

# The 30-Minute Marketing System

Stay Visible, Nurture Leads, and Grow Sales in Just  
Half an Hour a Day



**Student Course Book**

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# Introduction

If you've ever looked at your to-do list and realized that marketing tasks are few and far between, don't beat yourself up. Marketing often ends up at the bottom of the to-do list for busy business owners. You know it matters. You've seen what happens when you consistently show up. But between client work, admin, and everything else, marketing can start to feel like a full-time job all by itself.

That's when the stop-start cycle begins - doing a burst of marketing one week, then nothing for the next few. It's exhausting, disappointing, and unsustainable. Worst of all, it doesn't give you the return you want on the effort you put in.

But successful marketing doesn't mean doing MORE. It means doing the RIGHT things, consistently.

And when you have a reliable, repeatable system for showing up every day, you don't have to agonize over what to do next. Marketing becomes something you don't have to think twice about.

Just 30 minutes a day can be enough to stay visible, stay connected with your followers, and gently guide them to your shopping cart.

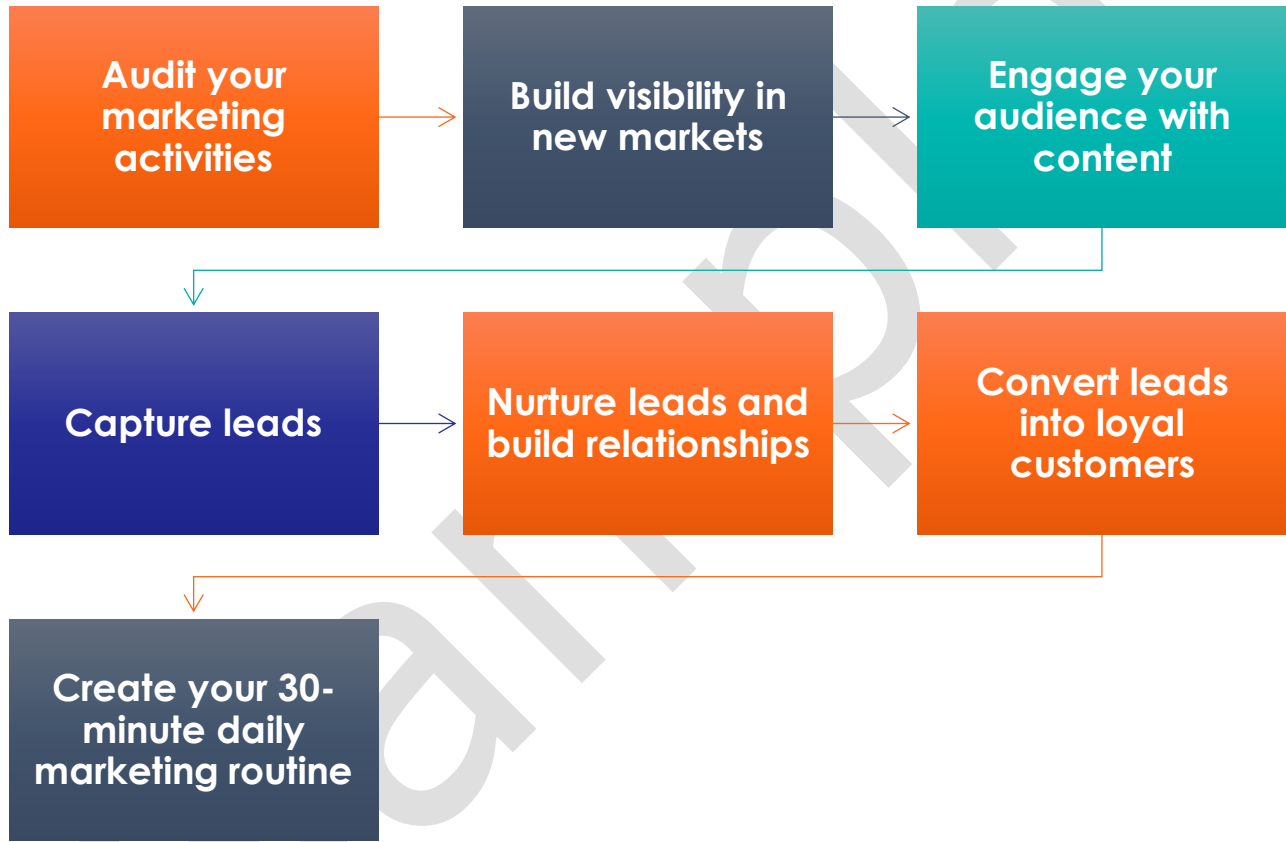
In this course, you learn to simplify, optimize, and tighten up the marketing you already do without starting from scratch.

You'll learn how to:

- Cut out low-impact activities that drain your energy
- Reuse content you already have in creative ways
- Use simple automations to handle repetitive tasks
- Keep your audience connected with regular, personal communication

By the end, you'll have a flexible, low-maintenance system you can run in 30 minutes a day without constantly wondering what to do next and without adding stress to your busy schedule.

**Here is your roadmap through the course:**



- Audit your current marketing activities
- Build visibility in new markets
- Engage your audience with content
- Capture more leads
- Nurture leads and build relationships

- Convert leads into loyal customers
- Create your 30-minute daily marketing routine

**By the time you finish this course, you'll be able to:**

- Focus on the marketing actions that give you the best return for your time.
- Stay visible online with low-effort strategies that work even when you're not constantly posting or interacting.
- Keep your content flowing by refreshing and repurposing what you already have.
- Set up quick, reliable ways to monitor and attract new leads without starting from scratch.
- Stay connected with your audience through automation combined with authentic personal touches.
- Fine-tune your sales systems so they quietly convert leads while you work on other things.
- Create your personalized, 30-minute daily and weekly routine that keeps your marketing consistent and your business moving forward.

This course is broken down into seven major modules to help you develop a sustainable 30-minute daily marketing routine that keeps customers engaged and sales coming in regularly.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

**Action Steps:**

1. Before we start the course, take a minute to think about what you want to get out of it.
2. In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Sample

# Module 1 - Do Less Marketing for Greater Results

You're not being lazy by wanting to do less marketing. Low-effort marketing is strategic, meaning you focus your time and energy on the small actions that yield the biggest results.

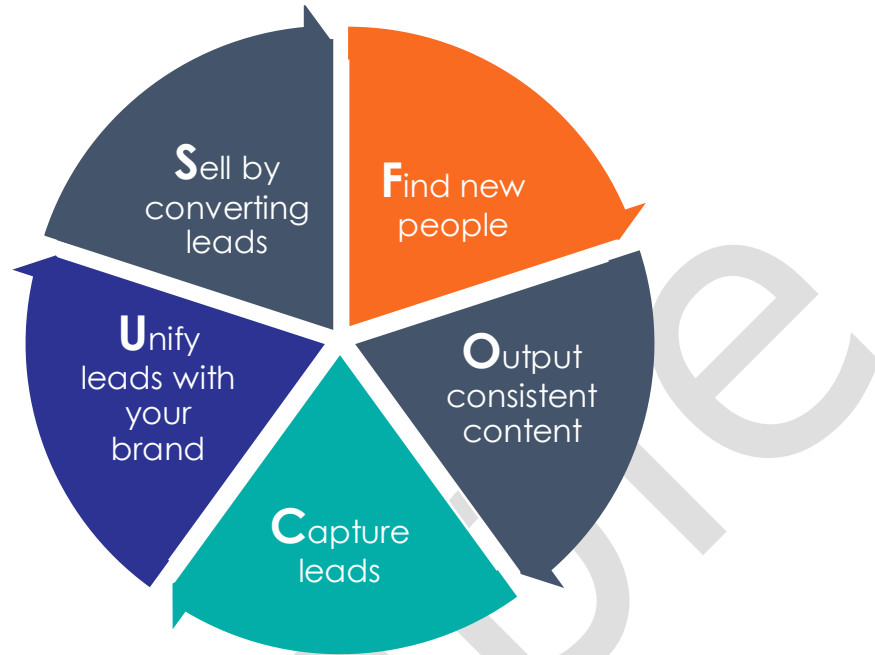
In this first module, you'll identify your top-performing marketing channels and discover some easy ways to create marketing momentum right now.

## The Value of Low-Effort Marketing

Low-effort marketing involves selecting activities that deliver the best results and consistently repeating those tactics to move your business forward without requiring you to constantly create from scratch.

You weigh up the time and resources you can invest and focus only on marketing actions that serve a clear purpose and build toward measurable outcomes.

Let's look at that FOCUS further. You can think of your marketing in five simple steps:



- First, you ensure you're visible and can **F**ind new people so your business reaches beyond your current circle.
- Next, you **O**utput consistent content to keep your audience engaged.
- Then, you **C**apture leads through content that gives them a reason to connect with you.
- Once they're in your world, you **U**nify them with your brand by nurturing your leads and building relationships.
- Finally, you **S**ell by motivating your leads and converting them into loyal customers.

## Apply the 80/20 Principle to Marketing

You're probably familiar with the 80/20 rule, aka the Pareto Principle. The idea is that around 80 percent of results come from about 20 percent of



**ATTENTION:**

This is only an excerpt from our full course **The 30-Minute Marketing System**. The full, customizable course contains 8 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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