

RADICALEDGE
LEARNING CONSULTANTS
52-Week Marketing & Growth Series · Week 37

THE LOW-ENERGY MARKETING PLAYBOOK™

How to Stay Visible Even When You're Running on Empty

"Your business shouldn't disappear just because your energy does."

WHAT'S INSIDE

The ENERGY Framework™ · The Low-Energy Marketing Pyramid · The 15-Minute Marketing Plan · Emergency Content Bank · Minimum Viable Marketing · The CARE Framework™ · My Personal Low-Energy Plan

For entrepreneurs who are human on the weeks marketing advice forgets about.

BEFORE YOU BEGIN

The Truth About Entrepreneurship

Not every week is a high-energy week.

Some weeks you're:

- ✓ Delivering workshops every day
- ✓ Travelling
- ✓ Managing family
- ✓ Feeling uninspired
- ✓ Emotionally exhausted
- ✓ Simply tired

That doesn't mean your marketing has to stop.

It simply needs to become lighter.

THE FRAMEWORK

The RadicalEdge ENERGY Framework™

E – Eliminate

Remove anything unnecessary. Ask: does this really need to be done this week?

N – Nurture

Focus on existing relationships. Not new followers. Not new platforms. Just nurture the people who already know you.

E – Express

Share honestly. People connect with authenticity, not perfection.

R – Recycle

Reuse your best content. Never feel guilty about sharing a great idea again.

G – Give

Keep adding small pieces of value. One useful idea is enough.

Y – Yield

Accept that some weeks are for planting. Some are for harvesting.

THE MODEL

The Low-Energy Marketing Pyramid

The lower your energy, the lower you move down the pyramid.



LEVEL 1

High Energy

Do:

- ✓ Record videos
- ✓ Host webinars
- ✓ Create new guides
- ✓ Launch programmes
- ✓ Networking events

LEVEL 2

Medium Energy

Do:

- ✓ Repurpose existing content
- ✓ Create carousels
- ✓ Send newsletters
- ✓ Schedule posts
- ✓ Follow up with leads

LEVEL 3

Low Energy

Do:

- ✓ Reply to messages
- ✓ Share an old article
- ✓ Post one quote
- ✓ Recommend a book
- ✓ Celebrate a client
- ✓ Share a lesson

LEVEL 4

Recovery Mode

Do only three things.

- ✓ Reply to important messages.
- ✓ Thank one client.
- ✓ Share one valuable resource.

That's enough.

WHEN TIME IS SHORT

The 15-Minute Marketing Plan

If you only have 15 minutes...

MINUTE 1–5

Reply to comments.

MINUTE 6–10

Share one useful tip.

MINUTE 11–15

Reconnect with one person.

Done.

Marketing accomplished.

PREPARE IN ADVANCE

The Emergency Content Bank

Create this before you need it.

Include:

- ✓ 20 favourite quotes
- ✓ 20 client stories
- ✓ 20 business lessons
- ✓ 20 photos
- ✓ 20 testimonials
- ✓ 20 FAQs
- ✓ 20 tips

When energy drops... simply choose one.

THE 3R RULE

When you're exhausted... don't create.

Repurpose



Recycle



Reconnect

Simple.

SWAP IDEAS

Low-Energy Content Ideas

Instead of recording a Reel...

Share: “This is one lesson that has stayed with me...”

Instead of writing a long article...

Post: one question.

Instead of launching something...

Celebrate a client.

Instead of teaching...

Recommend a book.

Instead of selling...

Express gratitude.

THE MINIMUM

Your Minimum Viable Marketing (MVM)

Think of this as the marketing equivalent of “minimum viable product.”

On difficult weeks, commit to just one action in each category:

CATEGORY	ONE ACTION
Visibility	Share one useful insight
Relationships	Reply to one client or reconnect with one contact
Credibility	Post one testimonial or success story
Community	Celebrate another entrepreneur or recommend a resource

If you do these four things, your brand remains present without draining your energy.

CHECK IN WITH YOURSELF

The Weekly Energy Planner

Before Monday starts... circle one.

- ☐ **High Energy**
- ☐ **Medium Energy**
- ☐ **Low Energy**
- ☒ **Recovery Week**

Then choose your marketing plan accordingly.

WHEN ENERGY IS LOW

Stop This. Start This.

STOP DOING THIS

- ✗ Starting a new platform
- ✗ Comparing yourself to influencers
- ✗ Recording ten videos
- ✗ Launching a new product
- ✗ Feeling guilty

START DOING THIS

- ✓ Give yourself permission to simplify.
- ✓ Trust consistency more than intensity.
- ✓ Protect your wellbeing.
- ✓ Focus on relationships.

REFLECT

Founder Reflection

Complete this sentence.

COMPLETE THE SENTENCE

When my energy is low... my business will continue to grow because I will always _____.

YOUR ANSWER

YOUR SIGNATURE MODEL

The RadicalEdge CARE Framework™

C – Connect

Reply to people. Relationships first.

A – Appreciate

Celebrate clients. Express gratitude.

R – Repurpose

Use what you've already created. One great idea deserves many lives.

E – Energise

Choose one small action that gives you momentum rather than draining you.

THE FULL CHECKLIST

The Low-Energy Marketing Checklist

☐ **High Energy**

- ☐ Record a video
- ☐ Write an article
- ☐ Create a lead magnet
- ☐ Host a webinar

☐ **Medium Energy**

- ☐ Repurpose a previous post
- ☐ Schedule three posts
- ☐ Send a newsletter
- ☐ Follow up with warm leads

☐ **Low Energy**

- ☐ Reply to comments
- ☐ Share one quote or insight
- ☐ Celebrate a client
- ☐ Recommend a useful resource

☒ **Recovery Week**

- ☐ Reply to urgent messages
- ☐ Share one existing PDF or guide
- ☐ Thank one client or partner
- ☐ Rest without guilt

FOUNDER INSIGHT

Consistency Over Brilliance

Your audience doesn't expect you to be brilliant every day.

They expect you to be consistent, genuine, and helpful.

Some of your strongest relationships will be built not through your most polished content, but through your quiet consistency during difficult weeks.

MAKE IT YOURS

My Personal Low-Energy Plan

A few honest prompts. No right answers — just yours.

THESE ACTIVITIES DRAIN MY ENERGY

THESE ACTIVITIES GIVE ME ENERGY

THREE PIECES OF EVERGREEN CONTENT I CAN ALWAYS RESHARE

FIVE PEOPLE I CAN RECONNECT WITH INSTEAD OF CREATING NEW CONTENT

MY MINIMUM VIABLE MARKETING COMMITMENT FOR LOW-ENERGY WEEKS

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RadicalEdge Learning Consultants

"From HIRE to RETIRE-El all the way"



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