

# 26 Marketing Ideas for Courage Collective Leaders

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## **1) Post your meeting on one or all of the event types:**

**Meetup.com** is a site where you can find meetups or create meetups of your own. You could use this for your first FREE event but there is also a way to add a paid event feature as well so that could be something you use ongoing to promote locally.

Eventbrite is a powerful event organization tool and free to use for free events.

Facebook events and Google+ Events are great ways to create a place for people to reference and RSVP.

## **2) Share online and help fill other collectives or bring in new leaders in new areas.**

I feel like we all know people in other areas and that if each of us as leaders shares HERE are the local collectives and we promote them ALL and then tag friends who we think may be in one of those areas and ask them to tag someone who lives there we can create a ripple effect for each other and help fill each other's collectives! #teamwork

## **3) First Meeting Free.**

Anyone can attend their first meeting for free, so even when you are doing these live and you have paid members coming each time make sure you allow others to come for FREE the first time to check it out and then be sure to let them know this is just a part of the Courage Collective that they will also be getting a ton of support and training in the online community as well.

## **4) Bring a Friend.**

Referrals are going to be a HUGE part of your growth, get your current members to each bring a friend each month... set a goal to do this until the Collective is filled and we will reward them with something for referring others (any ideas... I am thinking a Courage Bracelet perhaps for each member referral and maybe their month is free if someone signs up)

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## **5) Referral Campaign**

Allowing others to help you spread the word about your collective and the Courage Collective as a whole is going to be how this grows. You have seen how even in sharing the Courage Collective video it got over 3800 view in 24 hours and had over 30 shares, this is important work and women are seeing the vision of it and wanting to share. Just like all of you who said YES so let's get out there and shout this message and work from the rooftops!

*Other members:* as mentioned above get your other members to share and refer people to your collective

*Other leaders:* do you know someone in one of the other leader's areas... can you share and promote to your online community because there is likely to be someone who wants to join that is in someone else's area so let's all share and support one another.

*Online:* Ask people to tag their friends in your city because you don't know everyone but you do know someone and ask them to tag or share with the women they know who would love to be a part of this movement.

## **6) Phone Call Campaign**

Get on the phone with people to invite them personally. Make a big list of everyone you know who may be interested and invite them to the free event to support you and make sure to share the video for them to check out what this is about.

## **7) Join local networking groups to get to know people in your area.**

This is something that some of you are doing already or have done but if not then look for some meet ups or groups in your area and go check them out and when you get to introduce yourself you can share the Courage Collective work and give them your Courage Collective business card (which will be shared soon)

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**8) Personal outreach on FB and via email or phone** to those you know would love this. It is about getting personal and when you only have 15 spots to fill the most important thing you can do is reach out personally and connect either on the phone, through email or a private message. If you don't know a lot of people in your area search on Facebook for online groups within your area, networking or business groups for women or chamber of commerce then look at the members and send those you think might be a fit a friend request. You can also do this on LinkedIn... look for women in business in your city (I am not an expert on LinkedIn but this could be a great way to find new contacts) and then reach out with a personal invite and why you think they would be a fit.

**9) Hand out flyers** at local libraries or events or on bulletin boards (flyers are coming soon)

**10) Print Courage Collective Business Cards** so you can share it everywhere you go

**11) Online Marketing as a group quarterly...** I will provide all the copy, images and support and you just need to share and promote and we will do FB ads for specific areas to help fill your groups (this is something I am working on and will probably roll out end of April)

**12) Share and post on social media** using our templates and wordswag for Instagram and also on Facebook. Share daily quotes or messages and use the Courage Collective template so that it is always in the eye of your readers and leaving an imprint as well and creating interest and intrigue as to what is the Courage Collective.

**13) Add that you are a Courage Collective Leader to your email signature,** your FB and other social media bios and descriptions and on your website... share it visibly

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**14) Be consistently sharing about the Courage Collective...** pictures from your group meetings, what you are doing, what you are achieving, goals you are setting, courageous things you are taking action on. You can share these in pictures or FB Lives from your meeting to show what we are doing and creating together.

Honestly this is the BEST promotion when you SHOW what you are excited about and what is happening behind the scenes and just show how the Courage Collective is changing lives and how much fun you are having... like the pics that were shared in the group of you meeting together with your ladies, that is powerful and people will want to know more.

**15) FB Banner for your FB profile inviting people to join you** at the Courage Collective (you can use one that is already created for the FB groups and then you can include your personal link to your checkout page on the graphic using canva or pic monkey)

**16) When you share through social media** whether through a post or share or FB live ask people who are watching or listening to tag anyone they know who this would interest or who is in your area/city.

**17) Search online for city specific Facebook groups in your area** and join them to build connections online with people in your specific area.

**18) Use the promo video...** post it on all social media channels and upload it directly to Facebook rather than posting a youtube link

**19) Share what trainings are coming up for the next month** to intrigue and get interest, this is going to be updated at least 6 months in advance so that everyone will know what is coming up and you can share how excited you are to learn xyz from this person in the Courage Collective and then share that with the link to check out more if they are interested.

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**20) Use specific Hashtags** so that we are creating a movement...  
#thecouragecollective #couragemovement #Courageis #womenrising  
#courageousleadership #courageousvoices #womenspeakingup  
#publicspeakingtraining #speakingandstorytelling #businessmastermind

**21) Create a LinkedIn Event:** It's easy to create your LinkedIn Event once you know where to look. Once you're logged in to LinkedIn, do the following:  
1 In the "More" menu (in the navigation at the top) click on "Events"  
2 Click the yellow "Create an Event" button in the upper right  
You're all set to start creating your LinkedIn event.

**22) Host a storytelling event,** open mic style and then invite them to join your Courage Collective (I will be testing out some events here with the local collective in my area and share templates and strategies on this in coming months)

**23) Offer networking time** at the end or start of a regular Courage Collective meeting and invite them to stay for FREE

**24) Share about the Courage Collective** (the promo video for example) and tag people in your area and ask them to tag people they know.

**25) Day Of Courage Event...** this is something I am planning for June 2017 and will share more details but basically we will all be doing something courageous as a collective or individually and posting it all over social media and raising money for a charity... I hope to get some media for this in each of your communities so we will be working on bringing in TeeJ Mercer to support us in this event and helping the world to see what the Courage Collective is up to.

**26) 1 Million Stories of Courage Campaign...** this is another thing that will be coming soon but we will be inviting people all over the world to share their stories of courage and it will be a big campaign that you can share virally and get people excited then also share about the Courage Collective with them.

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## **The key thing is...**

The key thing is that you start talking about it right away, share that you have been accepted as a Courage Collective Leader and why this is so exciting, why you want to be a part of this what you are going to gain and bring. Then share about your new graphics and leader page and how excited you are to be starting and share about each event you have, just take a picture and share something valuable that happened from it... the key is sharing YOUR excitement and enthusiasm in just a genuine way that is just sharing and then people will be coming to YOU.

**[Click here for the marketing resources mentioned in this document.](#)**