

# Marketing 101: Rooted in Values, Built for Results.

Whether you're just starting out or have been teaching for years, marketing often feels like the hardest part of this journey—but it doesn't have to be. Today, we're not chasing trends or trying to 'sell ourselves.' Instead, we're grounding our marketing in what matters most: your values, your teaching style, and the genuine connection you build with your students.

Effective marketing starts with knowing who you are, what you offer, and how you help. Then, it's about sharing that consistently and clearly—so the right people find you and stick with you.

We'll use four simple tools to build the foundation of your personal marketing plan—one that feels authentic, aligned, and doable.

## Notes ...



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## This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. In the top right corner, there is a small black icon of a smiling face with closed eyes, suggesting a happy or satisfied expression. The overall appearance is that of a clean, unused piece of stationery.



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## Marketing 101: Strategies

A marketing strategy is a focused effort with a defined outcome. There are many marketing strategies to promote yourself to your community. Think of your ideal client as you study the lists below and choose three the marketing strategies that resonate with you.

Steps:

1. Double-click the square to check off all tactics that you think would be a good fit for you and your community.
2. 90-Day Plan: Mark three publishing tactics and one broadcasting tactic by highlighting in bold then focus on only these for the next 90 days.
3. Growth Plan: Revisit this list on a quarterly basis. When you are ready, mark additional tactics in bold as you build your confidence.

### Publish

- ☐ Book
- ☐ eBook
- ☐ White Paper
- ☐ Blog
- ☐ Polls
- ☐ Quizzes
- ☐ Surveys
- ☐ Contests
- ☐ Knowledgebase
- ☐ Calculators
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

### Broadcast

- ☐ TV
- ☐ Radio
- ☐ Facebook LIVE
- ☐ YouTube Videos
- ☐ Podcast
- ☐ Webinars (Zoom)
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

### Speak

- ☐ Events (i.e., conferences, workshops)
- ☐ Industry Associations
- ☐ Trade Groups
- ☐ Religious Organizations
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

### Network

- ☐ Chambers
- ☐ Religious Groups
- ☐ Alumni Associations
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_



## Marketing 101: Brand Color

To choose a brand color palette that aligns with your personality, think about your brand identify and how you want to make people feel.

If your brand were a person, how would you describe their personality?

How do you want people to feel when they interact with your brand?

Who is your audience and what is important to them?

What types of brands are they drawn to?

Your brand colors should reflect your personality and evoke emotions in your customers. Below are colors with associated emotions and ideas. Choose two bold colors and one neutral color:

☐

**Red** - Excitement, passion, love, power, speed, strength.

☐

**Pink** – Love, romance, caring, tenderness, acceptance, calm.

☐

**Orange** - Energy, balance, enthusiasm, warmth, vibrant, extravagant.

☐

**Yellow** - Joy, happiness, hope, optimism, imagination, friendship.

☐

**Green** - Nature, health, luck, renewal, generosity, fertility.

☐

**Blue** - Peace, tranquility, stability, trust, confidence, loyalty.

☐

**Purple** - Royalty, nobility, honor, enlightenment, spirituality, wisdom.

☐

**Brown** – Earthy, reliability, comfort, endurance, simplicity, comfort.

☐

**Grey** - Security, reliability, intelligence, modesty, dignity, practical.

☐

**Black** – Power, sophistication, formality, elegance, wealth, mystery.



## Marketing 101: Core Values

The purpose of identifying your core values is to ensure that decision-making and problem solving is based on non-negotiable standards. Below is a table with inspiring words but if you need others, Google “small business core values”. First select 10 values from the list below by placing an x in the first column:

1	2	3	Values	1	2	3	Values	1	2	3	Values
			Accessibility				Faith				Loyalty
			Achievement				Family				Passion
			Authenticity				Friendship				Peace
			Challenge				Fulfillment				Reliability
			Collaboration				Fun				Resilience
			Competitiveness				Gratitude				Respect
			Community				Happiness				Service
			Connection				Harmony				Simplicity
			Contribution				Honesty				Stewardship
			Courage				Humility				Strength
			Creativity				Independence				Success
			Dignity				Impact				Tradition
			Discovery				Innovation				Trust
			Education				Integrity				Wealth
			Excellence				Leadership				Wholeness

Narrow the list down to 7 (place an x in the 2<sup>nd</sup> column), then to 5 (place an x in the 3<sup>rd</sup> column).

Then, enter your values below and describe why they are important to you.

Value	Why it's important



## Marketing 101: Value Proposition

The purpose of the value proposition is to describe the unique value a business offers to its customers. It should answer the question “What’s in it for me” or, “Why do my customers want to do business with me?”

Our

---

*[delivery system]*

helps

---

*[target customer]*

to

---

*[solution to their problem]*

by

---

*[products and services]*

instead of

---

*[problem]*

Example with modifications:

My

---

mah jongg lessons

*[delivery system]*

help

---

fancy-free people who are looking for a fun social hobby

*[target customer]*

to

---

fill leisure time

*[solution to their problem]*

by

---

learning how to play a challenging tile-melding game with friends

*[products and services]*

instead of

---

learning on their lonesome.

*[problem]*

My mah jongg lessons help fancy-free people who are looking for a fun social hobby to fill leisure time by learning how to play a challenging tile-melding game with friends instead of learning by their lonesome.



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