

Module 6 Worksheet

Finding Your First Customers - Marketing Made Simple

AI Prompts for Customer Research ✓

Copy and paste these prompts, replacing [your service] with your actual business idea:

- Where customers look locally:** *"Where do people on the Isle of Man typically look when they need [your service]?"*
 - Local advertising channels:** *"What are the most effective ways to advertise a small [your service] business on the Isle of Man?"*
 - Social media research:** *"Which social media platforms and local groups would be best for promoting [your service] on the Isle of Man?"*
 - Word of mouth strategies:** *"How can a new [your service] business encourage word-of-mouth referrals?"*
 - Seasonal marketing:** *"When during the year do people most need [your service], and how should I time my marketing?"*
 - Local directories:** *"What local business directories and websites should a [your service] business be listed on for the Isle of Man?"*
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AI Prompts for Message Creation ✓

- Customer-focused description:** *"Help me write a simple description of my [your service] that would appeal to local customers and explain why they should choose me."*
 - Trust and reliability:** *"What should I say to show potential customers that my [your service] business is trustworthy and reliable?"*
 - Unique selling points:** *"Help me explain what makes my [your service] different from competitors in a way customers will understand."*
 - Clear call to action:** *"Write a friendly call-to-action that encourages people to contact my [your service] business."*
 - Problem-focused messaging:** *"Help me write marketing copy that focuses on the problems my [your service] solves for busy people."*
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Your Marketing Channels ✓

Where will you promote your service? Research each option and tick the ones that suit you:

Online channels: Facebook community groups

Nextdoor app

Local Facebook marketplace

Isle of Man business directories

Manx Radio website

Local classified websites

Google My Business listing

Offline channels: Community noticeboards

Local shops/cafes

Parish hall notices

Local newspaper ads

Flyers/business cards

Word of mouth

Your top 3 chosen channels:

1. _____

2. _____

3. _____

Why these work for your customers:

Your Customer Message ✓

Your service description (2-3 sentences): *What you do and who you help*

Your trust builders: *Why customers should feel confident hiring you*

Your unique advantages: *What makes you different/better*

Your call to action: *How customers should contact you*

Complete customer message: *Put it all together in one paragraph*

Local Marketing Strategy ✓

Your 30-day launch plan:

Week 1 - Set up basics: Create social media profiles

- Write your standard description
- Take photos of your work/equipment
- Get business cards printed

Week 2 - Get visible: Join relevant local Facebook groups

- Post on community boards
- Tell friends and family you're starting
- Set up Google My Business

Week 3 - Start promoting: Post your first social media content

- Put up flyers in suitable locations
- Contact local directories
- Ask for referrals from personal network

Week 4 - Follow up: Check responses and reply quickly

- Adjust messaging based on reactions
 - Plan regular content/posts
 - Book first customers!
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Content Ideas for Regular Posting ✓

AI Prompt for content ideas: *"Give me 10 simple social media post ideas for a [your service] business that would interest local Isle of Man customers."*

Your content calendar: **Before/after photos** of your work

- Tips and advice** related to your service
 - Local area focus** - serving specific towns/parishes
 - Customer testimonials** (when you get them)
 - Seasonal reminders** - when people need your service
 - Behind the scenes** - your equipment, preparation
 - Special offers** for new customers
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Getting Your First Customers ✓

Your personal network: List people who might need your service or know people who do:

1. _____

2. _____

3. _____

4. _____

5.

Your launch offer: What special deal will you offer to get started?

Your referral request: What will you ask satisfied customers to do?

AI Tips for Better Marketing Conversations 💡

Ask for specific local advice

- "What works best for [your service] marketing specifically on the Isle of Man?"
- "How do rural vs town marketing differ for my service?"

Get messaging variations

- "Give me 3 different ways to say [your message] for different situations"
- "Make this message more friendly/professional/urgent"

Test your assumptions

- "Is this marketing message appealing to potential customers?"
- "What questions might customers have after reading this?"

Seasonal planning

- "How should my marketing change throughout the year?"
 - "What marketing works best during quieter seasons?"
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Budget-Friendly Marketing Tips 💰

Free marketing opportunities:

- Social media posts (time only)
- Word of mouth referrals
- Community group participation
- Google My Business listing
- Local directory listings
- Networking with other businesses

Low-cost options:

- Business cards (£20-30)
- Simple flyers (£20-40)

- Local newspaper classified (£15-25)
- Facebook page boost (£10-20)

Your monthly marketing budget: £ _____

Measuring What Works ✓

How will you track success?

- Number of enquiries per week: _____
- Which channels bring most customers: _____
- Conversion rate (enquiries to bookings): _____%
- Customer feedback scores: _____

Weekly check-in questions:

- How many new people saw my service this week?
 - Which marketing activity worked best?
 - What should I do more/less of next week?
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Confidence Builders 🎯

Remember:

- You don't need to be perfect at marketing
- Small, consistent efforts work better than big campaigns
- Local customers want reliable service, not flashy marketing
- Word of mouth will become your best marketing tool

Your marketing strengths: What are you naturally good at that helps with marketing?

Ready for Module 7? ✓

You're ready when you can tick these boxes:

- I know where my customers look for my service
- I have a clear message that appeals to local customers
- I've chosen 3 marketing channels to focus on
- I have a 30-day plan to start promoting my service
- I feel confident about reaching out to potential customers

Extra Marketing Prompts 🚀

Want to dig deeper? Try these:

- **Competitor analysis:** *"How do other [your service] businesses on the Isle of Man market themselves, and how can I be different?"*
 - **Partnership opportunities:** *"What other local businesses might refer customers to a [your service] provider?"*
 - **Crisis marketing:** *"How can [your service] businesses maintain marketing during quiet periods or economic uncertainty?"*
 - **Growth marketing:** *"As my [your service] business grows, how should my marketing evolve?"*
 - **Customer retention:** *"How can I turn one-time customers into regular clients for my [your service] business?"*
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Next: Module 7 - Isle of Man Business Advantages

Remember: Marketing is just having conversations with people who need your help. Keep it simple, be genuine, and focus on being helpful!