Firefly & Phoenix

in partnership with

Water & Stone

A Creative Arts Therapy PLLC

Exercises to Explore Around Marketing

2. A Start to a Marketing Plan

In this exercise, we will explore where in your community you should be reaching out to. In a world full of constant information and images it is important to consider who your ideal clients come into contact with and therefor who you should be in contact with, even if only briefly.

- Begin by choosing 1 ideal client to focus on for this exercise.

- Draw a symbol of that client in the center of a piece of paper (leaving space on both sides of your drawing to write in a moment).
    - This symbol can be abstract or representational/realistic
    - It can be colorful or you can just use a pen or paper
    - Consider what might be a good representation of your client as you imagine them or the challenges they face.
    - Examples: a specific color or two, an animal, something in nature (tornado, sun, water droplet), a squiggly line, etc.

- After you have drawn
    - consider <u>every person</u> your ideal client (or their parent/guardian) comes into contact with each month. Think generally (doctors, friends, librarian, barista) and specifically (the dentist, a yoga instructor, their aunt or uncle, a school counselor).
        - Write every person you can think of in the next 30-60 seconds down on the left side of your paper.
    - consider <u>every place</u> your ideal client (or their parent/guardian) goes in the community each month. Think generally (school, work, grocery store) and specifically (the counseling center at a university, the waiting room at the dentist).
        - Write every place you can think of in the next 30-60 seconds down on the right side of your paper.

- Look over every person and place you just wrote. This is the beginning of your marketing plan. Can you blanket your area so people know you exist? Can do some research and find addresses, emails, etc. where you can send information every other month? If people don't know you are there, how will those who need your support or could benefit from your approach, find you?