

## Table of Contents

Dedication	2
Preface	3
Prologue	5
Table of Contents	7
<b>Part 1: Magnetize Success</b>	<b>10</b>
Finding a Source of Inspiration	11
What Is Success?	13
What Is Joy?	15
Cultivating Right Attitude	17
Positivity	19
Enthusiasm	22
Courage	25
Calmness	27
Energy and Magnetism	32
Magnetism and Success	35
<b>Part 2: Manifest a Vision</b>	<b>38</b>
<b>Developing Concentration</b>	
Affirmation	42
Visualization	44
Setting Intentions	45
Prioritizing Goals	47
Finding Balance and Harmony	49
<b>Part 3: Share Inspiration</b>	<b>51</b>
Introduction: High-Minded Marketing	52
Create a Marketing Plan	54
Envisioning Success	56
Sharing a Story	59
Identifying Core Values	61
Attracting Support (Target Audience)	64
Basic Marketing Research	67
The Right Language (Keywords)	67
Types of Marketing Research	69
Define Your Niche	74
Establishing a Brand	76
Tracking Progress	81
<b>Part 4: Market Your Purpose</b>	<b>83</b>

Content Marketing – The Ultimate Integrated Strategy	84
Landing Pages and Pathways	88
Social Media	91
Introduction to Social Media	91
How to Start Your Social Media Strategy	91
How to Strengthen Your Social Media Connections & Network	93
How to Choose the Right Content for Social Media Marketing	94
Facebook	99
Pinterest	102
YouTube	109
Search Engine Optimization	111
Twitter	113
Instagram	116
Search Engine Optimization (SEO)	119
Writing Blogs Strategically	123
User-Friendly Websites	126
Videos: How to Create Them and Why	131
VLOG: Video blogging	131
Hosting a Webinar (Live Video)	134
How to Get Setup and Stream a Facebook Live Video	136
Tips Regarding Public Speaking	137
Creating Imagery, Photography, and Copyright	140
Newsletters	143
How to Improve a Content Marketing Plan	147
Conclusion	150
<b>Part 5: Appendix</b>	<b>151</b>
Sample Online Marketing Plan:	152
Sample Social Media Plan:	155
“Our Brand” Team Handout	157
Marketing Research	161
Sample Marketing Survey	163
Questions to Ask Before Designing a Website	166
Miscellaneous	169
Facebook for Beginners	169
How to Get Media Coverage: Becoming “Newsworthy”	171
How to Write a Donor Letter for Fundraising - Template	175
Fundraising Proposal Writing Tips & Template	180
5 Simple Tips on How to Reduce Stress at Work	185
How to Be a Supportive Leader	188

Meditation and Affirmation for Success	192
<b>Glossary</b>	<b>193</b>
<b>Sources</b>	<b>198</b>