

7 Days to More Marketing Success!

Day 1

The #1 Marketing Mistake Small Business Owners Make

After 20+ years in the marketing business, I've realized there is ONE major reason most small businesses and solo-professionals are not successful with their marketing. They all make the same mistake. Want to know what that mistake is? Here you go: They Start Marketing!

Now you may be saying, "What? How can marketing be a mistake?"

After all, you know you've got to market in order to attract clients and generate sales. Otherwise, how will anyone ever find out about your business? The problem is, most people have it backwards when it comes to marketing.

Think about it.

What's are the first steps most people take when they decide to start a business. Well, typically they come up with a business name, print up some business cards, and head out to networking meetings or print up flyers or maybe even place an ad.

You might be wondering what's wrong with that. In fact, that may be exactly what you did when you started your business. But here's how I see it.

It's gambling. It's like rolling the dice in Las Vegas and hoping you're going to win. You're hoping your marketing is going to work. But you really don't KNOW if it will work because you haven't taken the time to really understand who you should be talking to, what you should be saying or how you should be saying it.

Because there are some very fundamental things you need to do BEFORE you start marketing if you really want your marketing to work. If you want to avoid wasting time, money and energy on marketing that's nothing more than the roll of the dice.

There are questions you need to answer. And they're not hard questions. But the problem is, most people don't know what questions to even ask.

Over the next seven days, I'm going to share some of these very important questions with you. Along with some key marketing principles that aren't difficult to master, but are critical to the success of your business.

Day 2 - The Key That Opens The Door To Marketing Success

If you have your own business you've probably heard or been told you need to have a marketing plan. But you may also be asking yourself, is it REALLY that important? Is it absolutely necessary?

May I tell you a quick story?

When I first started my own business 8 years ago, I did not take the time to create a marketing plan for myself. I'm embarrassed to admit that because I really should

have known better.

You see, I studied marketing in college. And, before I started my own business I spent 13 years working for marketing and advertising agencies. My job in those agencies was to create and implement marketing plans for my clients. And, I saw everyday how successful my clients were because of those plans. I saw my clients reaching their goals ... goals we had created as one of the very first steps in developing their marketing plans.

But I failed to do the same for my own business. Why did I make this mistake? Because I was in a hurry. I wanted to start my business ... I wanted to start doing the work I loved. I wanted to begin helping clients and of course, I wanted to start making a good living. So I just launched right into it, like many people do.

What happened?

I spent a lot of time and money to get my business up and running, yet I was not able to grow it the way I really wanted to. The way I needed to, to support myself and my family. Don't get me wrong, I was out there marketing alright, I just wasn't getting very good results. I wasn't achieving MY goals.

Looking back, I know was because I hadn't taken the time to think about what my goals were. Maybe you can relate. Perhaps you've found yourself in the very same situation. You're working hard and even though you're out there marketing, your business isn't growing the way you want. You're not attracting enough clients, or the kind of clients you really want to work with. Your sales are lagging and things just don't seem to be happening for you.

The bottom-line is, you're working your butt off but you're still STRUGGLING!

So what can you do about it?

You're already doing it. You're taking this marketing mini-course. And in it you're going to learn some key steps in creating a marketing plan for your business. Because having a plan is the key to success.

Day 3 - Why You Must Pick Your Clients Carefully

Let me share a little secret with you ... All clients are not created equal. All people are not good clients for your business.

I'll tell you a quick story to explain ...

A few years ago, one of my business partners and I took on a client that had been referred to us by one of our favorite clients. We thought that was enough of a reason to take on this new client. Even though we both had an uneasy feeling after our first meeting.

Even though we weren't sure this new client really understood and appreciated what we had to offer, we chose to take him on as a client ... because he had been referred by someone we loved working with and respected. And everyone loves referrals,

right?

But very soon, we came to regret the decision. The relationship was rocky. The client was very difficult to work with and was never really happy with the work we provided. And getting him to pay on time was like pulling teeth. Needless to say, the relationship didn't last.

When you have your own business, YOU have control over who you take on as clients. So why do so many small business owners take on clients who are less than ideal? Unfortunately, because they're usually hungry for business, so they take on anyone who appears to be looking for their services.

The only criteria that seems to matter is if the client wants to work with them. That's not a good way to build a successful business! In these situations you end up miserable, the client isn't happy, and it usually ends badly.

I know because I've been there.

So, your job as a marketer is to identify who your IDEAL CLIENT is. What kind of person do you most enjoy working with? Who can you best help with your products and services? And who is most likely to want to buy from you, or hire you?

Understand who this person is and get to know him well. That way you'll know where to find him and what to say to him in your marketing.

Knowing who you're talking to, and where to find them are two very important planning steps you must complete BEFORE you begin to market.

Day 4 - Why You Must Pick Your Words Carefully

Now that you know who you are talking to in your marketing, the next big question I usually hear is, "What should I say?"

And, it's a very important question. Because you only have a few seconds to grab your prospect's attention. And if you miss that opportunity, you've lost them. So how do you know what to say in your marketing to get them to buy? To answer that question I have to go back to our last step, identifying your ideal client.

Once you've identified who they are, you have to take it one step further. You have to understand them completely. Consider this ...

Think about the last time you had a conversation with a very good friend ... someone who knew you very well. What was that conversation like?

The other person probably said things that resonated with you ... that made you feel like they really understood you. You probably wanted to keep the conversation going. You probably felt like they really "got you". THAT is what you're going for with your marketing message. You want your prospects to feel like you really understand them ... that you are speaking directly to their concerns.

Please don't make the mistake so many small business marketers make and talk ALL

about YOUR business, your products and your services.

I've got news for you: Your prospects DON'T CARE!

What they care about is how you can help them. How you can solve a problem they have. How you can fill a need or a desire they have. How you can make their life better. Or help them feel better. Or make more money. Or You get the idea.

If you can talk about what's important to them in your marketing they'll be a lot more likely to pay attention and take the action you want them to take.

Day 5 - Why It's Important To Be Uniquely YOU in Your Business And in Your Marketing

Do you sometimes feel that in order to effectively market and sell your services you have to almost pretend to be someone or something you're not?

If you've ever felt this way, I've got great news.

You'll actually be a more effective marketer and salesperson when you're just being yourself. In fact, authentic marketing works like a charm. One of the things I love most about being a solo-professional is I get to be "me." What a relief that was for me.

Another lesson I've learned is to let my passion shine through. I'm one of those people who feels truly blessed to be doing work I love. I love to get up everyday and help my clients with their marketing. I love sharing what I know in the hope it will help another solo-professional be more successful. And when I hear that I've made a difference in someone's business and their life, I'm overjoyed. Truly!

When I learned to let this passion shine through, and to market from the heart, it made a huge difference. Not only did marketing become easier, suddenly I didn't feel like I was "selling," AND I started getting better results.

Because all of a sudden my marketing and my business were unique. Because I do what I do differently from anyone else.

I remember years ago when I used to work in advertising agencies, I would listen to my colleagues in client meetings and I always thought they sounded so "smart."

They spoke in very elevated, technical terms about the marketing strategies we were recommending for our client.

But when I spoke to my clients, I found myself more comfortable just keeping it simple. But sometimes I felt inferior to my colleagues as a result.

Until I realized that MY clients really appreciated the fact that I kept things simple. The marketing I was doing for them was effective. It wasn't my job to try to impress them with all I knew about marketing. They loved that what I recommended worked AND that I could help them understand it in simple terms.

When I embraced this uniqueness, and started building my business and my

marketing around this, everything started to change. I started attracting more clients, more easily. They started buying more. And the best part was, it was SO MUCH EASIER FOR ME. I was comfortable. I was just being ME!

The bottom-line is, if you're authentic, you'll attract people who connect with you. They'll trust you and believe you and want to work with you.

Be professional in your marketing, but don't be afraid to let your uniqueness and your passion and personality shine through. It works better than trying to impress any day.

And, avoid the big words and the industry lingo. Just talk to people in plain English about the problems they're facing and how you can help them.

It'll make a world of difference in your marketing success.

Day 6 - How To Get More Bang For Your Marketing Buck: Yes, Effective Marketing is Possible on a Shoestring Budget!

I'm often asked ...

"What are the best ways to reach my prospects?"

"How do I choose where and how to market?"

"How do I get my business known?"

"How do I determine the best way to reach potential clients on a very limited budget?"

These are all BIG questions.

Because just knowing WHO to market to and WHAT to say isn't enough. You've then got to get your marketing message out in front of those people. And, there are many ways to do that, without spending a lot.

I remember when I first started my business, I wanted to do things right, but the bottom-line was, I didn't have much money to spend on marketing. I had one client at the very beginning and I was just covering my bills. There wasn't much extra.

And I find that most of my clients are in the same boat. They're working hard to make ends meet and while they know they need to market, they just don't have the budget.

Well, the good news is, you don't have to spend a lot to market your business. Because I've discovered an entire arsenal of marketing techniques that work extremely well and are very cheap. (I share 10 of these techniques in [The 10stepmarketing System](#))

I'd like to share one of these marketing techniques by telling you a quick story.

Using Public Relations (where you get the media to write about your business for free)

I was able to get 10stepmarketing written about in *Entrepreneur Magazine*. This is a major national magazine that reaches over 500,000 of my ideal clients. In the PR business, that's what they call a 'big hit!'

Now, an ad in the magazine would cost me thousands of dollars - definitely NOT in my budget! But it only cost me \$100 and a few minutes to post my press release on PR Web. Something you can easily do for your business, too.

Plus when you can get the media to write an article about you, it's even better than advertising. Because you benefit from what's called "3rd party endorsement."

Before you think you've got to be a PR pro to use this marketing technique, I want you to know that is absolutely NOT the case.

I have one client in particular, who was AFRAID of marketing when I met her. But when she learned this technique she went out and convinced her local newspaper to write a feature article about her business.

Then she went to another local paper and talked them into letting her write a weekly column. And, she was a total newbie when it comes to PR and marketing.

If she can do it, so can you!

Using PR as a free marketing tool is just one of the 10 no-cost and low-cost marketing techniques I share in my [10stepmarketing System](#). Because marketing doesn't have to be difficult and it doesn't have to break the bank. You can market for less and be successful.

Remember, decide WHERE you want to see your business featured, then take steps to make it happen.

I've done it, my clients have done it, and so can you!

Day 7 - How to Pull it All Together Into A High-Impact Marketing Plan to Successfully Grow Your Business

One of the biggest complaints I hear from my clients about their marketing is, "I tried that and it didn't work for me."

When I probe further, usually I find out they tried it once, or maybe twice. If you want to be successful, you cannot try random marketing activities once or twice and expect great results. That's not how it works. Marketing takes consistency. It takes time to break through all the clutter and get through to your ideal clients.

Think about it.

While some people are certainly in the market right now for whatever it is you're selling, there are many others who aren't actively looking. They may not even yet realize they have a need for what you offer.

Your job as a marketer is to keep putting your marketing message out there, over and over and over again. Yes, you might get tired of it, but your prospect isn't seeing it

nearly as much as you are. Remember that.

Your job is to generate awareness of your products and services so when one of your ideal clients is in the market for them, they remember and contact YOU.

If you've only spoken to them once, and that was 6 months ago, how can you expect them to think of you now, when they're ready to buy?

You simply can't.

So you need to create an ongoing action plan that allows you to get your marketing message out in a variety of ways over time. Think of your marketing plan like a snowball. When you first start out, it's just a little snowflake ... that's not visible to most people.

But as time goes by, and it continues to build, it becomes a great, big snowball ... that NO ONE can miss. Instead of giving up after one or two try's, instead, give your marketing time to build, like a snowball. And make sure you stick with your plan, even when you get busy. You've got to make marketing a priority.

This often takes a shift in thinking, because very often what I see happen is that people stop marketing when they get busy. They figure, I've got all the clients or business I can handle right now, I don't need to keep on marketing.

And their snowball doesn't continue to build. They lose momentum.

And one day, all their current business runs its normal course. And the money stops flowing in. So they scramble around trying to drum up more business quickly. And their marketing becomes this start and stop activity, without any consistency.

I can tell you this is a very stressful way to run a business. And it makes for some very unsteady cash flow. And, it's next to impossible to really grow.

Because you never learn to think bigger. To find ways to handle more and more business. Because you always stop when you start to get busy.

So make your marketing a part of the way you do business. Put your marketing activities on your "to do" list. Put them on your calendar. Whatever it takes. But start doing them regularly until they become a habit. And not just something you do when you need to pick up a new client or two.

Because it's that consistency that is going to help your business keep growing and growing into a huge snowball that's literally unstoppable!

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