LAUNCH READY · SESSION 6 OF 8

Marketing on a Community Budget

Your brand story, low-cost marketing, and turning customers into regulars

Toronto Public Library · York Woods Branch
Entrepreneur in Residence · Fall 2026 · Leo Bailey

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SESSION 6

Today's session

1. Your brand story in plain language
2. Marketing that costs little or nothing
3. Turning first customers into regulars

YOU LEAVE WITH

Your brand message and a 30-day marketing plan

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CORE IDEA

People buy from people they know, like and trust.



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BRAND STORY

Your brand story has three parts

1

Who you serve

A specific person with a specific need.

2

What changes for them

Life after they buy from you.

3

Why you

Your roots, experience and reason for starting.

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THE FORMULA

I help [who] get [what] so they can [result].

Example: I help busy parents in North York get healthy Caribbean meals so they can eat well without cooking every night.



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YOUR TURN · 8 MINUTES

Pen and paper · use your handout

Craft your message

1. Fill in the three brand story boxes
2. Write your one-line message using the formula
3. Read it to a neighbour
4. Rewrite it once based on their face

If your neighbour can repeat it back, it works.

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LOW-COST MARKETING

Marketing that costs little or nothing

1

Word of mouth

Your best customers, telling their people.

2

Community partners

Churches, salons, barbershops, community centres.

3

Local events

Markets, festivals, library programs.

4

Free listings

A Google Business Profile, covered in Digital Edge.

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PARTNERSHIPS

How to approach a community partner

1. **Pick partners who serve your customer.** Same people, different need.
2. **Offer something first.** A discount for their members, a sample, a workshop.
3. **Make a small, clear ask.** A flyer on the counter, a mention, a shared event.
4. **Follow up and say thank you.** Share results. Partnerships grow from trust.

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KEEP THEM COMING BACK

From first customer to regular

5 Refer a friend

4 Come back

3 Follow-up

2 Thank you

1 First purchase

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REFERRALS

Make referrals easy

Ask at the happy moment

Right after they say 'this was great'.

Make it simple

A card, a link, or 'just send them my number'.

Say thank you

A small reward or a personal thank-you.

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30-DAY PLAN

A simple 30-day marketing plan

Week	Focus	Example action
1	Tell your circle	Message 20 people you know about your business
2	One partner	Approach one church, salon or community group
3	Show up	Table at one local event or market
4	Ask for referrals	Ask every happy customer to tell one person

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COMMIT · 3 MINUTES

Pen and paper · use your handout

Choose your three actions

1. Pick one action for weeks one to three
2. Write a date beside each
3. Tell your neighbour your first one

Saying it out loud makes it far more likely to happen.

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TAKE HOME

What you are leaving with

- Your one-line brand message
- Three low-cost marketing actions with dates
- A plan to turn customers into referrals

NEXT WEEK

Selling with Confidence

Questions? Book a one-on-one session.

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