



MOMENTUM MARKETING:

SMART STRATEGIES FOR
YOUR FIRST YEAR

Presented by:

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WELCOME & HOW TO USE THIS WORKBOOK

This workbook is your companion to the Momentum Marketing session. Use it to capture notes, reflect on your business, and start building an actionable marketing plan for your first year.

Tips:

Write down your thoughts as we go.
Use the prompts to reflect on your unique business.
Leave with a 90-day action plan you can start right away.



Section 1: What Is Marketing?

Marketing is how people discover, understand, and trust your business — every touchpoint matters.

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Reflection Prompt:

- In your own words, how do people currently discover your business?
- How do they understand what you do?
- What helps them trust you?

Notes:

Section 2: Your Brand Foundation

Who You Are | What You Offer | Why It Matters

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Exercise: Write 1–2 sentences for each.

Who am I?

What Do I Offer?

Why It Matters?

Action Step: Identify 3 words you want people to associate with your brand:

1. _____ 2. _____ 3. _____

Section 3:

Brand Consistency

Consistency builds recognition and trust.

Checklist:

- ☐ Logo finalized
- ☐ Brand colors selected
- ☐ Fonts chosen (2 max)
- ☐ Photography style defined
- ☐ Tone of voice outlined

Action Prompt: Write one phrase that describes your brand style:

Section 4:

First Impressions Count

Your first impression sets the tone.

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Audit Exercise: Rate yourself (1–5) on each area:

Website/Landing Page:

Professional Email:

Google Business Profile:

Online Presence Consistency:

Physical Materials:

Action Step: Circle one area you'll improve first.

Section 5: Build a Clear & Consistent Brand Presence

Clarity creates connection.

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Target Audience Prompt:

Who am I trying to reach?

What do they care about?

What problem am I solving?

Message Draft:

Write your “elevator pitch” in 2–3 sentences:

Section 6: Show Up Confidently (Online & In Person)

Confidence grows through preparation and relationships.

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Reflection: Where do you want to show up more consistently?

Online:

In person/community:

Action Step:

List 3 events, memberships, or networking spaces you'll commit to:

Section 7: Budgeting Your Marketing

Spend smart, not loud.

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Worksheet: Good vs. Poor Uses of Budget

Circle which you're currently doing:

- Professional logo vs. Overly complex revisions
- Website with SEO vs. Site with no update plan
- Professional photography vs. Generic stock photos
- Templates/social consistency vs. Random boosted posts
- Community events vs. Overpaying for broad ads

Action Step: Write down your top 2 marketing investments for the next 6 months:

Section 8: 90-Day Marketing Focus Plan

Momentum comes from manageable focus.

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Quarterly Planner Template:

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| Quarter |
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| Focus |
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| Key Actions |
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Section 9: Closing – Keep Building Momentum

Your first year is about steady progress, not perfection.

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Reflection Prompt:

Why did I start this business?

What one thing will I commit to consistently doing in the next 30 days?

In Need of Help?

Schedule a call with K Marketing Co. for custom branding, digital design, and strategy that moves your business forward.

