

# THE PEP FRAMEWORK

Start using the **3 pillars of online marketing (PEP)** to create a powerful and and engaging personal brand to sell your coaching, professional services, or digital courses.



*Susanna Miles*

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## Personal Connection

This pillar makes you relateable and shows people that you understand them. You know you've done it well when you've created a feeling of a "tribe" or even "family".

It comes across in how you present yourself visually as well as through your positioning, messaging, and stories. This should be part of every email, post, ad or campaign.

When your marketing is genuine, people know. The personal connection is key with this because it encourages trust and gives people the desire to connect with, support, and buy from you.

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## Education

This pillar provides value while showing that you're an authority with lots to offer. It helps your clients achieve something, and also helps them understand what you do, and can do for them.

This is the backbone that guides people through the customer journey from a social media post, to a blog post, to a freebie - as well as every single product you decide to create for them.

When you provide real value people can't help but flock to you. When done mindfully and with heart, it helps to inspire trust and build credibility in you and your business.

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## Promotion

When you do the other two pillars well, promoting will feel more like you're sharing a gift, than selling. This is the magic of the PEP framework.

It is the final pillar because it's the last thing you should focus on and should always be used in combination with the other two pillars. And even though a lot of your money might be spent here most of your time and energy should be spent on the other two so that this is successful.

When done genuinely it works well with the other pillars to create an emotion, spark imagination and build excitement about the possibilities that you're offering.

**NOW WHAT?** Start using a balance of the social media prompts. When you combine these you will avoid being too salesly... or not promoting enough.

**"But What do I say?"** If you are you struggling with what to say head on over to [oh.susannamiles.com](http://oh.susannamiles.com) for resources and courses to help you get some clarity on that.