

INKWELL ADMINISTRATIVE SERVICES

The Marketing Minimalist Method

A practical reset for small business owners who want marketing to work without taking over their lives.

THE PROMISE Less noise. More strategy. More time back.

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Marketing should support your business - not become your business.

You did not start your business to become a full-time content creator, chase every platform, or rebuild your strategy every time the internet changes its mind.

The Marketing Minimalist Method helps you make fewer, better marketing decisions. It is designed for real businesses with real clients, limited time, and a lot already on the to-do list.

USE THIS GUIDE TO decide what to stop, keep, and repeat - then turn those decisions into one realistic weekly plan.

The four principles

01**Remove the unnecessary**

Make space by letting go of tactics that do not serve your current goal.

02**Focus on what matters**

Choose the audience, offer, message, and channel that deserve attention now.

03**Repeat what works**

Build trust and momentum by reusing proven messages and formats.

04**Protect your time**

Set a marketing rhythm that fits your capacity and leaves room to run the business.

PRINCIPLE 1 OF 4

Remove the unnecessary

You do not need a longer list. You need a better filter.

Every tactic has a cost: time, attention, money, or energy. If a marketing activity is not connected to a current goal, audience, or offer, it may be creating motion without meaningful progress.

CROSS THIS OFF Doing a task simply because a trend, competitor, or expert says you should.

What this looks like in real life

- Pause platforms you cannot maintain well.
- Stop producing formats that take too long for too little return.
- Let go of tactics you cannot connect to a business goal.
- Finish or remove half-built campaigns that keep taking up mental space.

Your minimalist move

Choose one marketing task you can pause for the next 30 days. You are not quitting forever; you are protecting focus now.

Write your decision:

PRINCIPLE 2 OF 4

Focus on what matters

One goal. One offer. One audience. One clear next step.

Focus makes marketing easier to understand and easier to execute. When every post, email, and page points in the same direction, your audience knows what you do - and you spend less time deciding what to say.

CROSS THIS OFF Trying to promote every offer to every person on every channel at the same time.

What this looks like in real life

- Choose one primary business goal for the next 30 to 90 days.
- Choose the offer most likely to support that goal.
- Name the specific person who needs that offer now.
- Use one clear call to action so the next step is obvious.

Your minimalist move

Complete this sentence: For the next 30 days, my marketing will help [audience] understand and take the next step toward [offer].

Write your decision:

PRINCIPLE 3 OF 4

Repeat what works

Repetition is a system, not a lack of creativity.

Your audience needs to hear a useful message more than once. Repeating strong ideas builds recognition, trust, and demand. It also gives you permission to repurpose instead of reinventing every week.

CROSS THIS OFF Assuming every post must be completely new to be valuable.

What this looks like in real life

- Reuse a strong message in a new format.
- Refresh a proven post with a sharper example or updated hook.
- Turn one client question into a reel, email, and FAQ.
- Keep successful themes in rotation long enough to become memorable.

Your minimalist move

Choose one message, post, or client question worth repeating this month. Then name two new ways you can share it.

Write your decision:

PRINCIPLE 4 OF 4

Protect your time

A strategy only works if your real life can hold it.

Sustainable marketing respects your energy, client workload, family, and season of business. Your minimum rhythm should be small enough to keep during a busy week - and strong enough to support your goals.

CROSS THIS OFF Building a plan for your ideal week instead of the week you actually have.

What this looks like in real life

- Set a weekly time limit before choosing tactics.
- Batch similar work to reduce constant switching.
- Create a minimum viable marketing rhythm for busy weeks.
- Leave open space for client work, rest, and unexpected demands.

Your minimalist move

Decide how much time you can realistically give marketing each week. Then build the plan inside that limit - not around wishful thinking.

Write your decision:

WORKSHEET

The Stop / Keep / Repeat Audit

Review the last 30 days of your marketing. Use evidence where you have it - inquiries, replies, clicks, conversations, sales, and time spent. Then make three decisions.

STOP What feels heavy, disconnected, or hard to justify?

Examples: an unused platform, over-designed posts, a weekly task with no clear purpose.

KEEP What supports your goal or helps customers take the next step?

Examples: one strong channel, a helpful email, a clear offer page, regular follow-up.

REPEAT What has already earned attention, trust, inquiries, or sales?

Examples: a proven message, client story, FAQ, offer, format, or call to action.

Your 30-day decision

The one thing I will stop:

The one thing I will keep:

The one thing I will repeat:

ONE-PAGE PLAN

Your Minimalist Marketing Week

Build the smallest useful plan you can repeat. If it does not fit on this page, simplify it.

THIS WEEK'S GOAL	<i>What business result matters most?</i> _____
PRIORITY OFFER	<i>What are you leading people toward?</i> _____
CORE MESSAGE	<i>What does your audience need to understand?</i> _____
PRIMARY CHANNEL	<i>Where will you show up? Choose one.</i> _____
CLEAR CTA	<i>What is the next step?</i> _____
TIME LIMIT	<i>How much time will marketing receive?</i> _____

The three actions that move it forward

1.

2.

3.

BUSY-WEEK MINIMUM If the week gets full, I will still complete:

Friday review: What worked? What can be repeated? What can be crossed off next week?

YOUR NEXT STEP

You do not need more marketing advice. You need a plan that fits.

If this guide helped you see what can come off your plate, the next step is turning those decisions into a focused strategy for your business.

MARKETING CLARITY CALL Bring the messy notes, half-finished ideas, and questions. We will identify what matters now and the simplest path forward.

BOOK A MARKETING CLARITY CALL

Visit inkwellas.com to book or learn more.

Carla Herr | Marketing Minimalist

Marketing that fits your life, not the algorithm.