



superabound
COACHING

UNBLOCK YOUR MARKETING BOTTLENECKS

6 STEPS TO CONNECT & SELL
TO YOUR BEST CUSTOMERS

A GROW SMOOTH E-BOOK

Like it or not, businesses that want to grow need to connect with more people in a way that helps them go from potential customers to paying clients.

And while there are more ways to market your product or service than ever before, marketing can feel frustrating, confusing and like you invest far more money and time than you want only to get underwhelming results.

There are six main bottlenecks that slow down businesses when it comes to marketing. Without unblocking these your business can't grow and may even suffer as others in your industry create connections with your customers and woo them away from you.

The good news is, in this ebook we will teach you how to spot the six marketing bottlenecks and unblock them.

Once you do, you will be ready to create a marketing strategy that feels more aligned and authentic to your business and your customers, which we will teach you in the advanced marketing workshop inside Grow Smooth.

Whether you want to grow your business based on referrals, networking or through social media marketing, this workshop will help you create a solid and repeatable strategy that is fun and easy to follow again and again as you grow your business.

But first, let's unblock the six bottlenecks that may be preventing you from reaching your full potential.

Bottleneck #1: Ignoring channels your clients are on

One of the biggest mistakes you can make in marketing is to ignore the channels where your ideal clients are spending their time and attention. If you are not present and visible on those channels, you are missing out on a huge opportunity to connect with them and build trust and credibility.

Early on Erin got some blanket advice from an "expert" in the industry who said that podcasts weren't a viable marketing channel for people at early stages of business. Her intentions were good, in that creating a podcast is much more work than writing a blog post or creating an Instagram reel. She probably didn't want us newer business owners to become discouraged if we put in 10 episodes of content, production and launch work and didn't create any new client revenue, so she said, "No podcasts until you know your niche and have made a lot of money".

However, something about starting a podcast felt right to Erin and she knew that the people she wanted to work with listened to podcasts on their daily commute. She also knew she wanted to find her voice and start providing tools and insight to people so that she would be top of mind when they were ready to hire a coach.

At almost 250 episodes in, The Superabound Podcast has gone through two name changes, a complete change of niche from relationships to business and has added a co-host in Erin's husband Steve for the past year or so. It wasn't smooth or tidy.

But using the podcast as a major marketing channel has allowed us to build connection and relationships with people from all over the world and most of our private clients were listeners long before they decided to hire us.

This is the best form of authentic marketing because we can be with people in their car or on walks and talk them through the ups and downs of their own lives. We are so glad we didn't ignore this marketing channel, because it is where many of our ideal people are.

The fix: Write down all the marketing channels you know your customers use. Are there any you have been ignoring? Are there some that you use often that don't yield great fit clients? Consider giving yourself a specific window of time to measure new leads or sales via one platform you know your people use and purchase from.

Apply the template you learn in the *Authentic Marketing Workshop* to that platform and track your results.

Bottleneck #2: Following the crowd (or just plain copying)

When you see something that you believe is working for your competition as a marketing technique, it may be tempting to want to replicate it, especially if you feel like your own creative well is dry.

But from the perspective of a potential client who may be shopping around between you and your competitors, seeing the same thing over and over again becomes forgettable at best and, at worst, a question of whether you are ripping off another company.

The fix: Stop paying attention to or getting "inspiration" from your competitors. Unfollow them all and unsubscribe from their emails, seriously. We know this is counter to what many people teach, however the only way to tap into your own authentic creativity and connect with your ideal customers is to stop trying to mimic what other people are doing.

The Authentic Marketing Workshop inside Grow Smooth will set you up with a template you can use to come up with your own original content for your marketing, so you can find perfect fit customers and stop looking to other people's marketing for your strategy.

Bottleneck #3: Speaking differently in your marketing than you do in your sales and product delivery

The way you speak to people in your marketing matters.

If you use uber-sophisticated industry language in your marketing and then have a frank, down to earth demeanour when you are with your clients you will likely have some unhappy customers.

Some people think good marketing means that you put the shiniest version of yourself and your company forward. In our upcoming workshop you will learn that the best form of marketing is authentic marketing and why it is such a relief to market in this way.

The fix: Drop the idea that your marketing needs to focus on you looking like perfection at all times. Instead focus on what you and your business can do to best support your customers. And if you provide a service, let your potential customers get a sense of your vibe so they know what they are getting when they hire you.

The easiest way to do this is to make sure you are always speaking within the framework of your vision and values. If those aren't clear to you or to the team that does your copywriting, your marketing voice will seem disjointed and confusing.

Simply put, if the voice you use with your clients is one of grounded caring, don't write your marketing copy from a harsh or authoritative voice. They are different and you will likely end up with unhappy customers if they expect one thing based on your marketing and get another from your product or service.

Bottleneck #4: Taking too long / overthinking it

Another bottleneck that can hinder your marketing efforts is taking too long to create content. This means that you are spending too much time planning, researching, analyzing, editing, or perfecting your marketing content or campaigns, instead of taking action and executing them. While it is important to have a strategy and a plan for your marketing (and we will give you a flexible template in the Authentic Marketing workshop) you shouldn't spend all day on marketing.

The fix: Commit to a full month of 7 minute marketing. We created this to help our clients who were spending hours on social media posts each week.

The challenge is simple.

For every piece of content you want to create set a timer for 7 minutes.

Ask yourself the question: *What does my potential customer need to hear today?*

or

What could help my customers to know and understand so they feel safe to work with my company?

Start the clock and answer that question in the form of a post or video.

When 7 minutes is up give yourself no longer than 3 minutes to edit and then post to the social channel you know your customers are on.

You can of course batch these 7-minute sprints to create your content, and in the [Authentic Marketing Workshop](#) we will show you how to modify this approach for longer form content like articles and podcast episodes.

Bottleneck #5: Not having a clear CTA

A crucial mistake in marketing is not having a clear call-to-action (CTA) in your content or campaigns. We have watched too many business owners painstakingly create their marketing assets only to leave this important piece out.

The call to action is the next step a potential customer can take if they resonate with you. Leave this out and you miss a powerful opportunity to connect and invite customers to get what they need when they buy from you.

The fix: Never let any marketing out into the world without a CTA. Not every post needs a “buy now” button but there should always be a clear next step for someone who is excited and resonates with what you are saying.

We understand that many business owners feel like broken records always popping a generic CTA at the bottom of posts, emails or asking people to subscribe to their video or podcast content.

If that is you, tie your CTA to something relevant from the content. For instance, if this e-book is helping you recognize and release some of your marketing bottlenecks, the next step is to create a marketing strategy that feels authentic and leads to more sales.

[Join the Authentic Marketing Workshop here.](#)

Bottleneck #6: Marketing things that aren't connected to what you sell

The final bottleneck that can sabotage your marketing success is marketing things that aren't connected to what you sell. This means that you are creating content or campaigns that are not relevant or aligned with your products or services.

For example, if you sell software for project management, but you create content about personal

development, you are not attracting or engaging the right audience for your business.

It may be fun to create, but if you aren't demonstrating how your products or services can help customers solve their problems you aren't bringing people closer to buying from you.

The fix: Make sure that 80% of what you share in your marketing is connected to the product or service you sell.

For instance, if you go to the Superabound Instagram feed [@besuperabound](#) you will definitely see pictures of our cat and stories about our travels and our self-investment days. We love to share our daily life as business owners and parents to normalize having a rewarding personal life and a thriving business.

What you won't see is a daily round up of what we eat or a detailed workout plan posted in our feed very often. You will see posts about life as a business owner, the misconceptions and challenges entrepreneurs face, along with plenty of helpful posts related to our podcast episodes and programs.

Sharing who you are and what your company is about is one piece of the marketing puzzle, but it should never overshadow sharing how you solve your clients problems through your paid work.

We'd love to hear how unblocking your marketing bottlenecks has helped your business grow. Email us your wins or insights at hello@besuperabound.com or message us on Instagram at [@besuperabound](https://www.instagram.com/besuperabound)

We can't wait to hear from you!

Erin and Steve