

# **EXPLORE YOUR ENTHUSIASM**

**EPIISODE 210: NEWSLETTERS, BLOGS,  
AND SOCIAL MEDIA: FITTING TOGETHER  
YOUR MARKETING PUZZLE**

# WHAT IS YOUR GOAL?

For your overall business?

For the next three months?

For your newsletter?

Blog?

Social media?

What do you want these tools to do for your business? (i.e., how will they help you reach your goal?)

What does your Customer Path currently look like?

How does each tool (that you currently use) fit into your path?

# HOW TO PICK THE RIGHT TOOL

What's your goal?

What makes sense for your work?

What do your customers use?

What's your hub?

How can you feed content from your hub to your spokes?

How can you take content from your spokes to your hub?

What scheduling tool do you want to try?

(at bottom of page) Ready to fit this all together in a marketing plan? Join [Craft Your Marketing](#) or the [Starship!](#)