



Workbook with Exercises for Humane Marketers

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HUMANE *Gen* MARKETING · COM

Time to RUMBLE: Your definition of success

These questions are inspired by Katie Rasoul's book *Hidden Brilliance*.

Imagine your last day of life. How do you know you have been successful?

So what's your definition of success?

Does it align with your five core values?

Time to RUMBLE: Your true self

Answering the following questions will help you identify your true self so that you can write down your story.

Describe your childhood. Do you have any favorite memories, people, or holidays?
Who were you at age seven?

What makes YOU different?

What's your story?

What's your future-you money story?

Time to RUMBLE: Your WHY

Work through these questions to help you find your why.

I lose track of time when I'm ...

If I knew I couldn't fail, I would ...

I feel great about myself when I'm ...

What have been my most enjoyable jobs? Why?

What changes or new ideas could I bring into the world?

What is broken in the world that I really want to fix? Why is that important to me?

Why did I start my business? What event in my life triggered the passion for helping others?

What drives me crazy? What gets me all wired up and emotional?

New experiences I'd like to try:

Time to RISE: Your marketing superpower

Let's find out about your marketing superpowers!

This is not a quiz but rather a powerful self-reflection where you find your own answers. If you prefer a quiz format, Dana Wilde has created a fantastic tool at YourMarketingSuperPower.com.

What is your preferred format to express your thoughts?

Write down a recent marketing activity that you enjoyed, such as attending a networking event, writing an email to your list, or creating a video for your YouTube channel.

Describe which part of the marketing process you enjoy better: the big picture planning stage or the execution and implementation stage.

Your clients can be grouped into four different types of learners: visual, auditory, reading/writing, and kinesthetic. Which of these styles resonates most with you? Write some content ideas for that style.

Time to RISE: Bring fun to your marketing

What would happen if you gave yourself permission to do marketing YOUR way and bring more fun and ease to it?

Remind yourself WHY you want to share your products and services.

What turns you off about certain marketing strategies? Consider launching, funnels, webinars, etc.

Which things delight you in marketing? Think outside of the box and consider things that have nothing to do with marketing.

Which current marketing activities don't delight you? Will you stop doing them altogether or do them differently?

Time to RISE: Your partnerships

Peers

Think about ways you can create connections and collaborate with peers. Which idea would you like to explore further or take action on?

Partners

Think about ways you can create connections and collaborate with partners. Which idea would you like to explore further or take action on?

Mentors and coaches

Think about ways you can create connections and collaborate with mentors and coaches. Which idea would you like to explore further or take action on?

Community

Think about ways you can create connections with your community. Which idea would you like to explore further or take action on?

Team members

Think about ways you can create connections and collaborate with your team members.
Which idea would you like to explore further or take action on?

Stakeholders

Think about ways you can create connections and collaborate with your stakeholders.
Which idea would you like to explore further or take action on?

Time to RESONATE: Your people

Take a moment to think about your kind of people.

Describe their personality (using what you've learned in your own personality tests).
Are they more introverted or extroverted? Or both?

| Do they see the cup as half -full or half -empty?

What keeps them up at night?

Can you guess their top five values?

If they could change three things in the world, what would they be?

Reflect on the similarities and differences between you and your ideal client.

Time to RESONATE: Your stories

If you have ever sat down to meditate, you might have met the monkey in your head. He's quite annoying, and not the smartest cookie either, because he keeps repeating the same stuff. Unfortunately, it's often the negative stories that this silly monkey keeps reminding you of over and over again.

But not only do you have a monkey inside your head, you also have a wolf (or two) inside your body—a good one and a bad one.

Consider this Native American parable:

An old Cherokee man is teaching his grandson about life. "A fight is going on inside me," he said to the boy. "It is a terrible fight, and it is between two wolves. One is evil—he is anger, envy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego."

He continued, "The other is good—he is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion, and faith. The same fight is going on inside you . . . and inside every other person too."

The grandson thought about it for a minute and then asked his grandfather, "Which wolf will win?"

The old man replied, "The one you feed."

We all have two types of stories we tell ourselves: the dark ones about failure, not being enough, shame, and fear, but also the light ones of our hopes and dreams. We get to choose which side wins by choosing which stories we focus on.

Take a moment to recall some of those stories that Mr. Monkey keeps reminding you of. For example, one of mine was "You will never be successful. You don't even have a university degree." Write yours down in the left column. Then take a deep breath.

Now reflect on the moments in your life that you're proud of, when you felt like your true authentic self. You might notice that it's harder to come up with the positive stories. That's our negative bias. But don't give up. Take your time. We all have positive stories. Write them down in the right column.

Congratulations! You now have a repertoire of stories you can share in your newsletters, on your About page, on podcasts, and more. All the credit for this exercise goes to Dominic De Souza.

Bad Stories

Good Stories

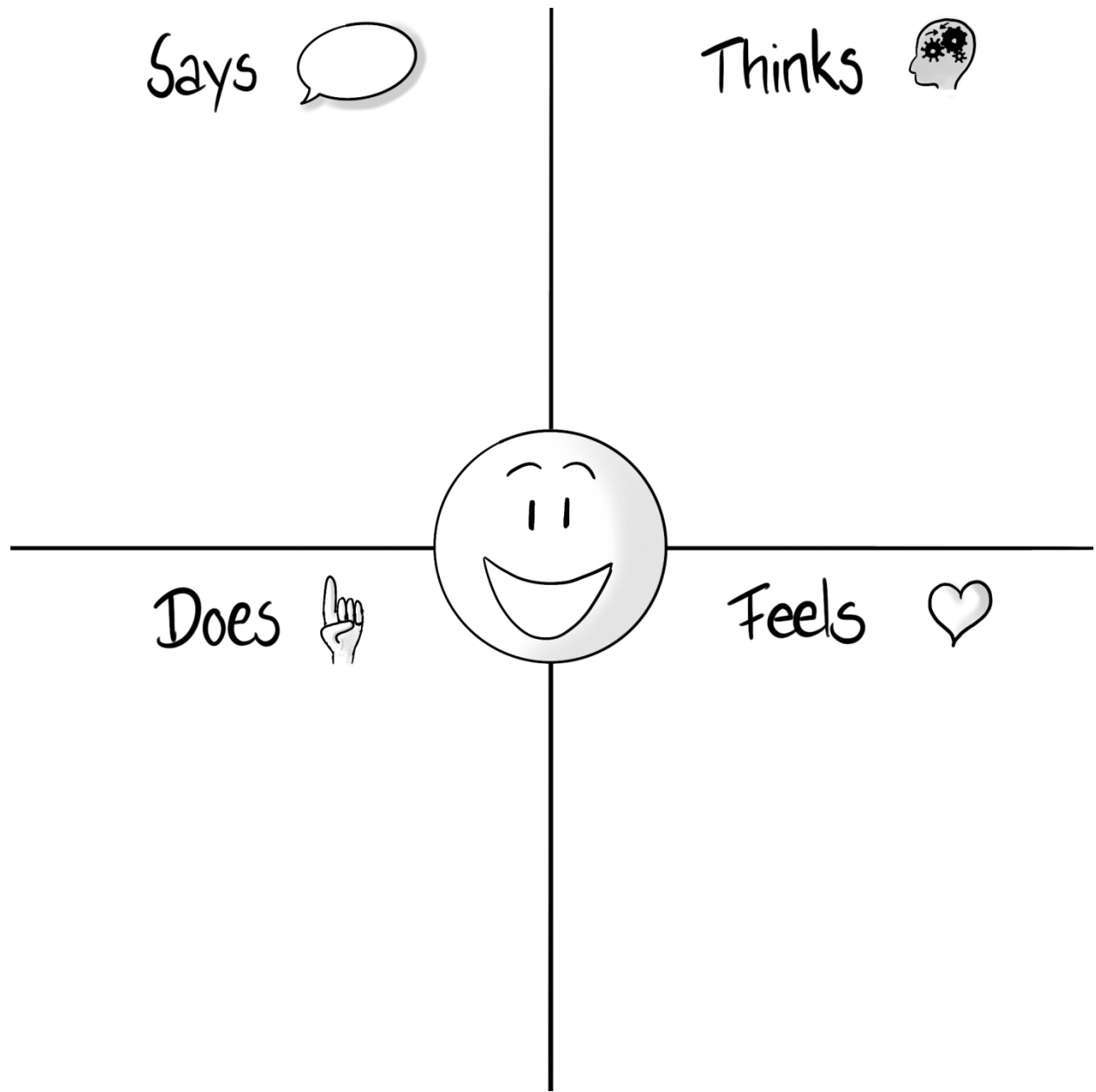
Time to RESONATE: Your Empathy Map

Take a piece of paper and draw a big plus sign on it to create four quadrants. Where the lines intersect in the center, draw a circle with a smiley face. That's your ideal client. Then write the word "Says" in the top left quadrant, the word "Thinks" in the top right quadrant, "Does" in the bottom left quadrant, and "Feels" in the bottom right quadrant. Think about your ideal client and the specific situation they're in, and write what you think they say, think, do, and feel in each corresponding quadrant.

This exercise helps you understand what's going on in your ideal client's head, because often they won't tell you what they think or feel. But by doing this exercise you can show with empathy that you understand exactly how they feel. These feelings can be communicated in your conversations, your sales pages, your service descriptions, and any other written communication.

For example, if you work with people in career transition, they might say something like, "I am really fed up with this boss, I just need a change," but what they're feeling is very different. They might feel afraid of losing their job, not being able to find another one, disappointing their family, and so on.

The Empathy Map exercise helps you understand what's going on in your client's head so that you can lead with empathy, not manipulation.



Time to RESONATE: Your fair pricing

Take a moment to think about your triple win and what fair pricing means to you.

How would you describe the first win, the win for the planet? Do any of the 17 Sustainable Development Goals apply to your mission?

Are you currently pricing your products and services in a way that's fair to your client? Would you pay for your own service/product? Can you come up with different price options for the same thing? Can you offer a payment plan? Can you consider a "pay-what-you-can" offer?

What's your "enough"? How much money do you need to live a good life according to your values and your lifestyle?

Are there any pricing strategies that no longer feel good to you?

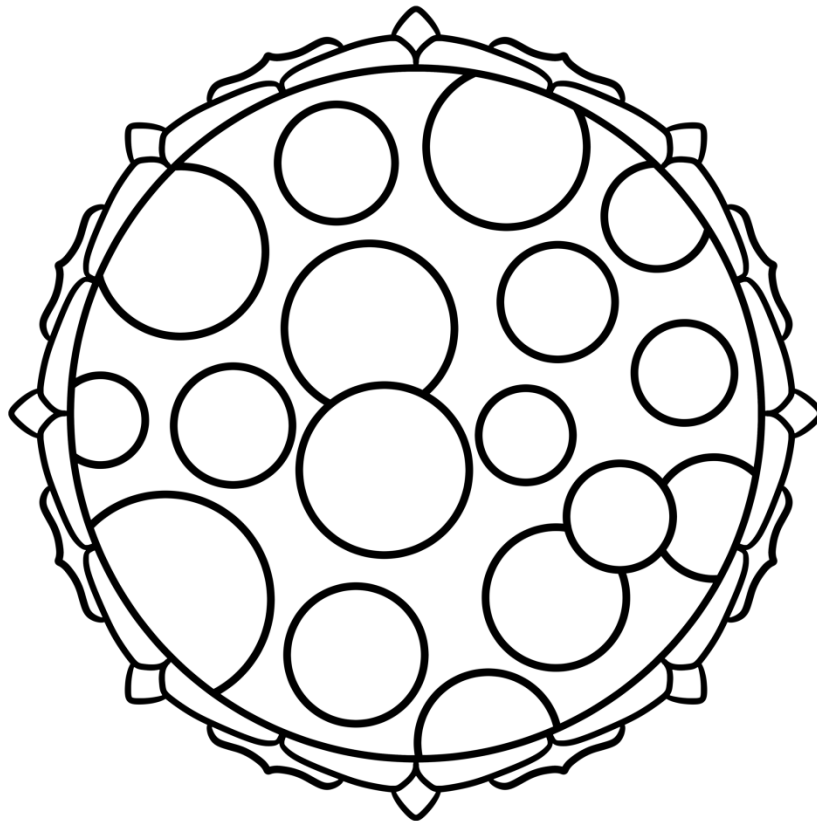
Time to RESONATE: Your creativity

Marketing is a creative process exercise. What would happen if you gave yourself permission to do marketing your way? What if you could let go of some of the “shoulds” and your fear of rejection?

There are different ways you can use this tool:

- Brainstorm marketing ideas for one specific service
- Brainstorm content ideas to promote a program
- Brainstorm content ideas for podcast episodes
- Brainstorm story ideas you want to share with your email list
- Brainstorm your new brand and its feelings, values, colors, and so on

Simply write the different ideas in the Humane Marketing Creativity Mandala and then make it beautiful—play with color!



More Online Resources

Please visit our website <http://www.humane.marketing/book1> to find:

- The Humane Marketing Mandala
- The One-Page Marketing Plan
- The Humane Marketing Empathy Map
- The Humane Marketing Creativity Mandala
- A special Mandala Coloring Book
- The Humane Marketing Creed
- A link to the Humane Marketing podcast

Need help finding YOUR Marketing Super Power?

Investing this one hour with Sarah can save you hundreds of wasted hours on draining marketing activities, instead really find those things that make marketing fun for you & your ideal clients.

Picture...

- a consistent flow of clients you love and who love you
- the freedom to say no marketing activities, clients and projects that drain you
- more sales but skipping the sales conversations ;-)
- showing up, making a difference & being happy!

Besides the one Power-Hour, you also get a 16-page workbook to prepare for your time with Sarah.

[Find out more about this exclusive offer](#) for readers of 'Marketing Like We're Human'

About the author

Sarah Santacroce is changing the current marketing paradigm.

Twelve years of running a successful LinkedIn consulting business inspired a yearning in Sarah to create a global movement that encourages people to bring more empathy and kindness to business and marketing.

As a “Hippie Turned Business Coach,” Sarah hosts the Humane Marketing podcast and works with heart-centered entrepreneurs to question their assumptions when it comes to marketing and give them permission to market their business their way, the gentle and humane way!

Thought of as an influencer in her field, Sarah is a frequent speaker at conferences and has been featured on many podcasts and radio shows. Some of the most prestigious universities and business schools in the world, including Rutgers University New Jersey, HEC Paris, IMD, and EPFL Lausanne hire Sarah to train their students for LinkedIn best practices.

Sarah shares a fresh perspective and doesn't shy away from calling things out that no longer work for many of us when it comes to the current marketing model. Her clients sometimes refer to her as “the female Seth Godin.”

When she's not working, she loves adventure and traveling, yoga and nature walks, and hanging out with her family.

Find out more about Sarah at www.humane.marketing and www.sarahsantacroce.com.