers, collaborators, or some combination of them? How many people does the objective require? Should the experience be paid,

complimentary, invitation-only, or sponsored? How much can you reasonably spend before the economics stop making sense?

Then there is the experience itself. What needs to happen while everyone is together? How much should you teach? What should you leave for the paid engagement? Does your offer belong in the room at all? How do you create a natural next step without turning an experience people were excited to attend into a sales presentation they weren't expecting?

And then everyone goes home.

What happens next? Who gets a personal follow-up? Who enters a sales conversation? What happens to the woman who isn't ready to buy but could be in six months? What should you be measuring thirty, sixty, and ninety days later? How will you distinguish an enjoyable event from one that produced a return?

There is another question underneath all of those decisions that may be even more important. Is the experience you're considering actually the strongest way to accomplish the business objective you started with?

Perhaps it is.

Perhaps the retreat you've been dreaming about makes perfect sense. Perhaps six carefully selected women around one dinner table would create more opportunity than the fifty-person workshop you originally imagined. Perhaps your annual conference needs to become smaller and more exclusive. Perhaps you don't need a new event at all and would be better served by becoming more strategic about something you're already hosting.

You can learn those answers through experimentation. Many business owners do. You host something, see what happens, make adjustments, spend again, and gradually learn which decisions produce the results you were trying to create.

There is nothing wrong with being able to figure it out yourself.

The question is what it will cost to figure it out yourself.

Not only in event expenses, but in your time, delayed revenue, missed opportunities, capacity, and the months it can take to discover that the idea was good but the audience was wrong, the economics were weak, the offer wasn't aligned, or the customer journey ended the moment everyone walked out the door.

You have already spent years becoming exceptional in your field. You don't need to become an event marketing strategist simply to use event marketing strategically.

That is where having the right strategic partner can change the economics of the decision.

Your Next Step

My approach to event marketing strategy is built around The Five A's™: Assignment, Atmosphere, Alignment, Architecture, and Adventure.

We begin with the assignment, which establishes what the business actually needs the experience to accomplish. From there, we consider the Atmosphere required to support the conversations, decisions, relationships, and experience you want people to have. We look at Alignment between the experience and your audience, brand, offers, resources, and larger marketing strategy. We build the Architecture that connects what happens before, during, and after the room, so the experience has a deliberate place in your customer journey. Then we consider the Adventure, the experience your guests actually have as they move through what you've created.

The room can be beautiful. I certainly believe it should be thoughtfully designed.
But the beautiful room still has a job to do.

And once you begin there, some of the ideas you've been carrying around can look very different. That dinner you've been considering might put you across the table from six prospective clients you've wanted to know for months. The workshop you already know how to teach could serve as a powerful introduction to your signature offer. The retreat you've quietly wanted to create might become a lucrative extension of your expertise. The annual gathering you've continued to host because everyone loves it might have considerably more potential to deepen client relationships, generate referrals, attract strategic partners, or drive demand for what you sell next.

The exciting part is seeing the possibility. The more consequential work is deciding which possibility deserves your investment and building the strategy underneath it before you start spending.

That is the work we do together inside my Signature Experience Intensive.

During the intensive, I serve as your strategic thinking partner as we determine how live experiences enhance your marketing mix and what would make them commercially valuable to your business. We build the strategy collaboratively around the clients you want to attract, the offers you want to sell, the revenue objectives you're working toward, the marketing that's already producing results, the resources you're prepared to invest, and the larger business you're trying to build.

That may mean evaluating an idea you've been carrying around for two years before you finally put money behind it. It may mean looking at an event you've already hosted and determining why the business results didn't match the quality of the experience. It may mean deciding between a workshop, dinner, retreat, conference, or something entirely different. It may also mean discovering that the original idea isn't the strongest one and redirecting the investment before you've committed thousands of dollars and weeks of your capacity to producing it.

Once we determine which experience belongs in your marketing mix, we make the important decisions together. We clarify the business assignment, determine who belongs in the room and why, connect the experience to your offer and customer journey, think through the economics, decide what should happen before and after the event, and establish what you'll measure so you're not left wondering whether it worked.

There is a meaningful difference between knowing you could host a retreat and knowing whether this is the right year to host one, what it needs to accomplish, how many people it needs, what you can afford to spend, who belongs there, how it connects to your revenue objectives, and what needs to happen afterward for the investment to continue producing value.

There is a difference between being able to invite twelve people to dinner and knowing which twelve people could make that table commercially valuable.

There is a difference between teaching an excellent workshop and designing a workshop that naturally moves qualified prospective clients closer to the work you most want to sell.

And there is a difference between having an event idea and having an event marketing strategy.

If you've reached this point thinking, I can see what might be possible, but I want to know what makes sense for my business, you can learn more about the Signature Experience Intensive and start a conversation with me.

Visit <https://shorturl.at/k4Vgb>

Whatever You Decide

You have spent years becoming exceptionally good at what you do, and your marketing should help the right people recognize the value of that expertise rather than requiring you to spend the rest of your career shouting louder simply to make the market notice.

You deserve a marketing mix capable of carrying more of that weight. One that makes it easier for the right people to discover you, experience your thinking, understand your value, remember your name, recommend your work, and eventually decide they want more of it.

Perhaps your best marketing happens while you're teaching twenty women something you could talk about for hours. Perhaps it happens over dinner with six people you've wanted to know better, during a weekend away with your best clients, inside a gallery before it opens, around a table in the middle of the afternoon, or in a room you've created where prospective clients finally have enough proximity to understand why your work is different.

Perhaps none of those are right for you, and you don't need to force one to be. You don't need to host afternoon tea because I do, create a retreat because someone else's sold out, or add another activity to an already crowded marketing calendar simply because it could work.

What you do need is a marketing mix that works for your business, helps you attract qualified clients, creates a stronger and more predictable pipeline, increases recognition for the expertise you've worked hard to develop, and generates the revenue and opportunities you want without requiring you to spend your life marketing.

There is no prize for building your business the hardest way possible, and becoming more successful does not have to mean becoming more exhausted.

You can build a business where an unexpected opening in your calendar doesn't immediately send you scrambling for another marketing tactic, where becoming known for what you do doesn't require reminding the market every morning, and where creating meaningful professional relationships doesn't automatically claim your evenings and weekends.

You can take the trip, close the laptop, enjoy dinner, do exceptional work for people you genuinely want to serve, and build a commercially stronger business at the same time.

The point of these nineteen ideas was never to give you nineteen more things to do. It was to expand what you believe is available to you so that the next stage of your growth doesn't automatically begin with another platform, another tactic, another demand on your time, or another year of trying to figure everything out on your own.

You are allowed to be exceptional at your expertise without becoming an expert at every discipline your business requires.

You are allowed to decide that your time is better spent doing the work only you can do while bringing in expertise where it gives you greater clarity, speed, and confidence.

And you are allowed to build a marketing strategy that produces clients, revenue, recognition, relationships, and opportunities while still leaving room for a life you genuinely enjoy.

That's Marketing on Your Own Terms.

Whatever you decide, I'd love to hear from you. On the next page are thought questions for you to review.
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Before You Decide What Comes Next

You've now seen nineteen different ways your expertise, relationships, interests, and even the things you genuinely enjoy could become part of a more strategic marketing mix. Before you add anything to your calendar, take a few minutes to consider what actually makes sense for the business you're building. This list wasn't exhaustive, but a way to get your mind working on what you enjoy, what your clients will appreciate, and what could be added to your marketing mix with ease.

You aren't looking for the most impressive idea or the one everyone else seems to be doing. You're looking for the opportunity that gives you the strongest combination of enjoyment, access to the right people, alignment with what you sell, and the potential to create meaningful business results.

Consider:

Which of the nineteen ideas immediately appealed to you, and why?

Which ones could you eliminate without a second thought?

What are you already doing that could become more valuable if you approached it more intentionally?

Where do your best clients currently come from, and which of these ideas could put you in proximity to more people like them?

Who do you need more relationships with right now: prospective clients, existing clients, referral partners, decision-makers, collaborators, or industry leaders?

What would you genuinely enjoy hosting even if no one told you it was something you "should" be doing?

Which idea has the strongest connection to the work you most want to be hired for?

What does your business need most right now: qualified pipeline, revenue, referrals, stronger client relationships, greater visibility, industry recognition, or access to new opportunities?

If you invested your time and money into bringing people together, what would need to happen afterward for you to consider that investment worthwhile?

Which idea made you think, "I would love to do that, but I don't yet know how to make it work strategically for my business"?

I'd love to know what your top event is and why.

Email me at stewart@sybilstewart.com Subject Line: 19 Events Choice.