

# CREATE YOUR MINI MARKETING PLAN

## *Workbook*



The 5 essential questions to  
answer before marketing  
anything to Catholics

# Welcome!

I'm Emily, owner of Gloriam Marketing, and I love to teach people how to market like Jesus.

Yep. Jesus used marketing to develop and grow the early Church, and we can use His example to sell today. *(Because if what you do brings people closer to God, then we have a responsibility to tell the world about it!)*

In this workbook, you'll find the 5 essential questions you need to ask before marketing anything in the Catholic space. These aren't get-rich-quick or how-to-go-viral tips; these are foundational strategy pieces that will make developing your marketing so much easier.

You're going to think, "I don't need all this." But if you go through these basics, you'll see the results in ease and profits, I promise.

Happy marketing!



## Don't forget to pray!

In each section, you'll find a short Bible passage as well as some questions to bring to Adoration. If you've never prayed about your marketing or business before, I highly recommend it! *If you don't have Adoration near you, try this [virtual Adoration chapel](#).*



# "Who is this for?"

## TARGET AUDIENCE

Simply put, your target audience is who you're called to serve. Hopefully, you know who you are called to reach overall (*if you don't, go take my free mini course!*), but you might have different audiences for each offering, or this might be for a specific subset. And knowing who that is specifically is really important!

For example, maybe your overall target audience is Catholic moms, but this particular offering is for Catholic moms of young kids. Even that slight difference will drastically change your marketing strategy, language, and examples!



## Biblical Example

*Read [John 3:1-15](#) and [Mark 10:17-22](#).*

Notice how in both of these stories, Jesus is talking to Jewish men about eternal life, but the way in which He speaks to each is quite different. They are very different audiences despite their demographic similarities, and His knowledge of them and what is keeping them from God (understanding/disbelief versus earthly riches) impacts what He says and why.

To get started deciding who this is for, you'll want to define their age, gender, marital status, children (*# and general age range*), and other basic demographic (*outward traits/facts*) and psychographic (*inward feelings/ motivators*) characteristics. You don't have to spend hours on this; just a conscious 5-10 minutes to brainstorm should give you more than enough!

Want to go further? Check out [this blog post with 87 questions to ask](#) about your Catholic target audience! Not all of them will be relevant for this specific project, but they should get your ideas flowing of characteristics and demographics to define.

*And to answer the common question: No, this doesn't mean you'll only sell to this specific type person! But knowing their characteristics will help you to focus on specific feelings, not generalizations.*



## Adoration Question

Ask Jesus: "Lord, who do you want me to impact with this? Can you describe them to me or show me an image of them?" Then, write down who He puts on your heart, especially any unique characteristics or qualities.

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# "What's the Problem?"

## PAIN POINT

*"People don't buy things; they buy solutions to problems." — Every coach and marketer ever...because it's true*

Think about the last time you bought toothpaste. Why did you buy it? Likely because you were out, and you needed more to clean your teeth (*probably not because you're passionate about toothpaste*).

You had a problem, toothpaste would solve it, and so you bought it — maybe even one that promised to help whiten your teeth (another problem) or reduce sensitivity (yet another problem).

Even buying something you wanted versus needed — for example, maybe a piece of

Catholic art. You probably wouldn't have phrased it this way, but that art solves the "problem" of needing visual reminders to pray.

It can feel negative to focus on problems, but the reality is that we can only serve our people if we know what they need help with!

And yes, literally every product and service is a solution to a problem. It might not be a huge problem or as painful as others, but it is still a problem. For example, a Catholic t-shirt solves at least two problems: People need to wear clothing, and a lot of people don't feel comfortable evangelizing "out loud."



Think about it like this: **Discovering a pain point is simply uncovering how you are called to serve others.** Feels better, right?



## Biblical Example

*Read [John 4:1-30](#).*

Notice how the Lord starts out with her current physical problem — need for water — and begins to chip away at the underlying problem: She's there at that time of day because she is an outcast as a result of her sins. He gradually shows how He is the solution to her problem by starting with the pain point that is foremost in her mind — the need for water — to introduce her to the Living Water. *(We can imagine the conversation wouldn't have gone so well if He started off with "Hey, why are you living with someone?")*

So, the next step is to identify and call out the problem your offering solves. How do you find out what that is?

**Option A:** If you have access to someone who fits your audience, ask them questions about your niche to see what problems they have!

**Option B:** Ask yourself: Why did you create this? What need in the industry were you trying to fill? What was the inspiration behind it?

You may also come up with several problems that your offering solves! Pick whichever one feels the strongest or most compelling, while also being straightforward.

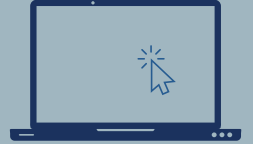
The main thing is to make sure you talk about the problem your customer is facing in *their* language. You with your expertise may know that the real problem is their mindset, but your audience isn't thinking, "I have a mindset problem." They're thinking, "I'm terrible at motherhood."

So don't get too technical here — figure out what is keeping them up at night, in their own language, and say it like that!

*(Scrolling through Facebook group comments in your niche is a FANTASTIC way to figure out the language people are using.)*

*Still struggling?*

Not sure what you solve? It takes some discernment and knowing all the different kinds to look for. We spend a whole module on pain points in my course, *Market Like Jesus* if you want to explore this further!



## *Adoration Question*

Ask Jesus: "Lord, how do you want me to serve and love people with this offering? I'm too close to this; can you show me what problem this is going to solve for them? What is keeping them from you or living out your will with peace and freedom?"

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# "And then what?"

## TRANSFORMATION

We don't just bring up their pain and leave them in it — then we tell them how we're going to help fix it!

It seems obvious to us, but we cannot assume that people know the benefits of what we offer. We have to state the solution we're offering clearly — both the "what" and the "why" (*the difference between offering "house cleaning" and "house cleaning so you can invite people in and not be embarrassed at the state of your house"*).

As with pain points, the size of the transformation doesn't matter — just tell them what it is!



## Biblical Example

Read [Matthew 11:28-30](#).

This famous Scripture verse sums up pain points and transformation — Jesus acknowledges what people are feeling and clearly paints the picture of what they'll receive when they come to Him. He starts with what they think they want (rest) and ends with what *He* knows they need (rest for their souls) — but He always starts with their language first to draw them in!

As with pain points, we need to ensure that we talk about the transformation in our audience's language, not our professional take. *(Aka show them, not tell them)* Yes, working with you might help them to feel more aligned with their values, but zero people woke up thinking like that. What they are really looking for is being able to make decisions easily because they are confident in God's will.

To figure out the transformation, ask yourself, What would my audience's life look like after? How will their life be better/easier? What do they *actually* want? *(For example, with a Catholic game, parents aren't looking for just entertainment; they're looking for a fun way to make the faith "stick" for their kids, and maybe five minutes to themselves).* Again, if you have access to your audience, ask!



## Adoration Question

Ask Jesus: "Lord, what do you want this person's life to look like one month from now? What is your vision for their life? Can you show me the impact this will have on their lives, however small?" Conclude with a prayer of thanksgiving for getting to be a part of this person's journey to Him.

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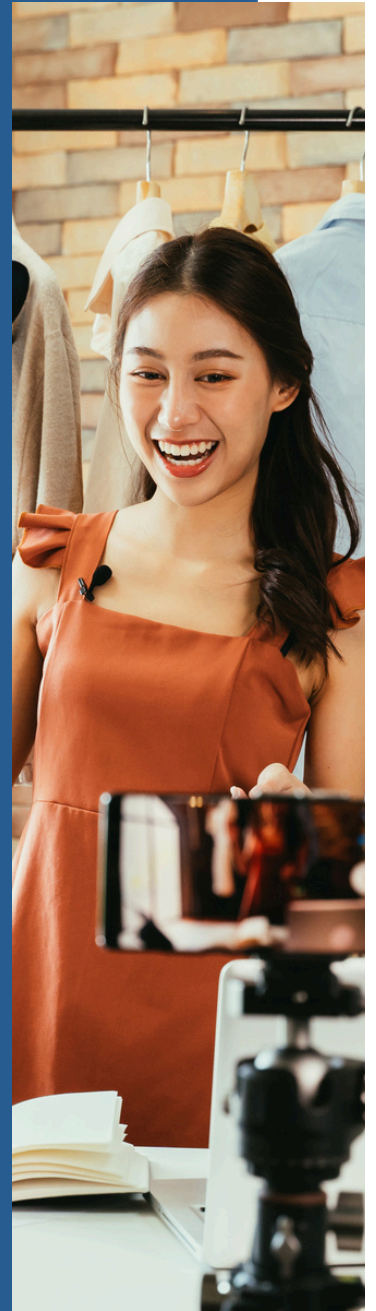
# Put It Together

Parts 1-3 are the core of your marketing message. There are many other aspects to consider in developing your message — value proposition, competitive analysis, brand voice, differentiators — but these are non-negotiable.

Now, we'll put them all together! It should end up something like: This [offering] will help [audience] to solve [problem] and enjoy [transformation].

*Note: Don't use that structure word for word in your marketing! This is just for your reference to go back to this "why" when you're planning promotional content.*

1. TARGET AUDIENCE  
*Who specifically this product or service is meant for*
2. PAIN POINT  
*What problem this offering will solve*
3. TRANSFORMATION  
*What solution you are providing/what life will look like after for them*



Those other pieces that make selling easier? I cover them all (*with Biblical examples obviously!*) in my course, *Market Like Jesus*. If you're struggling with wording your messaging so it resonates and doesn't sound salesy, you won't want to miss the Cross of Content and PARABLES framework inside. [gloriamarketing.com/market-like-jesus-course](https://gloriamarketing.com/market-like-jesus-course)



# "How will they find out?"

## CUSTOMER JOURNEY

Now that you have your message, we have to figure out where you're going to promote it!

Most people go with "I'll post a few times and maybe email." But the reality is that we need to do a lot more — and we need to do it with a plan. Because no plan = no posting...and then wondering why no one bought.

In marketing, we call this customer journey mapping, which is just a fancy way of saying how people will find out about you and then buy what you're selling.

One of the biggest worries I hear is being too annoying by sending too much marketing. Trust me, if you feel like that, you're not the problem. I guarantee you're not talking about your stuff enough.

Because there's a lot of noise out there. Almost no one is reading and seeing everything you put out there.

Plus, almost no one sees something and buys immediately. Even if they do, there are likely subconscious exposures and awarenesses that led to the decision (*like social posts, going past the store every day, flyers, etc.*).

So before we sell something, it's imperative that we plot out how people are getting from point A to add to cart, and there's probably more steps than you think.

I can't not talk about the Rule of Seven here. It was the first thing that opened my eyes to how Jesus uses marketing in the Bible.

**Rule of Seven:** States that people need to see something on average seven times before they'll take an action (*some studies are beginning to show even more, seven is now the minimum — typically lower cost, = less encounters needed*)

**Covenant:** The word "seven" in the original Biblical language was also the same word as covenant. It's built into our spiritual DNA that we need that many reminders of God's love, so we need to remind people that many times of our sale too!



## Biblical Example

Read [Luke 11:5-8](#) and [Luke 18:1-8](#).

These two parables show the importance of persistence, and that persistence in pursuit of good is a good thing! Really, the entire Bible is a story of a spiritual customer journey — God's patient persistence in pursuing His people through various covenants (*ironically six, with Jesus' covenant with us being the seventh*), with constant reminders of the promise of the Messiah until He came.

So here's what a customer journey could look like:

Encounter #1: Sees your ad  
Encounter #2: Goes to your website  
Encounter #3: Clicks around and signs up for your freebie  
Encounter #4: Reads welcome email

Encounter #5: Clicks a link to your podcast and listens to an episode  
Encounter #6+: Goes back and listens to a bunch of episodes  
Encounter #7: Finally buys after getting a sales email from you

Of course, those encounters might be different based on your marketing channels, and it might stretch on for months (*it once took me 5 years to buy something I'd been looking at. I just wasn't ready before then*).

Okay, so how do we make a customer journey? First, list out all of the possible promotion channels you have (*i.e. email, social media, podcast, etc. — including paid or “borrowed” audiences through PR/influencers, etc.*). Then, looking at your audience, decide which channels they'd be on, and focus on those. Then, make a list of at least seven times (*ideally more*) during your promotion period that you'll

share about this offering across those channels (*i.e. 3 social media posts, 2 podcast episodes, 2 emails*). Definitely mix up the messaging/focus of each so it's not the exact same thing, but plan these out and put dates on them. And remember, seven is the minimum — not everyone will see each time you share (*especially on social media*), and they likely need at least 7+ exposures before hitting buy.



## Adoration Question

Ask Jesus: “Lord, where am I most likely to connect with who you’ve called me to serve? Can you please lead me to them? Give me the courage for persistence and wisdom to know how often to share so I can break through the noise of the world and draw them closer to you through this offering.”

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# "...now what?"

## VALUE LADDER

This is the piece that most people miss  
...what happens *after* you make the sale.

Before you start offering, you need to ask yourself, "What do I want them to do next?" You should always have something else for your audience to do next to go deeper with you, and your product or service needs to lead them naturally to that next step.

It might be buying one for a friend or pitching your 1:1 coaching package, but we need to always be thinking about what the next step is and share that in our offering, because we can't assume they'll know.



## Biblical Example

Read [Luke 6:12-16](#) and [Luke 9:1-6](#).

We know from other passages that Jesus had more than just 12 followers. But for these twelve, He invites them to take a deeper step from disciple to apostle. This call isn't for everyone, but those who go the next step find both deeper commitments as well as deeper intimacy with the Lord.

*I advise always offering something free in your value ladder — not just to grow your list, but because for most of us, this is our ministry too, and there's a core message the Lord's placed on our heart we want everyone to know, whether they pay us or not. For those who need more, we can give more personalized value based on their needs as they ascend the ladder!*

To create your value ladder, look at everything you offer and put it in value order (*typically financial, but could also be level of commitment*) from free to most valuable. Only offer one thing? Ascending in value for your audience might be becoming an affiliate or buying one for a friend. Remember, it's vastly easier to get a repeat customer than a new customer.

Then communicate it! Whether through digital follow up via an email automation, in your product packaging, as part of a follow-up survey, be sure to clearly outline the next step. Not everyone will need more and that's okay (*some people just listened to Jesus' Sermon on the Mount and that was enough for them!*). But for others, they will need more accompaniment, more solutions, and so you need to tell them how to access more.



## Adoration Question

Ask Jesus: "Lord, how can I help my people the most next? What other needs will they have? How can I help them not just ascend my offerings, but more importantly, ascend their spiritual journey towards you?"

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# You did it!

Congrats! You now have a basic marketing plan for your upcoming launch or sale. I pray you feel more confident as you begin!

I know it's not always "glittery" and fun to do this kind of behind-the-scenes planning work, but putting in this time and effort beforehand will make selling not only easier, but also more profitable — and more like Jesus would do it!

Know of my prayers as you glorify God with the incredible gifts and talents He's given you, and feel free to reach out with questions at [gloriammarketing.com](https://gloriammarketing.com)



## Want more?

Feel like you put so much effort into your marketing but don't see results? You don't need more viral quick tips. You need foundational strategies and a plan that's worked for millennia, no matter the trends or algorithms.

These were just 5 of the 30 marketing strategies I've found that Jesus used. My new course + community, *Market Like Jesus*, will teach you how to create a complete marketing strategy that actually works, based entirely on how Jesus and the apostles grew the Church.

[LEARN MORE](#)