DYSLEXIA DESK BUSINESS HUB

FREE RESOURCE

SPEAK. POST. GROW.

Marketing your business as a dyslexic business owner can feel overwhelming - especially when it comes to self-promotion. This guide is here to take the pressure off. Inside, you'll find practical tools, clear examples, and ready-to-use templates designed to work with your brain, not against it. You don't need to be perfect. You just need to be visible. We've got you!

https://dyslexia-desk.co.uk

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Getting Started - You're Not Alone

Marketing your business when your dyslexic can feel overwhelming, especially when it comes to self-promotion. But you're not broken. You're not doing it wrong. You just haven't had a resource made for you yet.

This guide is here to change that.

We're not going to give you theory or fluff. We're going to give you practical steps, real examples, and words you can use today. Even if you're feeling unsure, you'll find something here you can try right now.

So take a breath, and let's get going. You've got this, and we've got you.

Why Marketing Feels So Hard

If you've ever frozen before hitting "post," you're not alone.

Many dyslexic business owners struggle with marketing because we often compare ourselves to others. We worry that a spelling mistake will make people think we're unprofessional. We feel like we need to write perfectly before we're allowed to show up.

That pressure to get it "right" can be paralysing.

It's not just about the words either. For many of us, marketing feels vague. It's not a clear task like invoicing or packaging a product. It's about describing ourselves. And when you're dyslexic, that can feel exposing.

Here's what research and lived experience shows us can make marketing harder:

- *Fear of being judged for spelling, grammar or how we communicate*
- *Struggling to find the right words quickly, especially under pressure*
- *Low confidence in writing or describing what we do*
- *Trouble organising our thoughts when writing posts or bios*
- *Feeling overwhelmed by the volume and pace of online content*
- *Comparing ourselves to people who seem slick, polished or perfect*

This doesn't mean we can't market ourselves. It just means we need tools that fit how our brains work. That's what the rest of this guide is here to do.

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The Self-Promotion Block

For many dyslexic business owners, the hardest question is,
"So, what do you do?"

We stumble. We downplay. We say things like:
"I'm just a bookkeeper" or *"I do admin stuff, but not the complicated bits."*

Instead of highlighting what we're great at, we focus on what we don't do.
This often comes from years of being misunderstood or judged.
And from worrying we'll say it wrong or forget the right words.

But here's the truth:
You don't need to say it perfectly. You just need to say it clearly.

Let's flip the script with a few easy starting points:

Sentence Starters You Can Use

- *"I help people keep their business finances organised and stress-free." (Bookkeeper, VA, admin support)*
- *"I support neurodivergent adults through coaching and strategies that work for their brains." (ADHD or neurodivergent coach)*
- *"I run a business that helps families with home improvements, from small repairs to full rewires." (Electrician, tradesperson)*
- *"I'm a VA who focuses on social media, content, and inbox management for small business owners." (Virtual Assistant)*
- *"I help people build confidence in their careers, especially when they feel stuck or overlooked." (Mentor or employment support)*
- *"I create handmade products that bring comfort and calm to everyday life." (Crafter or product-based business)*
- *"I'm a plumber who makes sure everything works properly - and I show up when I say I will." (Plumber, tradesperson)*

Try this tip:

Think about what your clients or customers thank you for most often. That's usually what you do best - and it's a great place to start.

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Replying to Service Requests on Facebook

You see a post:
"Looking for a bookkeeper / plumber / VA / coach – any recommendations?"

You know you could help.
But your brain hits pause.

"Are they asking for me to reply to myself or just for names?"
"Is it weird to recommend yourself?"
"What if I spell something wrong and look unprofessional?"
"What if I sound too pushy?"
"What if I sound like everyone else?"

These thoughts are so common for dyslexic business owners.
And the truth is - it's absolutely okay to recommend yourself.

People often *hope* the right person will reply directly.
You're not being cheeky. You're making their life easier.

Reply Templates You Can Use:

Option 1: Friendly & Direct
Hi [Name], I run a small [your service] business and would love to help.
I'm local, reliable, and work really well with [type of client].
Let me know if you'd like to have a quick chat.

Option 2: Casual & Relatable
Hey! I do this for a living and totally get how hard it is to find the right fit.
I've helped people with [quick example].
Happy to have a chat if you think I could help.

Option 3: Confidence Without Salesy Vibes
Hi there – this is exactly what I do.

If it helps, I'm happy to chat or show you what it looks like when we work together. No pressure – just here if it's useful.

Common "Don'ts" (And What to Do Instead)

- *Don't say "Sorry to post here..."*
  → You're allowed to post. You're a valid option.
- *Don't downplay your skills ("I can do basic stuff, nothing fancy")*
  → Focus on what you can do. That's what people need to hear.
- *Don't try to sound like someone else.*
  → Speak in your own tone. That's how people connect.
- *Don't over-edit.*
  → Write it in your Notes app or Word first if spelling is a worry - then paste it in.

Tip: *Save a few go-to replies in your phone notes so you don't have to write from scratch each time.*

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Ready-to-Use Replies

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Post Ideas That Work

If you're staring at a blank screen, you're not alone.
Even people who do this for a living get stuck sometimes.

Here's what can help:

Instead of thinking "What should I say?", ask:
- *What does my client need help with today?*
- *What do I want people to know about how I work?*
- *What have I helped someone with recently?*

You don't need to come up with it all by yourself.
Use tools like **Google**, **AI (like ChatGPT)**, or even ask your current clients what they struggle with most.

Here are some easy-to-use post ideas:

1. **"A question I get asked all the time is..."**
   → Great for building trust
2. **"Here's something I helped a client with this week..."**
   → Share real experiences (without breaking privacy)
3. **"If you're feeling [insert feeling], this might help..."**
   → Connects emotionally (e.g. overwhelmed, stuck, unsure)
4. **"Before & after: This is what I helped transform"**
   → Visual wins work really well
5. **"I started my business because..."**
   → Builds connection and relatability
6. **"What does a [your job] actually do?"**
   → Educates and shows your value
7. **"Let me show you how I do this..."**
   → Behind-the-scenes, tips, or how-to posts
8. **"If you're thinking of hiring a [your role], here's what to look for..."**
   → Shows your standards without selling

9. **“Here’s what working with me looks like in 3 steps”**
   → Breaks down the process for nervous clients
10. **“This is your reminder that…”**
    → Encouraging, supportive, and values-led posts

Tips for Getting Unstuck

- Use a **voice note** to speak your post out loud, then type it up later
- Start with a **picture**, then explain it - not the other way around
- Look at **old posts or messages** - you’ve already said great things!
- Save post ideas in your **phone notes or Canva folders** so you have a bank ready to go

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Example Post 1 – Service-Based (Bookkeeper / Admin / VA)

"What does a bookkeeper *actually* do?"
A lot of people think it’s just about spreadsheets and receipts.
But the truth is, I help business owners feel calm, clear, and in control.
You don’t need to love numbers - I do.
And if it’s all built up in your inbox, I’ll help you sort through it one step at a time.

If that sounds like a relief, pop me a message. I'm here to help.

Example Post 2 – Support-Based (Coach / Mentor / Neurodivergent Support)

“If you're feeling stuck this week…”
You’re not lazy. You’re not behind. Your brain just works differently.
I work with people who feel like they *should* be coping - but deep down, they’re drowning in pressure.
Together, we find ways to make life feel lighter, calmer, and more doable.

You don’t have to figure it all out alone.

Example Post 3 – Product-Based (Maker / Crafter / Handmade Seller)

“Ever feel like you need a little calm in your day?”
That’s exactly why I started my business.
I make [candles / prints / kits / crafts] designed to bring moments of peace to busy lives.
Everything is made slowly and thoughtfully from my little home studio.
Take a look - and if it brings a bit of calm to your world, I’d love that.

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Post Prompts

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Your Simple Content Calendar

Marketing feels easier when you don't have to decide from scratch every single day.

Here's how to build a calm, consistent rhythm that works *with* your brain, not against it.

Weekly Rhythm Example

Pick 2–3 days a week to post. That's enough.

Here's one example of a weekly flow:

- **Monday – Your Why**
  Share a bit about why you do what you do, who you love working with, or a personal value that matters to you.
- **Wednesday – Behind the Scenes**
  Show something real. A photo of your workspace, your notebook, a project in progress, or what your day actually looks like.
- **Friday – Offer Post / How to Work With You**
  Let people know you're available. Share a service, opening, or product in a clear and simple way.

Tip: You don't need to sell every day. You just need to show up with honesty and consistency.

Why These Posts Matter

- **"Why You"** posts build trust — they show people who they're hiring.
- **"Behind the Scenes"** content makes you relatable — it breaks the myth of perfection.
- **"Offer" posts make it easy for people to buy — clarity leads to action.

50 Post Ideas You Can Use Anytime

1. Why I started my business
2. One thing I love about my job
3. What my ideal client struggles with
4. A recent win (big or small)

5. A tool I use every day
6. What people often misunderstand about my role
7. How I work differently (especially as a neurodivergent person)
8. What I've learned about running a business
9. My workspace today
10. How I plan my week
11. What makes my service unique
12. A review or kind word from someone
13. What I'd tell my past self starting this journey
14. A mistake I made and what I learned
15. Before/after a job or transformation
16. Something I do to stay focused
17. A FAQ answered
18. What's included in one of my packages
19. My top 3 values in business
20. What burnout looks like for me
21. How I protect my time
22. My favourite part of the job
23. A tip you wish more people knew
24. A "day in the life" post
25. The story behind your business name or logo
26. A myth about your industry
27. 3 things I do every week
28. My proudest moment so far
29. A cause or value I care about
30. A time I nearly gave up (and what helped)
31. What makes a great client
32. A glimpse into how I onboard people
33. Something I created that I love
34. A quote that resonates
35. What I've changed about how I work
36. My advice for someone starting out
37. What to expect when working with me
38. How I recharge
39. A personal win this week
40. A little-known skill I have
41. The most useful app or software I use
42. How I manage my time or energy
43. What I'm learning right now
44. A problem I solve for clients
45. A post about gratitude
46. What helps when I'm feeling stuck
47. Something people get wrong about dyslexia
48. What I love about working with neurodivergent clients
49. How I handle busy weeks
50. A post celebrating progress (yours or your client's)

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- *Monthly blank calendar (colour-coded).*
- *Example filled calendar.*
- *50 Post Prompts → reformatted into column checklist.*

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Getting the Most Out of Canva

Canva is a brilliant tool for dyslexic business owners because it lets you *start visually*.

Instead of staring at a blank Word doc or trying to write a perfect caption, you can begin with a photo, shape, or colour - and build from there.

Here's how to make Canva work for you:

Why Canva Works Well for Dyslexic Brains

- **It's visual first** - You can think in shapes, images, and colours, not just text.
- **Templates take away the blank page** - You're never starting from scratch.
- **It's drag-and-drop** - No design experience needed.
- **You can save your brand** - Store your fonts, colours, and logos for quick use.
- **It works on desktop and mobile** - So you can create when the mood hits you.

Simple Tips for Using Canva

- **Use folders** to organise your posts, ideas, and graphics.
- **Create a "bank" of ready-to-go templates** - Just change the text and post.
- **Record a voice note first**, then type your words into Canva after.
- **Use the search bar** to find icons, shapes, and layouts that match your ideas.

Canva Ideas to Keep Handy

- Testimonial templates
- "How to work with me" graphics
- Quote posts
- Service lists
- Product mock-ups

- Behind-the-scenes snapshots
- Event announcements or availability updates

Bonus Tip:

If you get stuck picking fonts, use clear, rounded ones like **Lexend**, **Open Sans**, or **Arial** - they’re more dyslexia-friendly and easier for your audience to read too.

Using Tools to Help You

You don't have to do this all by yourself.
There are tools that can take the pressure off - especially when writing or planning feels hard.

Here are some of our favourite tools that support dyslexic and neurodivergent thinkers:

AI Tools (Like ChatGPT)

AI works best when you guide it.

Instead of saying *"Write a post for me,"* try talking to it like a real person.

Say things like:

- *"Ask me 5 questions to help me describe what I do."*
- *"I want to write a post that shows what makes me different. Can you help me shape my answer?"*
- *"Here's a voice note - can you turn this into a clear post in my voice?"*

The best results come from giving it your ideas, then shaping the words together.

You are still the expert - AI just helps you find the right words, faster.

Planning & Posting Tools

- **Canva's Content Planner** - great if you're already using Canva
- **Trello or Notion** - create simple content boards
- **Google Calendar** - block time each week to create or schedule content
- **Meta Business Suite** - free tool to schedule Facebook and Instagram posts

💡*Tip: Start simple. Even just listing your post ideas for the month can be enough.*

Support Tools

- **Grammarly** - checks grammar and spelling gently (works inside Canva too)
- **Otter.ai or Voice Notes** - speak your ideas and get them transcribed
- **Dictation** - use voice typing on your phone or computer to get the words out naturally

Remember

These tools aren't here to replace you - they're here to support you.
You're still the brains. They're just your backup crew.

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Tools Cheat Sheet

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Reminders to Keep Going

Marketing yourself when you're dyslexic isn't just about what you post.
It's about how you feel when you show up.

Some days will feel easier. Some days will feel hard.
That's completely normal.

Here are some reminders to come back to when you're stuck, doubting yourself, or feeling like giving up:

What You Might Need to Hear

- You don't have to be perfect to be powerful
- People want connection, not perfection
- Your voice matters, even if you need help shaping the words
- Being dyslexic doesn't make you unprofessional. It makes you human
- One small post can lead to your next client
- The right people will get you. They're just waiting to hear from you
- You don't have to show up every day. You get to show up in your own way

Voice Note Prompts (When Writing Feels Too Much)

If writing feels hard, try speaking your thoughts instead.
Use the Notes app, dictation, or record a voice note to yourself.

Try starting with:

- "Today I want to tell people about..."
- "One thing I really believe in is..."
- "I love it when clients say..."
- "If I could give one piece of advice today, it would be..."
- "This week, I've been thinking about..."

You can turn these into posts later, or post them as short videos if that feels easier.

Your Own Reminders and Prompts

Use this space to write your own go-to phrases, voice note starters, or kind reminders for tough days.

You could write:

- Things clients have said that made you feel proud
- A phrase that reminds you why you started
- Words you want to come back to when you feel stuck
- A sentence you can post when you don't know what to say

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Reminders to Keep Going

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Want More Support?

If this resource helped you feel more confident, you don't have to stop here.

We offer practical, dyslexia-friendly support for business owners who want a bit of help with the bits that feel overwhelming.

You don't need to do it all alone.
Sometimes having someone by your side makes all the difference.

How We Can Help You

- **Admin and Bookkeeping Support**
  Stay on top of the business side of things with kind, non-judgemental help.
- **Social Media Setup and Ongoing Support**
  Whether you're starting from scratch or want someone to manage your content - we can help.
- **Custom Content Writing and Templates**
  We can turn your ideas, voice notes, and drafts into posts that feel like you.
- **Power Hours and Strategy Sessions**
  One-to-one time with us to get clarity, support, and confidence with your business direction.

We Get It

Dyslexia changes how you run a business - but it doesn't stop you from being brilliant.

We know what it's like to overthink, freeze, or feel like you're falling behind.

That's why everything we do is tailored to you.

Get in Touch

Visit **www.dyslexia-desk.co.uk**
Email us at **hello@dyslexia-desk.co.uk**

You can also follow us on socials for regular tips, support, and a good bit of real talk.

With Encouragement,

Nicola Ashdown

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Appendix

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1. ***Service Replies***
   - *3 reply templates.*
   - *My 3 Sentence Starters*
   - *Quick "Don'ts" checklist with tick boxes.*
2. ***Post ideas that work***
   - *Connection posts*
   - *Behind-the-scene posts*
   - *Offer / Value posts*
3. ***Content Calendar Toolkit***
   - *Monthly blank calendar (colour-coded).*
   - *Example filled calendar.*
   - *50 Post Prompts → reformatted into column checklist.*
4. ***Tools Cheat Sheet***
   - *3 columns (AI Tools / Planning Tools / Support Tools).*
5. ***Accessibility Notes***
   - *Reminders to keep going*
   - *Voice note prompts*
   - *Your own go-to reminders*