

RUTH HILL — MEDIA FROM THE HEART



Marketing From the *Heart*

The Top **10** Strategies To Stand Out

A simple, human approach To building visibility, trust,
and momentum — *without burnout*



Build
Visibility



Grow
Trust



Create
Momentum



Stay
Authentic



Avoid
Burnout

WELCOME, CREATIVE!



I'm so glad you're here.

Whether you're an actor, musician, writer, filmmaker, or multi-passionate creative, marketing doesn't have to feel forced, fake, or exhausting.

***You are not just sharing content.
You are telling a story***

You're in the right place. These aren't rules. They're principles I've seen work again and again with actors, authors, ministries, musicians, and creators.

If you downloaded this guide, you're part of a community of creatives who want to market their work with authenticity, confidence, and heart.

As you read, pay attention to the ideas that resonate most with you. Don't try to implement everything—choose one strategy and start there.

A Note from Ruth

Over the years, I've had the privilege of helping actors, authors, ministries, musicians, and creative entrepreneurs grow their online presence. The ideas in this guide aren't based on trends or shortcuts—they're the same relationship-first principles I use with clients every day.

01. LEAD WITH STORY, NOT JUST PROMOTION

People don't follow content — they follow connection.

Your audience wants to know why you create, not just what you are selling. Share the moments that shaped you: the setbacks, the quiet wins, the lessons learned along the way.

When you invite people into your story, you build trust. And trust is what turns viewers into supporters.



✨ **Try This This Week**

Once this week, share a short story about a moment that influenced your creative journey.

End with one simple question that invites conversation.

02. BE CONSISTENT, BUT KEEP IT HUMAN

Consistency builds trust—authenticity keeps it.

Your audience doesn't expect perfection. They simply want to know you'll continue showing up.

You don't need to post every day or chase every trend. A consistent rhythm that fits your life is far more sustainable than bursts of activity followed by long periods of silence.

People begin to trust creators who are reliable, approachable, and genuine—not creators who appear only when they have something to sell.



✨ **Try This This Week**

Choose one realistic posting schedule you can maintain for the next month.

Whether it's once a week or three times a week, focus on showing up consistently rather than perfectly.

03. MAKE VIDEO YOUR BEST FRIEND

People connect with people—not polished production.

When people can see your face and hear your voice, trust grows faster than through text or graphics alone.

You don't need expensive equipment or perfect lighting. A simple, authentic video recorded consistently can have far more impact than a highly produced video that never gets published.

Whether it's a behind-the-scenes moment, a quick tip, or a personal story, video allows your audience to connect with the real person behind your work.



✨ Try This This Week

Record one 15–30 second video sharing:

- *a behind-the-scenes moment,*
- *a quick tip,*
- *or a glimpse into your creative process.*

Focus on being yourself, not being perfect.

04. ENGAGE MORE THAN YOU PROMOTE

Connection compounds.

Growth doesn't happen only when you post. It happens when you participate.

Thoughtful comments build relationships and visibility at the same time.

When you engage with intention, people know you're there to build relationships—not just promote yourself.



✨ Try This This Week

Set aside 10–15 minutes three times this week to leave thoughtful comments on posts from creators, brands, or communities you admire.

Ask a genuine question, encourage someone's work, or celebrate a milestone. Focus on starting conversations—not collecting likes.

05. BUILD A HOME BASE YOU OWN

Your website is your home base. Social media is rented space.

Social media is a wonderful place to meet people, but it shouldn't be the only place they can find you.

Platforms can change overnight. A website and email list give you a place you own, where people can always learn about your work and stay connected.

Think of social media as the invitation. Your website and email list are where lasting relationships grow.



✨ Try This This Week

Take one step toward building your home base:

- *Create or update your website or landing page.*
- *Start an email list—even if only a handful of people subscribe.*
- *Make sure every social profile links back to your home base.*

06. SHOW THE PROCESS, NOT JUST THE PREMIERE

People love seeing how the story is made.

People are often just as interested in the process as the finished product.

Behind-the-scenes moments make your work relatable. They invite people into your creative journey and give them a reason to cheer you on long before the finished project is released.



✨ Try This This Week

Share one behind-the-scenes moment:

- *a work in progress*
- *a rehearsal or practice session*
- *your creative workspace*
- *a lesson you're learning*

Invite people into the journey—not just the destination.

07. COLLABORATE TO MULTIPLY YOUR REACH

The best opportunities usually come through people.



You do not have to grow alone.

Working with others helps everyone. It introduces you to new audiences, strengthens genuine relationships, and shows people there's a real person behind your work.

The strongest collaborations begin with genuine friendship—not networking.

✨ Try This This Week

- *Invite another creator to go live together.*
- *Recommend someone else's work.*
- *Reach out to someone you admire.*
- *Look for ways to serve before asking for anything.*

08. INVITE CONVERSATION, NOT CLICKS

Invite conversation, not compliance.

Not every post needs a sales pitch. The best calls to action feel like invitations to start a conversation.

When people feel welcomed instead of pressured, they're much more likely to respond.



✨ Try This This Week

- *End one post with an open-ended question.*
- *Invite people to share their story.*
- *Ask for opinions instead of likes.*
- *Thank people who respond.*

Every genuine conversation is the beginning of a relationship.

09. PLAY THE LONG GAME OF TRUST

Trust grows through consistency, not quick wins.

The creators who last are the ones who show up consistently, keep their word, and stay authentic. Trust grows slowly—but once it's earned, it becomes one of your greatest assets.



✨ **Try This This Week**

Ask yourself:

If someone followed me for a year, would they trust me more today than when they first found me?

- *Keep one promise you make to your audience this week.*
- *Show up consistently, even if only once.*

10. MAKE YOUR CONTENT A GIFT

**The best content leaves people encouraged,
informed, or inspired.**

Every piece of content is an opportunity to serve someone. Encourage. Teach. Inspire. Answer a question. Solve a problem.

When your audience consistently leaves your content better than they arrived, trust naturally follows.



✨ **Try This This Week**

Before you publish, ask yourself:

"How will this help someone today?"

When people consistently leave your content better than they found it, trust grows naturally.

THANK YOU

You don't have to build your creative journey alone.

If this guide encouraged you, remember this:

People don't connect with perfection. They connect with people.

Keep showing up.

Keep serving.

Keep telling your story.

The right audience grows one relationship at a time.

I'D LOVE TO KEEP ENCOURAGING YOU.

Each week I share practical social media ideas, encouragement for creatives, and simple strategies that help you grow without losing who you are.

Keep an eye on your inbox each week for practical strategies, creative ideas, and encouragement to help you grow authentically.

LET'S KEEP GROWING TOGETHER

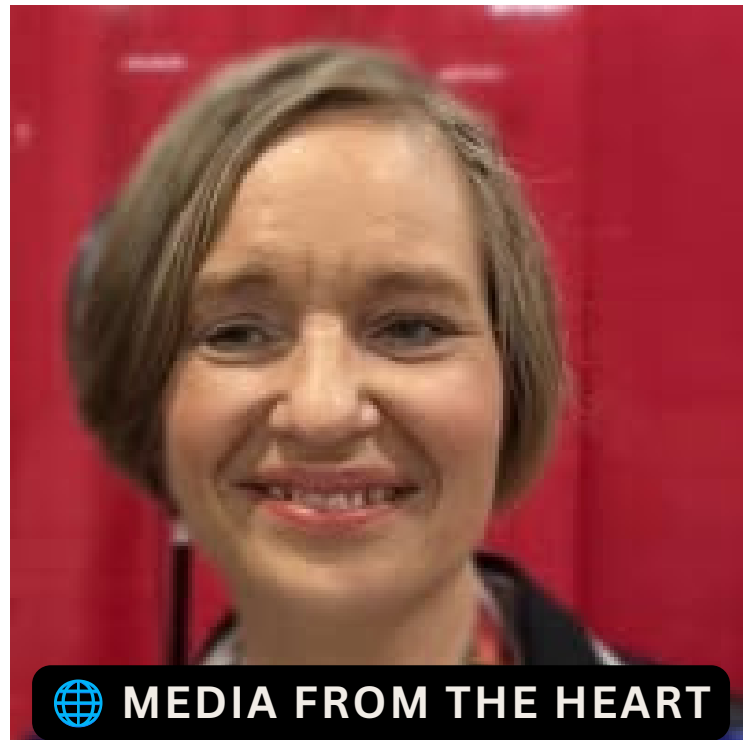
Let's Work Together

- Social Media Strategy
- YouTube Growth
- Website Feedback
- Content Planning

If you'd like a fresh perspective on your online presence, I'd be honored to help.

Ruth Hill

Founder,  Media From the Heart



Real connection will always outperform clever marketing.