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Module 4: Creating Your Personal Marketing Plan the marketing and messaging class



KNOW YOUR MARKETING
OPTIONS

EXERCISE #1

INTRODUCTION

You have many, many options when it comes to what marketing activities to use to grow your business.

The following is a large selection, but by no means a complete list of all the marketing choices you have.

Don't worry - you're are not meant to do them all. (That would not be simple or easy.)

Not all of them will work for your business and most certainly you will NOT like some or many of these activities.

That's just perfect. You'll resonate with some of them. You won't with others.

However, do keep an open mind.

Your job right now is simply to note which of these appeal to you. You're not deciding which ones to use yet, just which ones vaguely, kind of, sort of interest you.

Also remember to use these ideas as a jumping off point. See what other creative ideas these might spur and write those down as well.

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REFERRAL MARKETING OPTIONS

checkmark the options that appeal to you for whatever reason

Ask In Person or Via Email

Make it a point to ask your existing clients for referrals on a regular basis. Just ask. *Do you know someone who could benefit from the kind of work we're doing or from this product?*

Ask After Compliment

When a client compliments you or expresses success as a result of your product or service, let them know how pleased you are, then quickly follow that by asking for a referral. For instance: *"I'm so pleased you're happy with the work we're doing. Do you know anyone else who can benefit from my services?"*

Ask Friends & Family

Ask your friends and family for referrals. If necessary, provide a sample of your product or service.

Create Referral Handout

Consider creating a postcard or printout to give to existing clients with their new client docs or later during your work, or with your product, that explains that if they're happy with your work you'd greatly appreciate a referral.

Create Loyalty Program

Give your clients a discount or something special for every person (or 3 people) they refer to you. Be generous. Make it worth their while.

Create Coupon Program

Give your clients a coupon they can give to their referrals that offers a discount off your product or service. For every coupon that someone uses, your client gets something BIG and wonderful.

What Comes Around...

What comes around, goes around. Start referring you clients, friends, and family to people you think could help them. Let the professional or business know that you made this referral to them. Your generosity and support will be noted.

Join Associations

Professional associations often have referral services for their members. When people are searching for an accredited person in your field, they will be referred to you.

Create Referral Partnerships

Is there someone who works with the same clientele you do, but in a different way? Look for people in complementary fields. Create an agreement to refer clients to each other.

Help Your Clients Refer You

Create an email template that your clients can use to make a referral. This makes it easier for them, as they don't have to craft the email themselves. For instance:



I don't know if I've mentioned it before, but I've been working with [your name] for a few months. The other day, I was talking with her about some of the things that she and I have done, and I realized that I should put you two together. So... [Referral], meet [your name w/link to website].[Your name], meet [Referral, with].I'll leave the rest to you guys. Talk to you both later.

Ask for Referrals for Non-Paid Work

Ask for referrals to your engagement activities... Facebook page or group, Newsletter, Blog, Free webinar, etc.

NETWORKING MARKETING OPTIONS

checkmark the options that appeal to you for whatever reason

Join a Local Networking Group

Go to local networking events. Do a quick search online for what's available in your areas. Try them out to find one that works for you. BNI, Chamber of Commerce, Women in Business are some examples. Look at MeetUp as well.

Participate in Group Activities

If you have an activity you love or would like to learn, join a local group instead of going it alone. This will expand the people you know.

Join Facebook Groups

Join and actively participate in Facebook Groups that matter to you. Show up and help. Be yourself. This is great networking.

Join Other Online Groups

Flickr, Yahoo, LinkedIn all have groups you can participate in.

Start a Meetup Group

Lead a Meetup Group yourself.

Make Online Friends

Make real friends via Social Media. Have real conversations online. This can rapidly expand your network.

Join Boards

Get active in organizations you care about and your professional organization. Your visibility in your professional organization, will increase the likelihood that your colleagues with different specialties or in different locales will refer you.

Go to Conferences

Conferences are great ways to meet people in general, as well referral partners in complementary fields.

Organize/Host an Event

Hosting and organizing events rapidly increases the network of people you know.

Join Toastmasters

A great way to get to know people and practice talking about your work.

Neighborhood Groups

Meet your neighbors!

Sports Leagues

Join an adult sports team or league. Bonding over sports is a great way to build rapport.

Volunteer

Volunteering for a charity or organization gets you meeting new people who are interested in the same causes as you are.

Dining For Women

I love this organization, so I'm throwing it in... join monthly potluck dinners, meet other women, and donate to NGOs doing amazing work around the world.
diningforwomen.org/

Book Clubs

Join a book club!

Attend Workshops

Ongoing education for yourself is a great place to meet new people.

Join Online Group Classes

Online classes are a great way to learn new skill sets. Those with forums or Facebook groups are great ways to meet new people and build connections.

Join a Mastermind

Some of my best clients have come from being in a Mastermind. In addition, the friends made in the Mastermind have become my biggest supporters and referral partners.

EDUCATING MARKETING OPTIONS

checkmark those that appeal to you for whatever reason

Start a Blog

Use your blog as a way to share your experiences and life lessons. Use it to communicate tips and educate people. Show your expertise.

Write a Book

Have a lot to say? A book is a great way to get your message, your material, and your name out there. Consider the self-publishing options now, as well as short books sold primarily on Amazon.

Start a Newsletter

Use online emails (or snail mail) to educate folks, as well as give them a taste of your message, personality, and style.

Post on Facebook

Short or long posts on Facebook that provide helpful hints, tips, perspective shifts, how-tos, etc..

Email Articles

Send past and present clients, as well as potential clients and other referral partners articles that might be of interest to them.

Guest Blog Post

Write a blog to be posted on someone else's blog post. They're readers will now know about you.

Publish Articles

Write an article to be published in an online or printed magazine.

Create a Valuable Free Offer

Create something that helps people in some way, that's valuable to them. This is usually used in conjunction with an email newsletter list. You'll get this valuable thing when you sign up for my newsletter.

Do a Webinar

Educate people through an online webinar.

Do a Demo

Organize a taster / demo day or do demos at an event or place of business.

Put on a Workshop

Create an introductory workshop or seminar of your own that's low cost or free.

Speak at an Event

Create a signature talk and offer to be a speaker at events. This could even be private events like companies with a brown bag lunch series.

Start a Podcast

Start your own series of recordings that relate to your field of expertise.

Be a Guest on a Podcast

Research other people's podcasts and ask if you can be interviewed.

Do a Radio Interview

Research radio shows AM, FM, XM, and online. Ask if you can be interviewed.

Do a Web Interview

Many people have online groups that they run and need content for their groups. Be a guest interviewee and provide great content.

Create a Client Handouts

The materials you give clients can serve to educate them and create interest in working with you further.

Create a Video Series

Video is the new black! Video converts and ranks high on search results. Consider creating a video series that educates and put it on your website.

Create an Infographic

Create an infographic that helps people understand your work, the results of working with you, or how something works. easel.ly.com is a great online tool for creating infographics.

Create a Slideshow

Create a slideshow that helps people understand your work, the results of working with you, or how something works. slideshare.net is a great online tool for creating slideshow presentations.

Create a Special Introduction Event

Create a special event for existing customers to bring their friends to. Make it exclusive or fun in some way and provide excellent helpful information.

Host a Lunch or Dinner

Invite people to a lunch or dinner event where you answer questions and educate them about your work during the meal.

Host a Meet & Greet / Open House

Hold a monthly, annual, or one-time open house in your office where people can learn about how you do what you do.

DIRECT MARKETING OPTIONS

checkmark those that appeal to you for whatever reason

Send Real Mail

An old-fashioned snail mail letter can really make an impact. Hand-written and personalized make an even bigger impact.

Send Postcards

Postcards are inexpensive to print now and can be very eye-catching. Be aware of postage costs for large mailings. Consider how to develop your mailing list. Will it be by geographic location? Existing clients? Etc.

Send Email

Send an introduction / launch email to your friends, family and colleagues. You can also send friendly quarterly updates. If you do this more often you'll want to ask them to opt-in to a mailing list so you're not spamming them.

Facebook Ad

Facebook Ads are a great way to go directly to your customer base. There are a lot of ways to target the ads.

Website Ad

Advertise on blogs or other websites related to your industry.

Local Newsletter Ad

Place an ad in a local print newsletter or magazine. Some ideas include the newsletter for your neighborhood group, your spiritual or religious group, or an arts organization.

Send Email Newsletter

Send your own email newsletter. This is a great way for people to get to know you. Mailchimp is my favorite service for this, however they're are many good services.

Donate Services to Charity Fundraisers

Donate two introductory sessions or your product to charity fundraisers. You'll not only have the opportunity to wow the purchaser, but your name will get out in the community.

Flyers

Create flyers and post them around town on telephone poles, in cafes, libraries, bookstores, grocery stores, and related retail locations. There are services that will post flyers for you.

Create a Promo Kit

Create an online media kit on your website and send it to people in the media. Include multiple photos, links to articles you've written, articles written about you, other interviews or podcasts, a list of questions you are frequently asked and the answers to those questions, your message, etc.

Contact Past Clients

Check-in on your past clients either through a personal phone call or email.

Offer a Discount

Offer a discount for a limited time as a promotion. Don't do it too frequently or people will get used to the discount and wait for that.

Offer a Free Consult or Taster Offering

Offer a limited number of free consults to give people a taste of who you are or what working with you is like.

Offer a gift or give-away

Offer a gift or a give-away on social media to drive traffic to your website, mailing list, or directly to working with you.

Brand Your Give-aways

If you give-away an inexpensive token, like a pen or a magnet, make sure you've branded it. Add your style to it. Integrate your message. Make sure it has your contact info.

Make Digital Quote Cards

Make digital quote cards and share them on social media. canva.com and picmonkey.com are great for this.

Make Paper Quote Cards

Print quote cards with your contact information on the back and give them to your new clients. moo.com is great for this.

Send Coupons

Send your past or existing clients coupons.

Send a Press Release

If you want to be interviewed, create a press release and send it directly to the decision maker for that media outlet.

Call Referral Partners

Don't wait for your paths to cross. Reach out and set up a coffee date with someone you've wanted to meet and think would be a good referral partner.

Twitter/LinkedIn/ Facebook

Reach out directly to people. Make friends. Be helpful. Engage directly. Take the first step.

Pinterest

Create boards that align with what you're selling, either directly to your product or to your message.

Instagram

Post photos that align with what your business . Quote photos work well here, as well as personal photos.

Display Your Business Cards

Put your business cards out in venues where your potential customer frequents.

Offer a Deal

Take advantage of Groupon, Living Social, and other such services. Make sure you can handle the number of people and the numbers make sense.

Offer a Deal-Yelp!

If you have a Yelp profile, you can offer a deal to new clients.

Google Ads

Create an ad on Google or with another search engine.

Send Cards

Send cards throughout the year celebrating the holidays, the changing of the seasons, birthdays, or other important moments. Send Out Cards is a service that makes doing this in large numbers easier.

Offer a Birthday Deal

Send an email or postcard directly to a past client, offering a discount or freebie during their birthday month. Also, if your business is location non-specific, consider offering a b-day gift to your Facebook friends of a taster session or consult, or something similar.

Woohoo!

That's 85 options for
you!

Hope you found some
good ones!