

# OH HEY: HIRE ME!

## SHAMELESS SELF-PROMOTION CHECKLIST

Whether you are a speaker, a copy writer, a web designer, a graphic artist, an editor, a yoga instructor, a personal trainer, or a dog walker, if you're a solo-preneur, you need some basic marketing pieces & systems to spread the word that you are, in fact, available.

After all, if you don't tell anybody what you do and how to work with you nobody can hire you.

Everyone's scared of self-promotion.  
However, the opposite of self promotion is unemployed.  
We don't want that.  
Get your ducks in a row. Here's a checklist.



### **FIGURE OUT YOUR BUSINESS NAME AND USE IT.**

Your business name might be your name. That's cool! Whatever your business name, make sure you use it on all platforms that you plan to use for marketing your services. Using your business name will encourage you to treat your business like a business.



### **DEVELOP A BRAND/BUSINESS IDENTITY**

You want to provide a consistent experience for your potential customers throughout every interaction. In human speak that means: choose standard fonts & colors to use on your website/business card/ social media pages, and print materials. A logo is great, too, and a logo can just be your name always created in the same font. Develop a voice for your writing and talking so that everything you produce sounds like it was written by the same person. When someone jumps from Facebook to your website you want them to feel comfortable they've landed in the right place.



## UPDATE YOUR EMAIL SIGNATURE

Your email signature is a place for free advertising! Use it! Don't overwhelm people with 800 choices. Pick three things to focus on and link those in your email. Include your website address (as a link), your contact information, your business name, and the link to your best social media account or two. Then pick a couple of things to highlight and link directly to those pages on your website. Have a logo? Put it in your signature.



## MAKE AN INSTAGRAM MEME / CREATE A COHESIVE STYLE FOR INSTAGRAM

Take that brand identity (fonts/colors/logo/voice) and create a weekly meme. (Shameless plug for two of my clients, @ellenzachos (with the Friday Foraged Find) and @saxonholt (with the Tip of the Week), who have developed a weekly tidbit related to their businesses and consistently post. Another colleague @charlieandava\_designs, a web designer & graphic artist has developed a look for her instagram, some of which includes educating consumers on web/graphic design so they know how to hire someone. Include a call to action in the text of the post for bigger oomph. Ideas: quotes, tips related to your industry, inspiration, questions.

**PRAIRIE PANORAMAS**

The trick of making a successful panoramic photograph is to break the first rule of composition, which is never to take a photo where the horizon line is in the middle. When taking the photo, pre-visualize the final composition, the one that you will crop later, when the horizon will not be dividing the scene in exact halves. But for the initial capture, do put the horizon line dead center. In the center of the lens the horizon line has no curve so by placing the horizon line in the center, when you crop for a wide panorama the horizon line will still be straight.

**PhotoBotanic**  
Garden Library of Saxon Holt | **TIP OF THE WEEK**

*it's so nice  
to meet  
you!*

**The Friday FORAGED FIND**

Welcome summer with a Blue Angel cocktail: wild blueberries, angelica syrup, linden infused single malt & elderflower champagne.

**Backyard Forager**  
backyardforager.com



# CREATE A SIMPLE, UPDATED WEBSITE

You probably fall into one of these categories: 1) new freelancer/no website 2) longtime freelancer, OLDDDDDDDD website (OLLLLDDDDDDDD is anything over 4-5 years old), medium-time freelancer with a website that has morphed and been built on and now looks like a frankenhouse. Nothing matches. It's hard to find stuff. There are 40 different pages linked in the main navigation. Start over with Squarespace or Wix (both are simple/easy/cheap to use) and focus on the services or products you most want to sell. It's like getting a makeover. You'll instantly feel better, more professional, and more confident. If you have a newish website that doesn't drive the user to take action (call you, email you, buy something), re-evaluate and streamline what you have. Too many confusing choices will overwhelm potential customers.



# CREATE A ONE SHEET

A one sheet is a flyer that explains your products and services. Front and back. Super simple. Include headings and short descriptions, your contact information, price ranges if you want, and a call to action that you want the one sheet reader to take (call, email, sign up for email list).



### GIVE YOUR SEMINARS A FRESH START WITH SUSAN BETZ!

Susan loves to lead listeners toward new ways to use native herbs for purpose and pleasure, whether in the garden, kitchen, wildlife areas, or the rest of the house. She offers a variety of popular presentations and can also prepare custom talks.

#### MEET SUSAN

Susan Betz is an author, garden communicator, lecturer, and conservationist who has specialized in herbs and other plants for over 35 years. She is a member of the Michigan Herb Association, International Herb Association, Garden Writers Association, and the Ecological Landscape Alliance. A life member of The Herb Society of America, Susan serves on USDA Native Herb Conservation committee and the Green Blogger's committee, the Herb Society's sustainable garden initiative. She lives and gardens in Ann Arbor, Michigan and is available for local, regional, and national speaking engagements.

#### GET IN TOUCH

WEB: <https://www.freshstartherbs.org>  
EMAIL: [michiganherbs007@gmail.com](mailto:michiganherbs007@gmail.com)  
PHONE: 517-212-6032

#### HAPPY LISTENERS

##### Excellent Presenter! 5 Stars!

Susan Betz presented GreenBridges at Willow Library in Battle Creek. She was excellent! Very knowledgeable about all things horticultural, but more importantly she was inspiring. She has a passion for native plants and for making life better through gardening. Great to work with, she is friendly and on the ball. Highly recommended! -Holt, Battle Creek, MI

##### Our guests just loved her!

Susan spoke at our annual symposium in 2015 on Magical Moons and Seasonal Circles. She was such a delight. Her lecture was very engaging. She talked about the cycles in nature and how to become aware of the little things you look past every day. Her book is wonderful. Our guests loved her! -Lisa

### POPULAR PRESENTATIONS

#### 15 NEIGHBORLY NATIVE HERBS FOR YOUR BACKYARD & BEYOND

Nature-friendly landscapes are eco-friendly landscapes — encouraging self-discovery, optimism and a sense of wonder about the natural world. Of course you want to learn how to grow your own!

#### HERBS FOR PLEASURE AND PURPOSE

Pretty and practical plants, herbs are very adept at multi-tasking in and out of the garden. Learn fundamentals of choosing herbs that blend with and complement your lifestyle and home landscape.

#### THYMEY TIPS AND SAGE ADVICE

Herbs serve a multitude of household uses. This presentation will focus on drying, freezing and storing your herbal harvest for future use. Learn how to make herb seasonings, vinegars, drinks, fragrant potpourris and natural cleaning products. Samples and recipe handouts will be included in the presentation.

#### MAGICAL MOONS & SEASONAL CIRCLES

Magical Moons and Seasonal Circles follows nature's annual cycles according to Algonquin full moon names, demonstrating how seasonal weather patterns and climate affect the life cycles and interactions of common native plants, animals, and insects living in our backyards and local communities.

#### NATIVE TREASURES: TALES FROM THE PLANT KINGDOM

Plants and animals are a rare and unique part of Michigan's natural legacy. Today these dynamic and varied communities have nearly vanished. This presentation chronicles the process of restoring a natural landscape. The native plants, insects and wildlife that have developed and co-evolved over centuries within this ecosystem are the starting point in this exciting tale of restoration, preservation, and celebration.



### BOOKS BY SUSAN BETZ

#### NEIGHBORING WITH NATURE: NATIVE HERBS FOR PURPOSE AND PLEASURE

Susan's new book is all about partnering with the world around you for a beautiful, functional garden. It's packed full of information about how native herbs provide essential habitat for humans and our fellow creatures as well as information about growing and using 21 native herbs indoors and out. Filled with delightful quotes, stories, and anecdotes, as well as actionable info.



#### CRITICS LOVE IT!

"Betz writes with the casual familiarity and authority of a true, hands-in-the-soil gardener with a passion for plants and nature. Her accessible information and tips will help to lead both new and seasoned gardeners into a new way of seeing and tending our precious earth. We need a Susan Betz clone, but for now I'll settle for her books." -Sharon Lowmyer, author of Sunflower Houses, Roots Shoots Buckets & Boots, and Trowel & Error

Susan draws on years of simply "being" in the natural world, of learning about and nurturing herbs, not just for human service, but also for the benefit of the surrounding soil, water, flora, and fauna. She shows us how to follow Nature's lead and in doing so, has crafted a book for every gardener's shelf, one that touches the heart and speaks to the soul of our interconnection with plants. -Pat Crider, author The Healing Herbs Cookbook, The Vegetarian Cook's Bible, The Juicing Bible

Neighboring with Nature is a superb resource and reference for people of all ages who are interested in increasing their native herb plant palette to provide natural communities for pollinators. It's sure to educate, enlighten, and encourage you to grow some of our wonderful native plants. Let this book be your guide and enjoy becoming a nurturing native plant gardener to create and enhance the wildlife ecological corridors in your neighborhood. -Jane L. Taylor, Founding Curator, Michigan 4-H Children's Garden, Michigan State University

#### MAGICAL MOONS & SEASONAL CIRCLES: STOP-LOOK-LISTEN STEPPING INTO THE CIRCLE OF THE SEASONS

Magical Nature keeps a datebook, an exciting schedule of mysterious and magical events occurring daily in our backyards and beyond. She does not wait us to work for an invitation or schedule an appointment; she is ready and willing to entertain and educate on a moment's notice. Demonstrating how seasonal weather patterns and climate effect life cycles and interactions of common native plants, trees, animals and insects living in our backyards and local communities. The Algonquin moon names assigned to each month provide themes for gardening projects, games, crafts and American Indian folk tales.



## The Best Tool EVER

How do you make all of these graphics and choose colors? You can always hire someone.

Or you can use Canva.com. It's free and how made this checklist.

I prefer to hire someone, but if that's not in your budget, Canva is gonna be your new best friend.