



MARKETING FOR THE TOTALLY TERRIFIED

*6 fresh strategies for taming
the marketing monster*

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Foreword

Does marketing terrify you? When you hear the word, do you want to run away and hide? Do you feel like it would be easier if people just came to you without you having to do anything?

If you answered yes to any of these questions, this book will help you see marketing in an entirely different way. *Marketing for the Totally Terrified* is filled with incredible tools to help you see marketing in a new light and transform your experience of it from terrifying to triumphant.

How is this book different from the multitude of other marketing books out there? It is the authors themselves that make this book unique. The authors have personally experienced and overcome the terrors of marketing and have come together in a most extraordinary way to share the most effective marketing strategies to insure your success in your own business. They each bring a wealth of knowledge and an extensive background utilizing marketing techniques to grow successful businesses of their own.

As I read through the chapters I was struck by the supportive and compassionate tone on every page. I felt, and I know you will too, that each of the authors was speaking directly to me. It was like having each of them personally coach me on how to feel confident in utilizing the marketing tools to build a successful business.

Marketing for the Totally Terrified will leave you with a sense of “hey, I can do this!” and a feeling that you are not alone throughout the process. The tools are simple and straight forward and will guide you to being successful in marketing your business.

As Richard Bach said, “you are never given a wish without also being given the power to make it true.” If it is your wish to have a successful business, *Marketing for the Totally Terrified* is the tool that will give you the power to make that wish a reality.

– KAREN CROSS, BSW, LIFE & CAREER COACH

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The Night Owls are: Martyn A. Dell, Vicki Lennox, Nancy Heimstra, Mark Horn, Mark Semple and Laura Johnson

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Introduction

by Terri Levine

Don't you love it when books just get to the point and don't waste your time with superfluous rantings from authors who just can't part with any of their witticisms during the editing process?

You'll be very pleased to know this is NOT one of those books.

In this book, there are no wasted words. Martyn, Vicki, Laura, Mark S. Nancy and Mark H. have cut to the chase and written a book that is not about them and how clever they are, but about YOU. Specifically, you and your marketing efforts.

I have been in marketing for over 25 years and been influenced by the trends, tried everything, been there and done that, and finally, discovered and started teaching others a "new" way of marketing and selling that was simpler, cheaper, more enjoyable, and more successful. I was doing this long before it became popular on the internet! I know what works and what doesn't, which is why I am so pleased to write this introduction. What you will read inside this book works!

In these chapters you will discover that your idea of marketing and selling might belong in a museum. You will learn what today's marketing is all about and how to do it in a way that honors your customers and yourself, with no embarrassment, pressure, hard-sell or loss of dignity. In fact, what they teach you will not only increase your business, but you will maintain your self respect and build a great reputation!

They have offered many excellent ideas for you to try and you will be surprised at how creative and simple some of them are. The idea that marketing = media advertising also belongs in a museum. You will learn marketing ideas that will cost a lot less than media advertising.

They have it all covered within these covers. You will not only learn how best to market and invest your marketing time and money, but also how to find your ideal market. *Yes, some people really do not know who their market is and waste a great deal of time and money marketing to people who are not interested and never will be!* I guarantee, after reading this book, you will NOT be one of those people!

By the time you finish this book, you will know that marketing is not a dirty word any longer and you will be raring to go out and build your business in a fun and easy way. Or put simply, your days of being afraid of marketing, of being unsuccessful at marketing, at wasting your time and your money with old-fashioned, worthless strategies will soon be a thing of the past!

Happy marketing!

Terri Levine, PhD. MCC
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Chapter One

When Selling Feels Like Selling Out

By Martyn A. Dell

You've picked up this book for a reason. Are you feeling Totally Terrified at the prospect of marketing? Got butterflies (or rocks) in your stomach? Don't like the idea of being rejected? Filled with doubts that you can do this? Need to get clients or customers for your business but don't know how? Feeling the pressure to make the sale?

First, take a deep breath. Then another. In slowly and out slowly. Feel better now? There is hope and I'm going to introduce you to a way of helping people that you may not be familiar with but is going to be a whole heck of a lot easier and fun to do than selling. So grab a glass of your favourite drink, sit back, and enjoy this introduction to a new way of marketing. First off, a description of traditional selling (the model you are probably familiar with right now.)

1. Traditional Selling

Why selling turns people off

The traditional model of selling is based on manipulation, disrespect, and ignoring the needs of your customer or client to get your own needs met. The seller will use manipulation to play with the emotions and feelings of the buyer to get them to buy products and services they might not necessarily need. This is often done by promoting scare tactics that highlight the fears that we all have, like growing older, attracting the opposite sex, being richer, or being healthier.

Often the seller will not respect the buyer's feelings or objections. In traditional selling, the sellers are taught how to control the buyer's objections and overcome them. Every objection has a way to overcome it. This is disrespectful to the buyer as it ignores their beliefs and values. It tries to take away their choice.

Salespeople will often be so concerned with their own agenda, namely getting the sale, that they will ignore the needs of the customer or client. They will bulldoze over the buyer to push their own beliefs and attitudes on that person. In the rush to get the sale they may leave out critical information or mislead the customer. The sale is their focus, not the customer. This takes away the rights of a consumer to make an informed decision. Not only is this an unethical practice but it can be downright dangerous for the buyer. Customers that do not have all the information that they need to use a product may use that product the wrong way and cause harmful reactions. For example, cleaning supplies used incorrectly can cause toxic fumes.

Sellers that are based on commission especially have the impetus to make the sale because their livelihood depends on it. You don't make the sale, you don't get paid.

Why selling doesn't work

The traditional model of selling doesn't work very well. People don't like being told what to buy. They don't like being told that they need this gadget or that product to make them look better, feel better, love better, or live better.

This type of manipulation is very subversive. It pervades every aspect of our lives. It's on our TVs, in our magazines, and it's on billboards as we drive to work. The messages are

everywhere! Basically they tell us that we are not good enough, smart enough, pretty or handsome enough. These messages hammer us every day and destroy our self image and makes us want to buy more to lift ourselves up. Who can help us feel better but the people that are selling these ideas of perfection. Guess what? Perfection doesn't exist. It is an illusion. It preys on those of us that are vulnerable to the message that if we are not perfect, we are not worthy of love, respect, kindness, or even life.

Why selling doesn't feel good

Traditional selling is designed to conflict with values. The sellers will often feel like they are selling their soul to make a buck. It leaves a bad taste in the mouth. This is especially true if the seller does not wholeheartedly endorse the product or service he or she is hawking.

When we are at odds with our values it affects all aspects of our lives. If we don't adhere to our values, we feel like we are dishonouring ourselves. We may not even realize this. We may only feel that something is not right and we cannot put our finger on it.

Another reason that traditional selling doesn't feel good is that it is often fraught with rejection. Let's face it, rejection doesn't feel good. It's unpleasant. The buyers will reject the seller's offers outright and that makes the seller have to work harder to overcome the objections. This forces the buyer-seller relationship to become a battle. It's us against them. It's a win-lose encounter. This could cause hard feelings on both sides and is not very conducive to a pleasant buying experience.

My Story

Let me tell you a little bit about my background so you can see where I'm coming from. Now, I am your typical consumer. I buy products from salespeople. I'm not a typical girl, though, since I don't like shopping. I like to get in stores and get out with the least amount of hassle. I don't like to be hovered over by pushy salespeople and will often leave a store and shop somewhere else where I will be left to browse on my own. When I go into a store I know what I want and if I have any questions I will ask.

I also come from a retail background. My first post-college job was as a bookstore clerk. That lasted 5 1/2 years. I also worked in a gift shop for another year. I guess I'm kind of lucky because my customers were there because they wanted to buy the products that I sold. I didn't have to force them to buy this book or that vase. They wanted to make that purchase (at least, at that moment they did). This was my introduction to traditional selling. Pretty standard for most people, I would imagine.

I also worked in a call centre that provided customer service for domain name registrations. We were required to upsell .us domain extensions. I refused to do this and was penalized for it. This was my introduction to high pressure tactics to sell something to people that didn't necessarily need it.

I also owned two Network Marketing businesses, both which failed. This was my introduction to marketing. I was still working at the call centre and the thought of talking to more people after a mentally exhausting 10-hour shift was something that I just couldn't stomach. Needless to say, the whole point of Network Marketing is the networking (and the marketing).

Both businesses were wonderful learning opportunities because I realized that selling (even products I truly loved to use and believed in) was not for me. It didn't feel right. I couldn't get over the fact that I was selling and I didn't feel like I was helping either. I'd known for several years by that point that my mission in life is to help people, to serve them, and here I was trying to sell products to them. This was a total betrayal of my values.

With this kind of background, I came into the coaching industry with a great deal of trepidation. Was this going to be another failure? Could I do this? I have no successful marketing experience. Will I be able to make money at this? I knew that I could help people since I have been serving customers or clients, in some capacity, all my working life. Coaching is the perfect fit for me but I didn't know if I could be successful in my own business.

I knew that I absolutely would not sell my coaching services as it would betray my values. So, you might ask, if I'm not selling my coaching services what exactly am I doing to bring in business? Read the next section to find out.

2. Is There Another Option?

Why would we want another option?

Traditional selling is the best way to build a business, isn't it? After all, it has worked for so many generations. Why fix something that ain't broke. That is a valid point but for some people the traditional selling model is not a good fit for them. They are either very bad at it or very uncomfortable with it. I speak from experience here!

What other option is there?

So you might be asking yourself what other option is there. The other option is serving and not selling. This leads us to the next section which, appropriately, is called Serving Not Selling.

3. Serving Not Selling

What does this mean?

So what exactly is serving not selling? Serving someone means being in tune with that person. You are concentrating on their needs and wants without any regard for profit. No profit, you say! But I'm in business to make a profit. Of course you are in business to make a profit - we all are - but that doesn't mean that we cannot serve our customers and clients too. Actually, serving our clients is likely to bring even more profit in than the traditional selling model. I'll tell you why in a moment.

Who can serve?

You might be asking yourself who can do this? Anyone can do this really. Anyone in any sales or service industry. Anyone that sells a product or service could learn to serve someone instead. There really aren't any tricky or complicated skills to learn. It just takes an attitude adjustment.

I would like to single out a particular segment of the population. Now this is just a generalization on my part and is certainly not meant to be a blanket statement. Women are really good at serving. This is not to say that men are not excellent at serving but traditionally women are the nurturers in our society. We make connections with people very easily. When we make connections with people it becomes easy to serve them and not sell them.

How is this done?

So how is serving done? Serving is done by building one relationship at a time. It's done by taking the time to find out what your client or customer needs, what they desire, why they want it, and seeing if you have the solution for them. If there is not a good fit, then you must walk away. This is serving the customer to the highest degree because what you offer is not what they need at that point in time. This is not to say that there will never be another opportunity to serve this customer again. It just means that at this particular time, this customer is not going to be buying what you are offering.

This serving process cannot and should not be rushed. You should take as much time as necessary to make sure that there is a good fit between your product or service and the customer or client. This ensures a successful relationship has begun.

Now you might be saying that you don't have the time to build these kinds of relationships with your customers. You need to make lots of money so you can live which means that you need to sell lots of products to lots of customers. What I would like to ask you is this: Is it better to build a great relationship with one customer who can give you many years of referrals to their friends and family or would you prefer hunting for many customers who just bought your product or services one time? I'm guessing that since you are still reading this, your answer is the first one. If so, keep on reading!

Why does serving work?

Why does the serving model work? The most important reason is that it feels good for both you and the client or customer. The serving model is based on values and respect not manipulation or pressure. I'll describe the benefits more fully in the next two sections.

What are the benefits to the customer/client?

The customer or client feels no external pressure or manipulation from the product or service provider (although they may feel internal pressure to make a decision). They have the freedom to make their own choice about whether to accept or reject the offer. This leads to greater satisfaction about the choice that is made thus reducing "buyer's remorse."

When clients or customers are allowed to make their own choices without pressure there is greater trust in the "seller." When a client trusts a provider, he or she is much more likely to refer the provider to their friends, family, and acquaintances. The client is much more likely to continue the relationship for a longer period of time or make repeat purchases. This is where the profit comes in, folks!

What are the benefits to the service provider?

So we've discussed the benefits to the client or customer. What are the benefits to the service or product provider? First and foremost, serving is fun! You get a chance to meet wonderful, energetic, like-minded people and add them to your inner circle of resources. This could pay off big time in the long run. Imagine needing something in the future and knowing exactly who to approach because you've already built a relationship with them from serving them in the past. How awesome is that!

Serving is also easier than selling. It takes lots less energy to listen to someone talk about their needs than for you to be "pitching" them. All you have to do is make sure that the product or service that you offer is a perfect match for their needs. You don't have to memorize any scripts and you don't have to worry about making a perfect presentation. Your

client or customer will guide the conversation with their needs. You just have to respond to them and figure out if you have what they need.

A huge benefit of serving instead of selling is the lack of rejection. This is not to say that there won't be rejection but you have a greater chance of a yes when you are working with your ideal client (more about ideal clients in a moment).

As with the client, the benefits for the provider are building relationships that provide for future opportunities, referrals from friends, family, and acquaintances, and longer relationships or repeat purchases. Serving is truly a win-win situation for both parties.

You're probably asking how do I get from selling to serving. I will discuss that in the next section.

4. How to Get From Selling to Serving

Know yourself

When you are considering serving instead of selling you must know what your values are. What is important to you. Family? Community? Truth? Integrity? Make a list of your most important values and keep it in your wallet or post it somewhere you can see it every day. When you serve make sure that you are following your values or you are doing a dishonour to yourself and your prospective client or customer. They will instinctively know if you are not honouring your values and it will repel them. You will instinctively know that you are not honouring your values if you feel that there is something not quite right about the interaction. That inkling is your inner core telling you that betrayal is in the works. Pay attention to that feeling!

Part of knowing yourself is asking yourself what makes you different from your competition. This includes your background, education, life experiences, previous jobs, passions, hobbies. Why do you want to serve people? What are you passionate about? What would you do even if you weren't getting paid for it? Remember that when you are thinking about how you are different from your competition to only concentrate on you. Don't cut down or denigrate the competition since that just makes you look petty and underhanded (another way to repel prospective clients!)

Know your product/service

Ask yourself what makes your service or product different from the competition. Keep this separate from who you are. Only concentrate on your product or service. Why should people buy what you offer? Why should people hire you to serve them? Think about the benefits of your service or your product. How will it make them feel? How will it help them? How will it improve their lives? What is special about what you offer? Once again, do not compare your product or service with your competitor's. Let your service or product stand on its own merit.

Know your customer

This is the most critical aspect to serving your customer or client. This ensures that you will be very successful. You **MUST** know your client. By that I mean, you must find out who you will be serving. Who is your ideal client? What are their needs? Where are they? My esteemed colleague, Vicki Lennox, will discuss ideal clients in greater depth in the next chapter.

Why is knowing your ideal customer important to serving? It's important because it allows you to focus on only those people that are likely to want to buy your product or hire you. When you go after your ideal client you are more likely to get a yes. You will have better success. This feels great and gives you more confidence.

Well, I hope you are feeling more confident about beginning your marketing journey. I've given you another option to consider that may feel more comfortable to you than selling the traditional way. When you serve rather than sell you won't be selling out. Marketing this way takes you from being Totally Terrified to Marvelously Motivated!

Now, go jump into the next chapter with Vicki and your ideal client!



About the author:

Martyn A. Dell is the founder of Joyful Changes Coaching, a coaching practice that specializes in coaching teen girls. Life experiences coupled with coaching skills from the Coaching Institute have created a passion for helping teen girls become beautiful, strong, and confident women. Through learning to serve rather than sell her coaching services, Martyn has moved from being Totally Terrified into Marvelously Motivated. Martyn's website is www.joyfulchangescoaching.com. She can be reached by phone at 602-600-4680 or by e-mail at martyn@joyfulchangescoaching.com. Or visit her website at www.joyfulchangescoaching.com.

Chapter Two

How to Decide on Your Niche Therefore... Your Target Market

by Vicki Lennox

In writing this chapter, my intention is to help you to.....

- understand what a niche is
- identify your passion
- identify what it is you intend to market – product/service
- identify your point of difference
- identify your ideal client/customer
- identify your target market

1. What is a niche?

*Dictionary definition: **Niche**: (nich, nesh) n. recess in wall; suitable place in life; public estimation.*

For our purposes, a niche is purely and simply a space in which you fit perfectly, feel comfortable, feel at home. A niche market is a suitable “place” or “marketplace” where product/service providers meet and do business with people that either want or need that particular product or service. This is not an area where the “one size fits all” adage applies. Here, we need to match supply with demand.

How do you decide what your niche is?

There are a few questions you can ask of yourself that will help you identify your niche. Questions like: -

- What are my hobbies and/or interests?
- What do I want?
- What do I love to do?
- What am I passionate about?

A good place to begin identifying your passion is to look at your hobbies – the things you like to do in your spare time. This could be anything at all. The possibilities are endless. Chances are if you enjoy something enough to want to spend as much time as you can indulging in it, then it stands to reason that there are bound to be hundreds or thousands or even millions of others that share your passion. Why do you suppose there are so many clubs? A club is an association or fellowship of individuals with a common interest. Just look in your local yellow pages telephone directory under “Clubs” to see just how many and varied the interests are. A club is a niche.

What's that, I hear you say? You're not passionate about *anything!* *No-one* could make money doing the things *you* love to do! I would like a dollar for every time I've heard about a successful business that grew from someone passionately pursuing their hobby!

You see, what you do really isn't important; it's the passion with which you do it that matters most. It's the passion that drives you to do it and do it well. It's passion that urges you to focus all your attention on your favourite pastime; that causes you to not notice when you're hungry or tired - you say to yourself "I'll just finish this" and then, "it won't take long to get this bit done" and before you know it, the sun's coming up and the birds are chirping and you've just spent the entire night doing something you love to do.

How many times have you heard successful people say that they love what they do? Successful people are successful because they are passionate about what they do, or to put it another way, they don't love doing what they do because they are good at it – they are good at it because they love doing what they do! They know what they want, what they love, what makes them feel alive. The business success they enjoy is almost secondary to the sheer bliss of doing what they love to do.

Their passion drives them to enthusiastically observe, learn, tweak, improve, add value and produce extraordinary products and services that attract customers and clients that are eager to pay extraordinary prices or fees to obtain those extraordinary products and services. Word spreads like wildfire and people beat a path to their door.....all because they chose to pursue their passion.

Why narrow your focus to a particular niche?

Why would you waste time and money trying to be all things to all people when common sense tells you that not everyone is going to want or need your product or service?

For example, let's, for a moment look at the niche of music. Music is a very broad area from opera to heavy metal and everything in between. Let's face it, you cannot possibly appeal to every music lover at any one time. You are going to have to narrow the focus and specialise in one particular style or genre . This means that instead of spreading yourself (as well as your R & D and promotional budget) thinly, in order to do a little product development and a little promotion across the board, you pick one style, say Rock, and concentrate your attention, energy and focus on producing products, within the Rock category of music and promoting to devotees of Rock music. Of course, it goes without saying that you will already know in what capacity you wish to participate in the niche of Rock music. For example, are you going to perform, play an instrument and/or sing? Are you going to write the music? Are you going to be a promoter or manager? Are you going to provide a venue for concerts? Would you prefer to work in radio and play the music? Are you going to be a "roadie" supporting a touring band? You see, there is no limit to the options you have, once you have decided what YOU want. Congratulations! You have identified your niche.

Now you know (or have a fair idea) what you want to do, it's time to identify your ideal client.

2. How would you describe your Ideal Client/Customer?

There are some questions that will help you get a much clearer picture of your ideal client/customer. Some of the following may not be relevant to your niche or product or service and you may be able to come up with lots more questions that will define your ideal client/customer even more. These are just to get you started....

Marketing for the Totally Terrified

- Are they male or female or both?
- What age(s) are they?
- Where are they likely to live, work, play?
- What income bracket do they belong to?
- What is their social status/background?
- Where do they socialise and how often?
- What interests/hobbies are they likely to have?
- What type of work do they do?
- What challenges are they likely to be experiencing that your product or service can help them with?
- Will your product or service enhance the way their family, friends, colleagues/superiors/employees, perceive or interact with them?
- What about the way they see/feel about themselves?

As previously stated, the more clearly you can “see” your ideal customer, the better equipped you are to successfully connect with them and the more successfully you can connect with them the more buying opportunities you are going to create for them. The more they buy, the more money you make. There now, wasn't that just the best fun?

You may already have a product. Look at your product and ask yourself more questions. Questions like...

- What is the product?
- What does it do?
- What other opportunities to buy can I create for my customers?
- What other ways can the product be used?
- How can I present the product differently?
- What other markets can I explore to sell my product?
- What is my point of difference – what would motivate my customers to buy my product over a competitor's product?

3. Now you are ready to identify your Target Market

What is a Target Market?

A target market is basically a marketplace that is ideal client/customer rich. In other words, a target market is where it is possible to place your product before as many ideal clients/customers at the lowest possible cost (to you). Remember, your ideal client/customer is

who you have identified as being the one most likely to want or need your product/service, therefore the one most likely to buy it.

Why do you need to target your marketing?

What is a target? Is it not something you aim at, concentrate or focus on in order to hit, achieve it or score (as in a goal)? One of my favourite sayings is "Aim for the moon, if you miss, at least you'll hit a star." What will you hit if you aim at nothing? It's all about choosing the shortest distance between two points. In this case, the points are your product/service and the client/customer. Your target is to get the product to the customer as quickly as possible while incurring the least cost i.e. transport, storage, advertising, so anything you can do to shorten the distance between the product and the customer and the time it takes for them to be united is money in your pocket.

How does identifying your niche and your ideal client/customer influence how you will market your product or service?

By identifying your niche, ideal client/customer and target market, you are able to position your product /service into an area where it will most likely be snapped up by the person(s) that it appeals to most - your ideal customers/clients. Naturally, this means that you will spend less of your time, energy and money 'offering' your product and will much more likely be actually 'selling' it - exchanging your product/service for more cash than you ever thought possible.

Think of it like this.....there are two fishing trawlers about to embark on an expedition. The captain and crew of both have the same goal - to fill their hull with fresh fish and to get their catch back to market first, in order to supply the most customers.

One captain has studied the weather and tidal information, spoken to the appropriate people, mapped his course and invested in sonar equipment which enables him to pinpoint the location of schools of fish, so now knows exactly where he will be sure to fill his nets the first time he casts into a thick school of fish.

On the other hand, the second skipper has a much more lackadaisical approach. He doesn't like to plan... that takes the fun out of fishing. In the past, he has nearly always been able to achieve a fairly good haul by poking around a few favourite spots. It means he'll need to cast the nets a few times (as opposed to once) in a few different locations, but that's better than having to spend an hour of good 'socialising' time the night before reading, phoning, plotting and planning.

Which trawler do you think will be first back to the market laden with fish? Surely, the hour the first skipper spent familiarising himself with his target, is a mere drop in the ocean (pardon the pun) compared to travelling to various different locations, casting the net, trawling for a while, hauling the net back in (hopefully, there will be fish in it that will need to be plucked out and stored before the net is readied to be let out again, then they chug off to another location to do it all over again. How many times will they need to repeat this process? How long will it take to achieve a full hull in this manner? You do the math.

There is an old saying "an ounce of prevention is worth a pound of cure." Allow me to play with this just a little.....

An ounce of preparation prevents hours of back-breaking work and expense ensuring the expedient achievement of the desired result.

.....that's how identifying your niche, ideal client/customer and therefore your target market will influence the way you market your products and/or services.

I'll leave you with one more wise, old saying "If you find and pursue your passion, you'll never *work* again." My heart-felt wish for you is, for you to do just that – find your passion, find a way to pursue it and enjoy playfully developing and sharing it with the world. The money will come.



About the author:

Vicki has spent a large portion of her working life in the field of sales, within the industries of Travel, Hospitality, Pharmaceutical and Retail. She has taught deportment and grooming to women of all ages and is a colour and wardrobe consultant.

Her coaching niche is women aged between 20 and 60 who have self esteem and health issues and who are over-whelmed by the pace and expectations of the world today. At the time of this writing, Vicki is in the throes of earning her coaching accreditation at the Coach Institute.

Vicki can be contacted by email: vicki_lennox@yahoo.com.au (that's vicki_lennox...)

Chapter Three

5 Tips to Becoming an Expert in Your Community

By Nancy Heimstra

The intention of this article is to get you out in the community to get known, seen, and experienced. The largest portion of your marketing is based on building a personal experience with those you want to serve. The more they know you, trust you and like you, the more likely they will be to purchase your product or service.

A key element in forming strong relationships is to remember that it is more important who you are than what you do. Of course, you will want to be as competent in your field as possible and bring all of your skills to your endeavors. However, the way you present yourself, is vitally important. Are you approachable, open, and inviting? Do you generate trust by being authentic? You will attract more clients by remaining true to yourself than you would by attempting to become a "super salesperson". As you move forward in your marketing, by having confidence in your product or service you are able to "sell without selling" and enjoy the experience of getting known and establishing yourself as an expert.

Are you comfortable with your niche? Do you know all about your target market? How can you reach them? What message do you want to give them? Once you have this information you are ready to get out there and share your valuable information. Remember to come from a place of providing value in all you do. The more value you provide, the more you will attract your ideal clients.

Are you ready to get started? Here are the tips for establishing yourself as an expert.

1. *Get to know your community.*

Now that you have your message and know who you want to deliver it to, you need to know where your target market is. A great resource in any community is your local Chamber of Commerce. They can provide the demographics for your area.

Are there local bookstores, associations, or clubs that fit your niche? Do your research and find all the information you can about identifying how to reach your target market. Read your local newspaper and any free newspapers in circulation. Many bookstores and coffee shops have free publications for you to research.

Are there fitness clubs, spas or other businesses that fit your niche? Be creative and find all the different places that your target market utilizes. Your local library is another valuable resource for gathering information.

2. *Write an article.*

This is one of the most effective ways of being seen as an expert. You have a volume of information that you have acquired. Put it on paper. There is a certain magic in the written word. As soon as you have articles, you are well on your way to being considered an expert. Do you feel you have no writing skills? Do not let that stop you. You can hire a freelance writer to write for you.

I would suggest, however, that you write it yourself. Once you get started, you will be surprised at how well you do. With today's computer software, you no longer need to fear spelling and grammar.

You have volumes of information that can benefit your niche. Write from your heart and always approach it with knowing you have value in what you are providing.

Submit your article to local newspapers, newsletters of organizations, and online resources. Local bookstores may have a newsletter and would be interested in having you write a column for them.

3. Contact the appropriate organization.

Now that you have the information you have gathered and articles you have written, you are ready to leverage yourself.

You can begin with using portions of your article for a flyer or postcard. Contact the clubs and organizations in your niche. Give them the articles you have written, and a flyer and business cards. Let them know what you have to offer them. Are there health spas, fitness clubs or other businesses that fit your target market? Establish yourself as the "go to" person for your market.

4. Turn your article into a presentation.

Now you are ready to get out there and shine! There are places in your community that are eager for you to speak to them. As you are contacting them, make sure you let them know that you are available to speak at their meetings, or create "lunch and learns", workshops, or any opportunity to get your message out.

Do you feel you are intimidated by the thought of speaking? Join a local Toastmasters club. It is a highly effective way to learn speaking skills. And you can practice with your own material when you are speaking in your club.

Your local Chamber of Commerce and other organizations in the area are always looking for speakers. Your library may have a space that is available for you to utilize.

Are you unsure of how to turn your article into a presentation? A great way to approach that is to create an outline with bullet points. Are there things that you would communicate in your presentation that are not in your article? You will probably have a half hour to hour for your presentation, so you can go into more depth and add personal anecdotes. The more you reach out in a personal level, the more you will connect with your audience. You may want to add some humor.

5. Send out a press release.

As you go forward, get your articles published and begin speaking, send out a press release to leverage your visibility factor. You can contact your local newspaper and they can guide you on how to take this step. Press releases are written to inform, not to advertise. You can obtain samples online, if you are not sure of how to write one. By definition, a press release is simply a statement prepared for distribution to the media. The body of the press release should contain the basic facts, such as who, what, when and where. You may want to include a quote, or something to give it a more personal touch.

There are several online services to submit press releases. One that I have used is www.prweb.com. You can also use search engines to find other sources.

This is a progressive process, each step based on using the ones you have established. Have fun, be true to yourself, and connect with all those that need your valuable products and services.

Move forward with confidence and ease and become an expert in your community.

Once you have become comfortable with the process and have gained confidence you will be ready to expand your expertise into a much larger market. You will have become the expert in your community and can only grow from there.

The last thing you want to do is to be quiet about your business, as the following story illustrates...

A friend said to a man who had a hot dog stand by the side of the road, "If you put up a sign advertising your stand a mile up the road so people see it before they get here, they might be influenced to stop." The man put up the sign and it worked; so as time went on he put up more signs further and further away on the road, and more and more people bought the hot dogs and the owner was able to send his son to the finest university. When the son returned he said, "You're spending too much money on your advertising. You don't need all those signs." So the father took down some of the signs; the business went down a little, but so did the expense for advertising. With less business, they decided to cut down a little more on the advertising, and the business went down a little more, until finally they were back to a little hot dog stand without any signs on the road at all.If you are quiet about your business, your business is apt to be quiet, too.



About the Author:

Dr. Nancy Heimstra teaches women who don't know what they want to be when they grow up how to connect with their purpose to create the life they desire by taking action.

Nancy's entrepreneurial experience as a Chiropractic Physician for 25 years and her coaching skills from the Coaching Institute combined with her passion for teaching her clients to live in their greatness give her a unique blend of spirit and science.

She is a writer, speaker and mentor.

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Chapter Four

How to Use Audio Marketing to Make Your Voice Heard!

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If you are reading this e-Book, I know three things about you. First, you have an existing business, have started a business recently or want to start some kind of business. Second, you face the task of attracting qualified, interested prospects to say "Yes" to what you or your company has to offer. Third, regardless of the kind of business you're in, marketing your business is the business you are really in, no matter how much you like or dislike marketing!

Let's take a quick look at marketing and what it means so we are all on the same page.

Marketing is simply the message you truthfully deliver to an audience giving them the opportunity to raise their hand and say, "Tell me more" or to turn away and say, "Thanks but no thanks". Your marketing is a system put in place in your business to generate an interested, qualified prospect and eliminate those people who are not interested.

With that in mind, the goal of your marketing system is to deliver enough interested, qualified prospects ready and eager to exchange their hard earned dollars for your products and services. By delivering interested, qualified prospects ready to do business with you, marketing also becomes the front line of another system to put in place in your business, a sales system.

The goal of your sales system is to make the money exchange for your product or service and assist your new clients in consuming and getting the most value from your products and services. In other words, to keep your clients happy, keep them in your marketing system and keep them coming back for more!

Your marketing message can be delivered in an infinite variety of ways. However, no matter what the delivery method is, you have two core strategies to play with that when combined create a third strategy:

1. Audio Strategy
2. Visual Strategy
3. Audio/Visual Strategy

Take any of the message delivery methods below and you will find at the heart, one of the three strategies from above:

Word of Mouth, Brochures, Door Hangers, Referrals, Speaking, Signs, Newspapers, Telephone, Magazines, Radio, Yellow Pages, Podcasts, Television, Flyers, Reports, Internet, Fax, CD/DVD

Each of the three strategies is intended to achieve the objective of engaging and involving a person at an emotional level with your marketing message. Your marketing message is in fact, all about the feelings!

Using any or all of the three strategies, maximizes and leverages your marketing message and the feelings you generate around the products and services you offer.

Regardless of where you are in your marketing efforts, this chapter will give you specific information, examples and resources to focus on implementing an audio strategy in your business.

Leverage Your Marketing Message With an Audio Strategy

Your marketing message is the foundation of your audio strategy. Consumers today come to

the marketplace more educated and informed than any other time in our history. Hit them over the head with a load of hyperbole and rhetoric and they will dismiss you and your message as quickly as it takes to push a button. Literally.

No other strategy has the ability to inform and educate another person as well as an audio strategy.

Why? Because it offers the most efficient methods of effective delivery. Audio can be recorded and played back on portable players and other devices exactly when a consumer chooses to listen. Besides being available in a "time shifted", portable format, duplicating, sharing and storing audio recordings requires very little space.

Take an inventory of the marketing message(s) you have in place right now. These may include any brochures, flyers, articles, web sites, presentations, samples, "elevator" speeches, special reports or anything else you use to market your products and services. Now ask yourself this important question:

"What message am I sending right now to the people I want to listen to me?"

What you're looking, listening and feeling for is the quality of the content and what it says about you and your business.

Here is a marketing truth apparent in the world of today:

Delivering relevant content that your target audience wants, regardless of the strategy used, is key in gaining their permission to share a marketing message with them.

For those of you who are just starting out, and may not have any of your own marketing message(s) to review, or those of you who want to refresh your marketing message(s), start by observing other marketing messages you are exposed to (in any form) and notice the ones that appeal to you and the ones that don't appeal to you. Now ask yourself another question:

"How do I prefer to be marketed to?"

Please be completely honest with yourself when you answer. Your answers to this question will serve as the filter to what your marketing message(s) may be about. Your answers will also be a clue to the unique style you have for sharing your message(s) with your audience.

The way you prefer to be marketed to is most likely the way you will market to your target market and you will attract prospects to you who prefer to be marketed to in the same way. Now use your newly emerging marketing message(s) to create the quality content behind your audio marketing strategy.

Creating and Re-Purposing Your Content For Results

Not knowing what to say is one of the biggest reasons most business owners will never create any audio to share with their target market.

Sources for your content are readily available by using written content you create or by using another persons written content to create a content rich audio experience. Make sure you have the appropriate permission, written or other wise to record content belonging to someone else.

If you have written articles of any length, free reports, tips, "How To" information, speeches, presentations or a wide variety of other original material, each may serve as excellent audio content. Any of those resources can be broken down into "bite size" audio snippets and used to give your audience an experience of you.

Using content you already have, or re-purposing your content, allows you to leverage work

you have already produced and introduce it in a whole new way! For example, writing a short "7 Secrets to..." report will allow you to leverage your written words into a multi session audio class, a live "7 Secrets to..." seminar, a "7 Secrets to..." Tele-class, a short introductory CD for prospects and much, much more!

One of the best ways to create audio content is to survey your target audience. Simply ask them what they want. Drill down deeply with a few questions, listen to their answers and create and deliver the exact audio content your audience wants.

An excellent resource for discovering content your audiences may gobble up is to look at listings for different classes being offered in your local community or large metropolitan areas. The Learning Annex offers a current listing of classes offered throughout the country and on-line. Tele-class listing services post available classes too. Most of these sources represent what the public is demanding in the market.

Ideas for audio content are limited only by your own ideas, imagination, creativity and guts! Later in the chapter you will find three case studies of three business owners just like you who are successfully implementing an audio strategy. You will be inspired by these real people getting real results.

Popular Methods To Share Your Audio Marketing Strategy

What follows are five on-line methods and five offline methods to share your audio strategy with your target market. The ideas for sharing are just as unlimited as the ideas for creating audio content. Let your imagination soar and use this short list to ignite your fuse! Much of the content shared here is interchangeable. What works on-line will usually translate to offline methods and vice versa. The exciting thing is that some of the most effective methods have yet to be created. Subtle shifts in any method may create an entirely new method!

1. Podcasting - This method is a buzzword in the marketing communities on-line and off. While a Podcasts may be used to deliver any media, one the current popular application is Mp3 audio delivered to you via a subscription service. New content is delivered directly to you as it is published via a "Pod Catcher".

Creating an audio for a Podcasts and publishing it to the Internet for subscribers to "catch" requires some technical know how and little to no investment.

2. Flash - Flash is the operating system pre-installed on most home computers that allows audio and or video to play from a web site or e-mail. A Flash Player is needed to play Flash media. Several companies offer Flash Players marketed under a variety of names with a variety of features and price ranges.

When you visit a web page and a small device resembling the controls for a cassette player is visible, that is a Flash Player and an audio is usually available. The control buttons allow the consumer to fast forward, rewind, pause and play the recording. Making your audio content as easy to consume as possible is key. Flash is a very easy to use application and most Flash Players are installed with a minimum of technical skills.

3. The Computer - Your PC or Mac is the basis of much of your audio strategy delivery method. While one specific method can't be pin pointed, the ability of your computer to manage your audio marketing strategy and its ability to multi-function must be mentioned here.

As the storage place for various audio projects, files and the method over fifty percent of us use to consume audio we capture from the Internet, our audio marketing strategy would slow to a crawl without this technology.

4. VOIP - Voice Over Internet Protocol is an Internet based "phone" system allowing you to speak with other Internet VOIP subscribers. Skype is the most popular service and both Google and Yahoo offer similar services.

Connecting to subscribers and talking around the world is free as long as each user has the same service. This is an excellent way to deliver live audio to one or several people at the same time using conversation as the audio delivery method.

Recording quality of VOIP calls is typically poor due to the "instant recording/instant playback" platform most of these systems utilize.

5. E- Voice mail - Is a web-based voice mail that functions like an answering machine. You are supplied with a dedicated telephone number that rings directly into the e-voice mail box. Some services send your messages as an Mp3.

Others providers require their special version of an Mp3 player. Toll free numbers are available for a fee and toll lines are available free of charge. Use your outgoing message to deliver a quick audio marketing message to your prospects or to deliver an interactive survey or question of the week for clients. This method also works with standard answering machines.

6. Tele-Conference Lines - Land line based phone services providing space for multiple users to listen and interact on a conference line. These lines can accommodate hundreds of callers at the same time and can be linked to other conference lines to expand the capacity to thousands. Caller interactivity quality deteriorates as lines fill up and on larger conferences only the moderator and presenters can speak. Everyone else listens in.

This is by far the most popular offline audio application for delivering content to a large group at the same time. Recordings are available for a fee. Small capacity lines (up to 100) are available free. Some offer a free playback service of your recorded call.

7. Public Speaking - Many organizations will allow presenters to speak to membership groups. There is a lot of opportunity to be heard. Depending on how you can tailor your presentation to a particular group, bookings to speak for free are available for the asking.

This is a live audio strategy that offers the opportunity to leverage and re-purpose your content by recording your event to use in future audio campaigns, convert to a special PDF report or give to each audience member on a CD with your information and a gift certificate. Small digital recorders or a recording service will record your speaking events.

This is one of the most under utilized audio marketing methods and is wide open especially if you are willing to travel a little bit.

8. Portable Digital Recorders - A pocket size recording device that records voice in a digital format. No tape needed. Some of these models will also interface with your home computer and can be used to record meetings, interviews or audio notes. A wide variety of models are available in a wide variety of price ranges.

An idea for a creative application is to record a presentation into your digital recorder and play it back to a Tele-conference line with a free playback line. Then send your prospects the playback phone number to listen at their convenience.

9. Audio CD - The most widespread and accepted audio storage tool on the planet! Audio is stored in a digital format for playback in a variety of CD players of all shapes and sizes. Use a CD to record your audio content and play it where ever a CD player is.

A CD turns an automobile into a rolling university and virtually any audio product is available in this format. "Burning" your own CD from audio files and Mp3 files stored on your computer

is a popular use of this tool.

Many marketers create CD "business cards" sharing their expertise in twenty to thirty minute infomercial for their products and services.

10. Portable Mp3 Player - These portable players will do the same thing as the CD without any moving parts and can provide hours of content stored digitally on a memory chip. Loading of the player is accomplished via computer connection.

Stroll through the park on a sunny afternoon and you will see joggers, walkers, cyclist, adults and teens with these devices plugged into their heads! True portability and "time shifted" on demand consumption point to this device as the direction of the future.

Effective applications include pre-loaded players dedicated to a specific learning experience.

The king on the block is the Apple iPod and the experience rich iTunes directory. Other brands are available, however Apple holds market share and the rest, no matter how good they may be, are lost in the Apple shadow.

Creating Recorded Audio is Easier Than You Might Think!

The biggest excuse people give for not recording audio content is that they are afraid of the technology. Of course they will not say they are afraid of it! Usually it comes out sounding like this, "Yeah I thought about it, but I'm way to busy to mess with all that stuff."

My response is, "What stuff?"

The conversation sometimes ends with them muttering about a "techno geek" or "having more important things to do".

Techno geek? If it wasn't for a mouse and a button to click I would have no use for a computer! When it comes to the mechanics of producing, recording, editing and converting the file to a finished Mp3 audio file, navigating with a mouse and clicking on a button is the only technical skill needed.

Basic Scripting, Pre-Production and Production Techniques

Do yourself a favor and plan your audio project. Decide what outcome you want as a result and map the project starting at the end and going to the beginning. Develop what you want to say in a script and practice, practice, practice! Right now you're thinking "Geeeeeez, that sounds like a lot of work!"

Yes, you're right it sounds like a lot of work, but your finished audio project will not SOUND like it's a lot of work! Your audio will be smooth and flow with the emotion you intend for it to have and the only one who knows you were scared will be you. No one else will hear your fear. Be prepared.

In pre-production run a sound check and see if your levels are spiking off the charts and adjust accordingly. Levels set to high will make your voice distort and sound like "Darth Vader" sucking his last breath. High levels cannot be "fixed" in editing. Lots of other stuff can be fixed, but high levels will make you work harder because you will have to re-record the whole session.

For your first project, pick a short project. Plan on a ten to twenty minute recording session. After your first project, make them longer if you like, however short sessions can be made into individual tracks. Use several individual tracks to make up a complete audio project.

Still sounds like a lot of work doesn't it? Keep this in mind, it may be a lot of work, but it won't be as hard as your making it out to be. In fact, it may even be fun! Imagine that! Having fun and working at the same time. Now that sounds good doesn't it?

One more thing, this is a do the work once and enjoy the benefits over and over and over again. You are leveraging your time.

Basic Recording Equipment and Tools For Success

You will need:

1. A computer with speakers.
2. A set of headphones for the computer.
3. A free standing plug in microphone for the computer.
4. An audio recording and editing software. (This is completely FREE!)
5. An audio recording and editing software tutorial. (This is completely FREE!)
6. An Mp3 conversion add on. (This is completely FREE!)
7. A "clicker" toy from the toy store. (Use to insert a "pencil" mark on unedited recordings)
8. A quiet place to record your audio projects.

Basic Editing

If you can edit a Word document, you can edit audio. It is that easy. "Copy and paste" and "cut and paste" are the tools you will use the most. An "undo" option always lets you fix your fix and no change is saved until you decide to save it.

Included are basic effects and the tutorial walks you through all the editing and includes an audio project pre-recorded for you to play with. The software has easy to use push buttons similar to a cassette player/recorder.

That's All For Now...

No matter where you are in your marketing, consider putting an audio strategy to work in your business right now! The timing is perfect because people are searching for not only information but how to put that information to work for themselves, how to implement what they learn and make changes to impact not only themselves, but their families, friends, and loved ones.

Go ahead and lift up your voice and be heard! Make what you offer more important than the constant chatter being thrown back and forth by everybody else in your industry. Do you want to do better things? Or do you just want to keep doing what everyone else is doing only better? The choice is always yours!

3 Marketers Who Are Using Audio Strategies Successfully

(The real names of the actual people described below have been changed per their request.)

Denny B. - Promoting and growing an accounting business with audio.

Denny is a Certified Public Accountant working for a large national accounting firm. His goal is to have his own successful business specializing in helping solo-entrepreneurs use popular accounting software and systems to maximize profits in their growing business.

With his niche' and target market defined, Denny's objective is to now get the word out. Using an audio strategy to reach his target market is turning out to be cost effective and very profitable.

Denny specializes in training others how to use popular business accounting software and puts on monthly, half day introductory seminars for interested prospects. He has leveraged the content of his in person seminars by creating CD sets from the live sessions and selling the sets at a low price (to cover costs) at the end of the live sessions.

The introductory content has also been edited into another audio CD of highlight material Denny uses as an audio infomercial. He uses this CD as a lead generation tool by giving them away to qualified prospects. The costs are absorbed in the price of the introductory CD sets mentioned earlier.

In addition Denny has shared his expertise with a local non-profit radio station and now hosts a three hour local business talk show every week. Nearly all of the new business Denny attracts is a direct result of putting audio to work in creative, duplicatable ways.

He looks forward to replacing his salary, benefits and retirement plan with income generated by the fruits of his own labor. Currently, he is ahead of schedule on a three year plan to do just that.

Katherine W. - Sharing time shifted audio training with ongoing clients.

Katherine is an established fitness instructor, personal trainer and weight loss consultant who owns her own business. Her objective is to open six new locations and multiply herself to create a multi million dollar business that will operate with out her. Simply put she wants to leverage her time.

Much of what she does with all of her clients is repetitive with certain personal touches for each individual client.

Katherine's audio strategy is all about shifting the time of her content to allow clients and prospects to access her content on their own terms. By using Podcasts, (see methods above) she delivers short audio instruction, support and encouragement messages via the Internet on a daily basis. Clients can download the content they subscribe to into a portable Mp3 player and listen at their leisure. Most of her content is produced to be listened to while a client is walking, running, jogging or exercising.

Clients also are able to call into an automated answering system and receive information on various nutritional supplements she offers along with brief, content rich commercials that serve to introduce a client to a product or service the client may also benefit from.

Prospects generated by a "hot line" call in number (e-voice mail) are given specific recorded messages according to their own interests.

Another part of Katherine's audio strategy is word of mouth. She offers generous incentives to clients who refer others to her. She has set up an exclusive "Gold Member Club" reward system specifically for clients who have referred a certain number of new clients. Top awards include vacations, cruises and more for simply spreading the word.

Bonnie M. - Gaining access to health care professionals by providing continuing education

with audio.

Bonnie currently works as a physical therapist contracted to several retirement homes in and around her home town. Her dream is to own and operate her own specialized medical staffing service.

One of the ways she is getting the word out and creating a sizable part time income stream (to be used for business funding) is by offering continuing education to orthopedic physicians, nurses, physical therapists and other health care professionals.

Bonnie provides an audio learning service using content from various published medical journals and trade magazines. She learned long ago that professionals in her industry have very little time to keep up with all the advances written about in the journals.

By reading aloud from the journals, recording the content she reads and providing the recorded content to time starved industry professionals, she is providing a service that is becoming more and more valuable each day.

Currently, Bonnie has 27 subscribers each paying around \$25 dollars (US) per month for the service. Audio CDs are delivered by her partner who also is burning the CDs, packaging and creating a reference sheet for each CD.

She is also recording the content to a conference line offering free playback so clients can listen via speaker phone, cell phone or telephone. She will be launching the on-line Podcast version in the very near future.

Trusted Resources

Here are the Internet links to various resources to assist with your audio marketing strategy along with a brief description of each.

Audacity - A software download for a free audio recording and editing tool. By also downloading a neat little plug in (instructions available at the Audacity site), you can turn almost any audio format into a compressed Mp3 file. Try this URL:

<http://audacity.sourceforge.net>

ODEO - A web based audio community providing a comprehensive Podcast directory and the resources to create your own Podcasts. You can also create audio recordings from your telephone. ODEO is all web based (no software to download) and totally free. Go to:

<http://www.odeo.com>

Send This File - is a web based service that hosts your large audio files and other files. Upload the file and forward it to a recipient who can then download from the Send This File site. To register for the free consumer service or the paid commercial service go here:

<http://www.sendthisfile.com>

K7 Unified Messaging - This internet-based global messaging service is designed to simplify all of your telecommunication needs. Your own dedicated U.S. based phone number (supplied by K7) connects your incoming voice mail to your e-mail inbox. Messages play in the audio/media player already installed on your computer. For this free service go to:

<http://www.K7.net>

Totally Free Conference Calls - This is a free conferencing service. Sign up and receive

your own dedicated U.S. based conference number. Totally Free Conference Calls also gives you free recording capability and a dedicated free playback service for your current recorded call. Please note, in order to download an audio file from this service, you must be a paid premium subscriber. Sign up for free at this URL:

<http://www.totallyfreeconferencecalls.com>

Radio Shack - Here is the hardware you can purchase at Radio Shack (about \$25 each) to record any phone conversation or recording that is playing over your phone to your computer (using Windows Sound Recorder, Audacity, Real Player, Music Match etc).

Please be aware that it may be illegal to record someone via telephone without their permission. Check with the laws that govern your state, province or country.

The part number is, 17-855 for phones with a headset connection only (cell, cordless, etc).

The part number is, 43-2208 for phones without a head set connection.

For availability in your area or to order on-line type the part number(s) into:

<http://www.radioshack.com>



About the author:

Mark Horn is the owner and founder of Liquid Life Solutions. With 35 years experience working in professional marketing and sales, his work with solo - professionals who find it necessary to market and sell, even though they may dislike marketing and selling, is extraordinary. Mark specializes in co-creating marketing and sales systems that work with your unique personality, all while helping you have fun with the process!

You are invited to attend 2 FREE Tele Learning Events! Each of these events is valued at \$97 but they are yours FREE as a reader of this e-Book. (Regular long distance charges apply)

Tele Learning Event #1: "You Are The Expert" - You will learn a proven system for creating powerful audio "infomercial" showcasing your products and services. Even if you've never marketed or sold anything in your life before, by attending this Tele Learning Event you will come away with a working system for your marketing and sales success!

Tele Learning Event # 2: "How to Overcome the 7 Biggest Roadblocks of Those Dreaded M and S Words!" - Hear 7 of the biggest roadblocks stopping you from the marketing and sales success you deserve and what you need to do to get going now! This Tele Learning Event is designed for those brand new to marketing and selling or the veteran business person. You will come away with 7 specific strategies and 21 specific action steps to break through any marketing and selling barrier!

To register for your FREE Tele Learning Events (total value \$194) please send an e-mail with the word CONVERSATION in the subject line to: askmarkhorn@yahoo.com Please allow 1 or 2 business days to process your request. All Events are available at various times to accommodate international listeners.

Conversation and questions are always appreciated. Give Mark a call at: 206-202-2204

Chapter Five

Marketing Via Conferences

By Mark Semple

Conferences, conventions, trade shows, expositions: Highly-focused gatherings of like-minded individuals, companies, organizations & masters that provide a cornucopia of opportunities for you to interact with (& market to) your ideal clients. Or, to improve your knowledge, insights & technique to market your products & services more effectively.

Modes of participation

There are several ways to participate in a conference: Attendee, facilitator or participant.

Attendee

Attending a conference allows you to learn from the masters and either improve your skills or learn more about the passions & concerns of your target market. All of which will improve the impact of your marketing efforts.

When quantities of the attendees are your target clients, you have instant networking & marketing opportunities at your fingertips.

How do you find the conferences to attend?

All conferences will be promoted by associations, publications, newsletters & other means. Stay close to those you are already affiliated with. Ask the mentors & experts in your mastermind groups, and clients you already have, to find out which events they see value in.

Facilitators

Facilitators are the folks who make the events possible – the hosting organizations, the sponsors and the volunteers. Affiliation with, or membership of, the appropriate organizations will provide you constant direct access to your ideal clients.

Take advantage of any opportunity to cross-promote the hosting organization. You can be assured they will do the same for you in return.

If there is a no event scheduled in an area and you see potential for it, why not be the hosting organization and make it happen?

Every event needs volunteers to help take care of the details. Frequently, your entry fee will be waived in exchange for your assisting with coordinating people, answering questions, handling back of the room sales, and so on. Plus, you get constant opportunities to interact with your potential clients, peers & mentors in a meaningful way.

Remember always that the main thing you are marketing is *you* and people will never forget how you made them feel.

Sponsorship of an event allows you to help make the events possible, with the substantial benefit of promoting you & your services in handouts, ezines, websites, and other modes throughout the event. Being a sponsor does not have to be a substantial expense.

Participant

And finally – the part that demonstrates you as the expert and provides the most powerful marketing component – direct interaction.

Being a participant primarily means that you are either a speaker or a vendor.

As a speaker, you have the golden opportunity to showcase yourself, your services & your passion and connect with your audience in the most meaningful way.

Your time in front of the audience will convince them that you are *the* expert that will make the difference in their lives, relationships or businesses.

Open their minds - touch their hearts.

Each time you speak is an opportunity to sell your books, CDs, services & other products in the back of the room. While the audience is still experiencing the feeling from you touching their hearts, they will want to take advantage of any products & information you have available.

When you appear as the keynote speaker, the rewards are greatly amplified. Many keynotes are paid to appear & speak at these events.

Another popular way to participate is as a Vendor. Most conferences have an area where businesses can showcase their products & services that would appeal to the conference audience.

There is usually a fee for vendor booth space albeit this can be waived dependent upon your relationship with the hosting organization.

Typically, the vendor areas will be open before & after the presentations, and during lunch. Familiarize yourself with the agenda and know what will be in people's heads when they arrive at your booth. You can then tailor your audio logo to appeal to their energy.

Be Prepared

Like the Boy Scout motto, always be ready to promote yourself and acquire the credentials of others that you meet. It is always more valuable to gain their information than it is to give yours out.

What should you leverage? Everything! Don't pass on any opportunity to promote yourself & your services.

Maximize the opportunity

Frequently, events require travel to attend or participate. When you are in a new area, always look for other opportunities to market yourself to maximize your return.

Are there other members of your group in that area you can connect with? Other organizations that may be interested in hearing you speak? Are there other workshops/events that you can attend while in town? Acquire a copy of the local paper and study it.

Conclusion

Overall, attending or participating at conferences provides the optimum means to promote yourself with the most powerful of energy – personal contact.

Utilizing the wisdom & insights in the other chapters of this book will ensure you get the maximum marketing advantage from each & every contact you make.

How can a conference boost your business?



About the author:

Mark S. Semple is the founder of Successful Together Coaching. He works with women in home business who desire more support from their spouse and who seek to be successful together.

Mark is a member of the Coach Institute, speaker and a contributing author to the best-selling book 'More Build It Big'. He has spoken at several Direct Sales conferences on the topics of spouse support and being successful together.

Mark is also the dedicated supporter & partner of his wife in her business.

To learn more about Mark's unique coaching programs or to schedule Mark to speak at your conference, please contact:

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Chapter Six

Networking Your Way to Success

By Laura Johnson

What is Networking

"I am really glad we met. I want to do business with you". How would you like to hear a statement like that? Easy! All you have to do is network. You can take all the great ways there are out there to meet, communicate, and make interactions into transactions but none will be as successful for you as networking. Nothing can ever replace that face to face interaction that builds bonds between two people. No other form of contact is so strong to drive your life and your business to the greatest heights.

Definition of Networking

What is networking you may ask? There are many definitions, but it is simply connecting with people of like interests for the purpose of uncovering opportunities, sharing information and learning of best practices. You cannot do it alone. So it is imperative that one gets out and meets new people that they can get help with for information, contacts and business. You will find all parts of your life are filled with networking starting way back in kindergarten. You learn to talk to other people, learn from them and make connections that allowed you to make differences in your life.

I remember having had a friend that had a friend that was having a slumber party. I got invited because I was the friend the other friend knew. But you know by the end of the slumber party I was great friends with the one who had the party. In fact twenty-eight years later I was able to find the house where the slumber party had been and found the girl had bought the house her parents had lived in. After all those years having only been five years old at that time we still remembered each other. Networking can create long friendships and great business relationships.

The Truism of Networking

The truism of networking is that when you talk to a person you have just met; you are not only talking to them but their network of hundreds of people too. You have got to be aware of that or you could make a critical mistake. Too often people look at name tags as they are coming up to meet someone. They see the name of the person's business and they start to make judgments. They think "oh they are a plumber, plumbers aren't going to be interested in my jewelry business" or they assume "oh I have already met several coaches or makeup retailers or whatever" and then they are already shutting down. They are already deciding that that person isn't who they want to talk to grow their business. That is such an inaccuracy it almost takes your breath away. What a way to lose the very business you are trying to grow. They could easily have a friend or a sister or co-worker or any number of people that need to know you. But you will never meet them if you have already prejudged who is going to be the right or wrong person to talk to. Another point to consider in this matter is that what they are doing right now may not be what they are always going to do. And there very well may come a time when they too will become your ideal client.

What Networking is not

Most people after they have heard the term networking from time to time get a pretty good understanding of what networking is. Some people though get a bit confused if you will on what is you should and should not do. You should be meeting as many people as possible. It is not about trying to see how many business cards you can give out in a certain time period.

Yes, there is an exchange of cards that is important but more importantly there should be an exchanging of self. It is a time to start growing a relationship. It is not a time to be looking for a sale. This is hard for people at times. Especially at first when you are trying so hard to get the clients you want and you want to just get them as fast as you can. That is not how networking works.

Proper Networking

Be of Service

To be the best networker you can be means you have to know the appropriate way to network. To start off, the very best way to network is to find out how you can be of service. What is it that you can do for the person standing in front of you that can help them grow their business? This is such a wonderful way to approach networking because it allows you to give of yourself and feel even better about yourself than you did before you started to network. Some people struggle with the best way to put this into words. Look into your heart and find what works for you. It may be "how can I be of service to you". For others something else may work better like "what can I do for you that you haven't been able to do for yourself". Only you know your personality and what works best for you. The main thing is be sincere and be of service and see what happens for you.

Be Other Focused

The next best thing that you can do is to be 'other focused'. Like being of service you want to see how you can help them. This goes even further than just being of service. When you are other focused you are listening intently to what the other person is saying. You are not waiting your turn or thinking about what you will say next. Your focus is on them and what they are sharing with you. They may help you understand what your client is looking for. They may give you clues to how you can sell to them. They may simply be giving out emotions and information that will help you grow a true relationship with this person. Always look at them and not around to see who else you could start talking to. See only them and what they are telling you. Listen, respond, and care and you will build the best relationships and networks without ever even having to really try.

Strive to be More Interested than Interesting

This kind of falls in with the last paragraph above and that is that you always want to strive to be more interested than interesting. When trying to prove how interesting you are you will often lose the person either physically or mentally as you are talking to them. But when you focus on them and you are more interested in what they are telling you, you will see great strides in the depth and width of your network. When you are interested in someone you will start to understand them and be able to relate to them better. Instead of taking years to form friendships you will find that you can become 'fast friends' with them. You will know more about them and be able to understand their needs. This will aid you in helping them, serve them, and you become the person that everyone wants to be around. How would that be for growing your network if you are the one that people like to be near?

Share Your Network

Another way to be the person that people think of as the 'go to' person is to share your network. What does that mean? It means that when someone says "Oh, I am looking for a virtual assistant" you are the one that can easily pull out that card and be the one to have a resource for this other person. What you can do is right that resource on the back of your card. So when the person you gave the card to contacts the other person then both people are going to know that you are the one that made their meeting possible. It is best to always have your cards in a holder of some sort that makes it easy for you to turn to and reference the people

that other people need. People remember people help them connect with other people. So you want to be the one that always is there for both sides. You then become the great resource person and the one who cares enough to share what they have to help other people. You do this because networking is about giving first. When you give whether it be a name, a friendship, or a service you will get back what you give more than tenfold. It is a universal certainty that this happens. That is not the reason to do it but it is the results of doing it.

The When, Who and Where of Networking

When is Always

Some people ask when they should network. Always! It is that simple. You are constantly meeting people; at restaurants, airports, schools, meetings, etc. Any one can be someone you network with because remember you are not necessarily network with them directly but with all of the people they know. You never know when a casual "I work with people who..." will turn into "My friend (sister, husband, uncle, etc.) really needs to work with you". So it is vital that you know your 10 second audio logo, your 30 minute elevator speech, and your full benefits so that depending on how much time you have with the person you are coming into contact with will get to know about your business.

Who is Everyone

Who are you customers? Good, you should know that. Who do you network with though? Everybody. Once again you are not just networking with the person you are talking to. There are so few people you want to take off your list. Just talk to everyone. Don't prejudge who they will know and if they will know the right person. You came into contact with this person for a reason. Just assume it is because you are supposed to talk to them about your business. So let them know what you do and who you work with and then ask them who they know that could use your service. This is a key point. Because if they don't know they are supposed to be thinking about who could use your service and they themselves don't need your service they will think no further than themselves. You have to be the one to remind them that they have a network and someone in their network you can be of service to. Doesn't that make you just want to go talk to someone so they can help you find your next client?

Where is Everywhere

The next key question that comes up is, where do I network? Though the answer is the same as the last two questions, I am going to give some more specifics on this one. But yes, the answer is everywhere! As you know we are always so busy. Too busy to network some may even say. That is exactly what is going to help us network is the fact that we are so busy. So when you go to your dry cleaner, or pick up donuts, or take the kids to games or scouts; those are the people you can start networking with for your business. When you have to go get groceries, go get the car worked on, or go renew your drivers license; there is your audience, your potential client to begin to grow your business. Don't waste those opportunities. Take them in hand and make the most of them.

Beyond that though, you do want to do some formal networking. So what all does that entail you may ask. That means that you are going to go to and then join organizations that are based on people networking with other people and helping each other grow their businesses. Now there are hundreds of different organizations. You are going to have to determine which ones are going to work for you. Some are going to be basically the same for any type of business and some are going to be unique depending on what type of business you do. The ones that will work for any type of business is your local Chamber of Commerce. These are people in your area and they need to know that you exist. And the only way they are going to know that if you join the Chamber of Commerce and then actually go to the meetings and events. This will give you not only the opportunity to let people know about your business but

also you can learn about other businesses in the area and see what they are doing to grow their business. There may even be some joint venture opportunities that help you gain recognition and strength in your business. There is Business Network International. These are located throughout the world so there is going to be a chapter near you. They are the World's Largest Referral Organization according to their site. You need to be part of a small business network (sba.gov) that can help connect you with groups of people in your area or in your business type. Those are some of the groups that you need to consider being a part of. Along with that you want to join groups that are associated with your type of business or even other small business groups. This can be things like eWomen network, networks4computers.com, international association of botanical gardens, etc. No matter what your business is there are going to be networks associated with that and you need to be a part of them. Visit them first. Make sure they are going to be helpful and have great integrity before you join them. The main thing is you have got to be a part of networks to grow your business. And the information you learn and the relationships you build are going to just be phenomenal.

How to Network

Who You Are

Okay you know the when, who and where. The next steps help you with how to network. This starts with who you are. Now that seems easy enough. My name is ... My company is... It does start with those basics. Who you are also has to incorporate your target market. Admittedly some company names allow people to immediately know what you do. "Window Cleaning by Jan". That one is easy to figure out. Often though our company names don't exactly tell people what we do and that is okay. But that is also why we must include our target market in who we are. So it would be something like this: "Hi my name is Joe Smith with Doctor Time. I work with doctors who need to find more time in their life". It is direct, easy to understand, and you immediately understand who this person works with as clients. Basically you are incorporating what you have learned before in knowing what your niche is and then understanding the market that that niche is going to touch.

What is Your Uniqueness

The next step after the saying who you are is what your uniqueness is. Some people call this the Unique Selling Point (USP) or Unique Selling Proposition. There are lots of people out there doing the same thing you are doing. Though that might not be fun to hear it is the truth. So you have to be able to distinguish yourself from all the others out there. Why of all the people out there selling printing services should they use you? Why of all the goal setting coaches out there should they think you will do a better job? This is not always an easy part to come up with because we were taught not to brag. Well bring out the brag book because you are going to do some bragging today! ☺ People need to know why you are special. They want to know what makes you shine brighter than the other stars. So you have to let them know.

You may be thinking but that is where I get stuck. I don't what makes me unique. This is where you have play some and think some. First off a lot of your key traits are things that have been a part of your life all along and you just accept them as who you are and yet they may be the exact traits that make you unique. I had an experience that really brought this to a head for me. Back in the corporate environment where I work my boss at the time was giving me my review. He was saying that I am so organized and get my work done in such a timely manner. He wanted me to right how I am able to accomplish that. I told him you just do your job. Okay that was not what he wanted from me. But I had to think about it. REALLY think about it. In my mind I was really just doing my job. I began to think about what he was asking. My parents had taught me if something needs to get done you get it done. Procrastination was not allowed. I am an avid list maker to make sure things get in order, prioritize and then get done and off the list. Even though this came very natural to me, I realize not everyone did things this way. So I was able to understand those traits and have something to give me boss that helped him understand how I accomplished what I did. So you

really have to take a close look at you. What are you so good at that you don't even think about? That may be your USP.

Another way of discovering what is unique about you is to remember what you liked doing as a child. The child in all of us wants to come out and play. In the same sort of mode think of things that you like to do that is quirky. One of my neighbors built sort of upside bikes. Okay the wheels were still on the ground but the seat and bars were all set up differently. That was quirky. But he could have taken that quirk in many different directions. He could have taught kids how to make them and then sell them. He could have built them himself and sell to bike shops. The options become very open when you are doing something that you love and that makes you stand out from the crowd. If you still feel unsure ask friends what is unique about you or what is quirky about you. You may be very surprised what comes from that and it may be the exact thing you needed to know to make you stand out above the crowd.

What are Your Benefits

The next thing you want to look at is what your benefits are. It is crucial here that you know your benefits well and that you can articulate easily. And just as important is to always be focused on the results the benefits produce and not the how you get there. Sometimes things they have to state that they have a seven step process or they take you through so many exams or surveys to help get your results. People don't want to nor will they focus on the benefits if they are put in that way. You want to let them know how what you do is going to solve their painful issues. Tony Robbins talks about how people only do things for two reasons; the pleasure they will get from it or even a stronger motivator is the pain they will avoid. Take what people hate, dread or fear and find a benefit that you create through your business. Examples would be; "No more cold calls EVER!" or "Be Fit in Less Time than It Takes to Drive to McDonalds" or "Fear not, We Will Take Care of That for You". Create something that is going to stick out and make people go 'whew, now I don't have to worry about that'. People want a product or service that is going to make their lives easier, happier and results driven. The last part of the how to network is letting people know what you need in the next thirty days. Just put it out there and you will be surprised what happens. I was at an event and when we were doing our accelerated networking, one lady was telling us she had just moved into a much bigger office and she needs file cabinets. Now that seemed like a weird request, but four of the next fifteen people that spoke had file cabinets they were willing to give her. Isn't that great? So we all need things in our lives and not always just clients. So let the group know as you are giving your accelerated network speech (which is usually one minute) what you need than watch and see what happens!

So now you want to take the three of the how to network items; who you are, what is your uniqueness and what are your benefits, and put them in three formats. The first is the ten second response, the second is the elevator speech and the third is the full one minute network speech.

The ten second response is when you are being announced and they can only say your name and what you do. "Hi I am so and such and I give you the courage to take chances and make changes". Something quick, direct and tells the quick story. You then want to have your elevator speech which gives you just a few more seconds so add your best benefit to that list. And then you have your accelerated network speech which includes all three items. Practice, practice, practice until each format flows easily from you but does not sound like it is memorized.

Turning Hello into Thank You for the Business

Follow up!!!

The last thing you have to do is follow up. That sounds simple, easy to do, and just makes sense right? This is the biggest mistake people make, is that they don't follow up. All networking is based on relationships you make. So if you meet someone once and then never talk to them again, it is very unlikely you will ever hear from them and then you cannot make a sale.

What should happen immediately or at least by the next day is that you email or call each person you got a card from during a networking meeting. This step is so simple and yet here is an example of how people do not do this vital step. I went to a four day convention recently. I got close to fifty cards. I was out of town for a couple of days so I did not get to do 'the golden rule' of immediately follow up. How many people followed up with me... one! Only one! I then got in touch with all the others I had gotten cards from and only one other even admitted that she had meant to follow up. People aren't doing this essential step. So when you do you really stand out among all the other people they met. It will be you that they will remember. It will be you that they give their business too. I can't emphasize this enough but if you are serious about your business you will not miss this step.

Another part of follow up is if someone asks you for information or something do not put them off. You will want to answer them quickly so they know that they are important to you and that you are efficient with your business. People have lost business because they did not follow up with a simple question or request. Don't be one of those people. Answering their questions will put you that much closer to the sale.

And the third follow up is to find out how you did after you have finished your business with a client. When you follow up with them you accomplish several different things. First you find out if your client is satisfied. Your client is grateful that you are concerned enough to check on them. They really appreciate it. The good thing about this is if it didn't go well you can find out immediately and take corrective action. Better that they told you and you get a chance to resolve it then having them tell all their friends about a bad situation. The other good thing is, if they are satisfied, you know it immediately. You feel good because they were happy. And with their permission you can even have a testimonial for your brochures or website. Follow up after the sale also allows you to learn what is working well and what might not be working as well. It helps you grow and change your business so that it gets better and better all the time. Follow up will lead you to huge successes.

Networking can make the difference in how big and how fast your business will grow. It can allow you to quickly express yourself and your business. It gives you the opportunity to start relationships with people that can make all of the difference in the world. Networking is a connecting life force that will make your life dynamic and your business fulfilling. Use these skills and Zig always says, "I'll see you at the top!".



About the Author

Laura Johnson is a Certified Comprehensive Coach having graduated from The Coaching Institute. She started her first business teaching people self-esteem and motivation back in 1984. Since then she has trained 1000's of people on motivation, self-esteem, creating success and computer software skills and recorded about 200 training videos. She has always enjoyed public speaking and writing. She has written articles for many different ezine, newsletters, and has done a monthly article for trainingprism.com. Her passion is helping others reach their goals, define their dreams, and create their success!

Visit Laura's site at www.successcreation4u.com and get a free Affirmation CD or a free Conditional Consultation Coaching Session. If you need a speaker for your organization please [click here](#) and fill out the form and Laura will back in touch with you in the next 24 hours.