



Take Your Marketing from

*Drab to Fab*

in 30 Days!



# Week One: Instructions and Handbook

with Dr. Minette Riordan  
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# Instructions & Reminders for Week One

Hello,

Welcome to Week One of “Take Your Marketing from Drab to Fab in 30 Days”.

I am so excited you are joining me on this journey - we are going to have fun and make more money while doing it!

Here are a few details along with where to go to find your lessons.

First, if we are not connected on Facebook, please send me a friend request so that I can add you to the private group!

Second, watch the welcome video and download your week one handbook here: <http://minetteriordan.com/30-days-details/>

On this page you will find all the information on how to get started as well as links to your bonuses. Make sure to bookmark this page on your computer as each week's lessons and information will be posted here.

Third, go to the Facebook group and introduce yourself. Tell us your name, where you live and what you do.

Finally, schedule daily time in your calendar to get your pre-work done so you can show up next Friday, June 20 for the Accelerated Action day prepared and ready to go.

Feel free to email or call me with any questions!

Warmly,

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# Did you do your pre-work?

I am so excited to get everyone started on the Drab to Fab 30 day marketing course. Hopefully you have already done your pre-work, but if not here are those details again.

Some of you may have already done these two assessments if you have worked with me privately. You don't need to take the assessments again, but please do review the questions below and spend some time journaling about them. It may also be time to review your core values for your business.

Here is the link to the assessments, including one of your bonuses, the Sacred Money Archetype assessment. We will take a look at how all three of these assessments work in harmony with each other over the 30 day course. For now, please just take the core temperament and core values assessments.

<https://www.dropbox.com/sh/652hphkez7ae6s4/AAxpwgMNtqfV46IDgvhSN2ma?n=87758107>

## Step One: Take the Core Temperament assessment

Your core temperament is the 30-40% of your personality that does not change across time. It impacts how you interact with others, with time, with tasks and with stress. Knowing your core temperament is crucial to building a business that is a match for who you are at your core. You will here me talk more about this later, for now take the assessment and read the descriptions for your top two temperaments. We are all a blend of all four but most people tend to have two dominant aspects of their temperament. If you have three scores or even four that are close, read all the descriptions.

Answer the following questions in writing, here or in a journal:

1. What did you learn from taking this assessment?
2. Looking at your gifts and your challenges, think about how your temperament is or is not a match for the business you are building.
3. What aspects of your core temperament serve you well?
4. How are your challenges stopping you from moving forward?

There are no right or wrong answers to these questions. This is your opportunity to reflect on your own nature and on the business you are building.

## Step Two: Take the Core Values Assessment

I recommend that you take the assessment twice, once for your personal values and a second time for your business values. It's okay if the lists are the same but there are usually differences that are important to know.

List your top 10 values here, in order of importance to you.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Once you have your list of core values - think about how these values are currently being represented or impact the business you are building.

Are any of them out of alignment, missing, or at the center of everything you are creating?

How can you tweak your marketing copy to reflect your core values?

# What is your big WHY?

Answer the following questions in writing:

- What do I value the most?
- Is my business a reflection of my values?
- Why did I go into business to begin with?
- Why do I want to stay in business for myself?
- Why do I want to grow the business and increase my personal income?
- Why do I want to systematize my business?
- Why do I want to create an organization of excellence?
- Why is all this so important to me?
- How do I want the world to be different because of the work I do?

## What is your resistance to committing to your big WHY?

Resistance can be disguised many ways. It might look any or all of the following:

- laziness (I just don't feel like doing this right now)
- confusion (I just don't get this; This is too complicated)
- excessive quest for information (I can't start this until I do another few months of research)
- fatigue (I don't have the energy to tackle this; I need a nap)
- deferral (I'll get around to this later/ tomorrow/ after I do my REAL work/ someday)
- excessive busy-ness (I don't have time to do this; I've got too much going on)
- self-deprecation (I'm not good enough; I don't deserve to succeed in this; I'm too young/old/stupid/serious/goofy to do this)
- avoidance (What's on TV? ; Hey look at this cat on YouTube)
- despair (What's the point? I'll never make it; I've missed my chance)
- perfectionism (It's not good enough; Mine is not as good as so-and-so's)
- self-medication (Pass the tequila; Mmm chocolate).

Which one(s) describe you. Are you willing to do something different to achieve your big WHY?

Circle or put a check mark beside the one(s) which describe you. Awareness is half the battle!

### Now Play the "What if" game.

What if there was no resistance, no blocks, no excuses, what would be possible for you? Name 3 things that are possible if you commit:

- 1.
- 2.
- 3.

# Create a Draft of Your Ideal Client Profile

Answer all of these questions to the best of your ability. Think about your recent clients. You may need to do some research online or ask your current clients some questions. Again, I encourage you to write out your answers.

- Who do you love to work with?
- Clearly picture in your mind some of your favorite clients or one client in particular. Think about what they look like, what is their personality like, what do they wear, where do they like to shop, eat, go to church? Come up with all of the details that you know about them.
- What makes this individual or group of people your ideal client? Write out every detail you can think of.
- **Examples: They are punctual, pay on time, adore you, always do their homework, are silly, creative, authentic...**
- Are there enough of them in the world to buy your services and help you reach your income goals?
- Keeping this individual in mind, stand in his/her shoes for a moment. Write down what 3 to 5 problems she/he was struggling with before working with you.
- Stay in his/her shoes and describe the results this person created from working with you.
- Now ask yourself or even better, go ask your client, where does he/she hang out in person? What types of groups, associations or organizations does he/she participate in?
- Finally, ask yourself, where does this person hang out online? Facebook, Twitter, LinkedIn, Google+? You are probably already connected to them on at least one of these sites!

Once you have answered all these questions, write a detailed description of everything you know about your client - a profile or story about him/her. This profile will form the basis of most of your marketing message.

Do not skip this step!!

# My Ideal Client

Image of your client  
(Can be a real person or just  
find a picture on the web or in  
a magazine)