

**SELF  
PROMOTION  
//  
VIDEO  
TRAINING**

---

**WORKBOOK**



**By:  
Lacey J. Heels**




# SELF PROMOTION IS NO JOKE.

And if it feels gross, you're probably doing it wrong.

## I AM HERE TO HELP.

This is your video training and worksheet guide to getting started with self promotion in a way that keeps you rooted in integrity, feeling good and making money. on your own terms.



HOW TO  
GUIDE

**SELF PROMOTION**

is about the story you tell  
and the value you provide

# IT'S TIME TO CRAFT THE STORY OF YOU

Use these prompts to formulate the "story of you" that you will use to promote yourself. Remember, personal details about the person behind the brand will set you apart!

**What is your expertise?**

**What do you make or what service do you provide?**

**Why did you start doing it? What is the story that brought you here?**

**How do you want to make a difference and help others?**

**What are you super, passionately, nerdy about?**

**Do you have a family? Animals? Favourite foods? Have you ever travelled? Is there a cause you are passionate about?**

**What are goals you have this year and beyond? How will your brand or business be a part of that?**

# NOW, WHAT IS THE STORY OF YOUR CRAFT?

Use these prompts to formulate the story of your craft (your brand, product or service).

**Why was this product or service created?**

**What problem does it solve OR how does it improve lives?**

**Who does the service help and how?**

**What is the product made out of and why?**

**What is your process? (of providing the service or making the product)**

**Talk about the details of this product and why it's important to you that people have access to it.**

# WHAT IS A FREE GIFT OF VALUE YOU COULD GIVE TO YOUR TRIBE?

You likely already have something you could use as your lead magnet or "Gift of Value" (here is a list of examples)...

**A mini-ebook (use some existing blogs to create it)**

**A checklist or cheat sheet**

**A webinar or exclusive "how to" video**

**A product discount code or special promo offer**

**A case study**

**An audio recording**

**A "how to" guide**

**Access to templates**

**A bonus with first purchase**

**Free 30 day access to a tool or software**

**A free 20 minute consult**

# YOUR MARCHING ORDERS:

- **CRAFT AND SHARE YOUR STORY**
- **BRING YOUR BRAND/PRODUCT/SERVICE TO LIFE BY SHARING IT'S STORY**
- **BE OF VALUE TO YOUR TRIBE, HELP THEM, OFFER A GIFT OF VALUE**
- **BY SHARING REAL VALUE, YOU POSITION YOURSELF AS THE EXPERT, BUILD TRUST AND NURTURE RELATIONSHIPS... WHICH WILL LEAD TO SALES WHEN YOU SHARE YOUR OFFERS ONLINE**



Join our private facebook group:  
["Liberate Your Life on Purpose"](#)  
to ask questions, share your progress and gain access to more live training, resources, coaching and community support!

