

Marketing gets a bad rap - and I get it.

From people using it as a tool to manipulate to the poorly made attempts at sideways selling with a hand out, there are plenty of places for it to go wrong. It's no secret that I've struggled with my relationship to my work in marketing over the years, and yet, I am still here. Why?

Marketing is so much more than a means to an end.

At its finest, it's incredible storytelling. It's a way for us to connect with the people we want to do business with as we iterate and craft our message. It's psychology at work, art put to brilliant use, an opportunity to play and participate in the zeitgeist. There are few places you get to play in art, culture, trends, and more where things are always changing - and it's pulled me back over and over again through the years.

Because when it's done right, marketing is its own kind of practical magic.

This fall, I'd like to invite you to make some magic with me.

✨ Practical Magic: Become a Better Marketer Without Selling Your Soul ✨

Over 8 weeks, we'll be exploring what our trajectories are as marketers, supplementing theory with real world projects and consistent action. By the end of the program, my goal is for you to have the skills (or for those with more specialized skills, a clear path forward), individualized life+career roadmap, and support necessary to step into your next level.

This is a beta program, one I will be seeking significant feedback from participants during. (This is reflected in the cost of the program.)

This is not a marketing 101 class. In fact, there is a very good chance this experience won't be like any marketing/business course you've ever taken because I believe good business requires us to be braver than before.

And that means we have to try something different. Meaning? We'll be talking much more than just marketing.

This is for the wild ones who've discovered that this little spot on the internet might be their ticket to somewhere new. This is for the folks who have seen glimpses of who they might become, what they might accomplish if they only had a roadmap.

If you're a service provider implementing other folks' marketing who has been figuring it out as you go and dearly wishing you had a mentor...

If my story of going from copywriter to in-demand marketing strategist makes you feel some kind of way...

If you want to do business that isn't merely transactional but is a living, breathing testament to your values...

Practical Magic might just be for you. Apply below.

[Apply here to join Practical Magic!](#)

Course Outline

1. Orientation week

- a. Intake call w/ Dusti
- b. Business audit
 - i. (If working for someone else, they'll use that data here.)
- c. Skills audit
 - i. Hard skills
 - ii. Soft skills
 - iii. Areas of desired learning/advancement
- d. Goals for this program
 - i. Coordinate with "bosses"/your team as necessary

2. Set the stage -

- a. My philosophy + approach
 - i. Where I've been, what I've done, why you give a damn
 - ii. Marketing, psychology, storytelling, ethics, capitalism
 - 1. Beyond the guru bullshit - how do we do marketing effectively AND ethically?
 - iii. My framework
- b. Back to you - what's your philosophy?
 - i. Where've you been?
 - ii. What kinds of work have you done?
 - iii. Best project ever?
 - iv. Worst project ever?
 - v. Seed the framework discussion
- c. Stop Doing Exercise
- d. HW: Group intro, finalize your goals for the program

3. Creating your roadmap - *how to get the skills you need before (and often while) you're on the job*

- a. What are clients/potential clients telling you they need
 - i. And WTF does that really mean/what do they ACTUALLY need?
- b. What are you getting asked to do vs. what you end up doing
 - i. Learning the language of strategy
 - ii. How to tell the difference between a strategy ask and a tactics ask
- c. Moving from tactics to strategy

- i. What hard skills do you need to learn to level up?
 - ii. Soft skills?
 - iii. Software review
- d. Project #1 - Create Your Roadmap: Research and define growth path for the rest of the year
 - i. HW: Post it in the group for feedback/review
- 4. Strike a match**
 - a. Marketing Plan Workshop
 - i. The approach, how to do it, why it works
 - ii. Choosing the right KPIs
 - b. Project #2a - Create RD 1 of your marketing plan
 - i. HW: Post it in the group for feedback/review
- 5. Burn bright without burning out (part 1)**
 - a. Better launch planning
 - i. Kinds of launches/campaigns
 - 1. Live launching
 - 2. How to stop reinventing the wheel
 - 3. The truth about evergreen
 - ii. (Realistic) Quarterly planning + marketing plan timeline review
 - 1. The nitty gritty details that'll getcha every time
 - iii. SOS - shiny object syndrome, a marketer's worst nemesis (unless it's actually their greatest idea ever)
 - b. Proposals, scopes, scripts
 - i. How to get buy in on your Big Idea
 - ii. Making magic out of the mess: What to do when things go wrong
 - 1. When a launch goes sideways
 - 2. When you've fucked up
 - 3. When you're totally tapped out
 - iii. Helping your clients/boss not overdo it (because 95% of the time, they will)
 - iv. How to say no, not right now, and other uncomfortable conversations
 - 1. How to adjust timelines/deadlines without sounding like a dick (or like you don't know what you're doing)
 - 2. How to ask for help
 - 3. How to feedback that's actually useful
 - c. Project #2b - Create next version of your marketing plan
- 6. Burn bright without burning out (part 2)**
 - a. Revisiting your Stop Doing Exercise
 - b. Creativity isn't a finite resource (unless you ignore your meatsack)
 - i. How to take time off in a such a way that it (publicly) doesn't feel like you're gone
 - ii. What to do when the well runs dry (capitalism vs creativity conversation)
 - c. Content libraries, repurposing, why do it and why it matters
 - d. Project #3 - Fill in your content library (and start identifying gaps)

7. Light it up

- a. The power of connection + storytelling
 - i. Resources to do it better
- b. Spinning gold - what kind of spell will you cast?
 - i. Defining what comes next, personally and professionally
 - ii. Review action steps
- c. Exit interview w/ Dusti

Program details/logistics

Begins week of Oct 3rd: Orientation week - get into the course, touchbase with me to discuss goals and outcomes.

- 7 75-minute workshops - Wednesday 10:30am PST
- (Optional but encouraged!) Weekly coworking + coaching Thursdays at 11:00am PST
- Group Heartbeat Channel (I'll teach you the best way to use it so it's not just One More Thing.)
- Access to The Vault - all of my client-facing resources

Bonus interviews with folks who've made the jump:

- Hillary Weiss
- Jacqueline Paumier
- Veronica Yanhs

****Fast action bonus - sign up before September 21st, do your Q4 planning with me on September 23rd, 2022****