

Comprehensive Marketing Tactics For Consultants, Coaches, Authors, Business Owners & Speakers!



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by BartSmith.com

Wow, what else can you do to help marketing your business online and offline?

Publicize, Promote, Publicize, Promote!

Eat, sleep and talk about your product or service. Nobody cares (to market) your product or service as much as you do. If you don't do it, nobody will - it's up to YOU.

Ongoing, enthusiastic, total marketing tactics is the real key to getting the word out about your product or service.

Never quit. Never stop. Never give up. Marketing is forever!

Own Your Niche!

Everybody has a niche. Find yours! And, the more "niche" you are, the more "successful" you will become. Specializing is key. Discover your own USP (Unique Selling Proposition).

Find what's right for you, what you specialize in, and RUN with it. Seek those that will most benefit from your offer.

Think Marketing From The Very Beginning

The time to generate marketing ideas is RIGHT NOW. Use this informational marketing guide as an excellent start. Peruse through its contents to see which methods work best for your site, product, service and budget.

Follow Up - Follow Up - Always Follow Up

It has been proven to us repeatedly that the squeaky wheel gets the grease. Follow up on every sale whether you made it or not with a "thank you" or "can I help you some other way". It typically takes five to seven exposures before a person makes a buying decision.

Persist Persist Persist

Just because you spent a full day posting ads and didn't seem to get much from it, don't stop posting ... devote consistent effort over time. The key is to be persistent!

Cultivate Word-of-Mouth Advertising

A satisfied customer is also a free salesperson. Get people started talking about your product, service or web site. Give away free information. Get your name out there!

Study the Competition

What are they doing (right) that you're not? What are YOU doing (right) that they're not? Benefit from their weaknesses, learn from their strengths

Don't Sell - Help People To Buy!

Say these words to yourself (out loud) - "Don't sell to people. Help them to buy." Offer your prospects and customers free information. Help them make the best "buying" decision possible.

Our Buying Habits!

When you know your customer, you can better sell to them (help them to buy).

WHY do we buy?

- Because we WANT something
- Because we NEED something
- To gain knowledge
- To avoid embarrassment
- To enhance leisure
- To escape shame
- To gain confidence
- To get on the bandwagon
- To have security in old age
- To improve our appearance or looks
- To "one-up" others
- To protect reputation
- To relieve boredom
- To satisfy ambition
- To seek adventure

WHAT do we buy? Products and services that help us ...

- Save TIME
- Save MONEY
- Make MONEY
- Make LIFE FUN
- Make LIFE EASIER

WHEN do we buy?

- BEFORE we LOSE MONEY
- BEFORE we LOSE OUT on a GOOD DEAL (i.e., price/availability)
- BEFORE our friends buy because “we want to be cool”
- AFTER our friends buy because “we have to have it too”

WORDS that make people buy!

- Discount
- Fast
- Free
- Guaranteed
- Improved
- Limited
- New
- On Sale
- Simple/Easy

WHAT do people **WANT**?

- Better Health
- Better Looks
- Financial Security
- Longer Life
- More Time
- More Money
- More Out Of Life
- More Free Time
- Popularity
- Prestige/Praise From Others
- Time Off
- To Enjoy Themselves
- To Fulfill Their Dreams
- To Visit With Friends/Family

WHAT do people want to **BE**?

- Appreciated
- Attractive
- First (at something)

- Fulfilled
 - Healthy
 - Informed
 - Liked
 - Like Others
 - Loved
 - Remembered
 - Successful
-

GRQS (Get Rich Quick Schemes!)

Does this acronym (GRQS) make any sense? No. And neither do most get-rich-quick-schemes either! If get-rich-quick-schemes really worked, we'd ALL BE RICH! Well, as a reminder, they STILL don't work.

Want to make a fortune? ... They're made \$19.95 at a time.

Publicity (Good/Bad)

ALL publicity is GOOD publicity - NO MATTER - good or bad!

- **Good Publicity** = "My product/service is recommended by xyz group/association. Here's what they have to say ..."
 - **Bad Publicity** (Turned around ...) = "Come see **WHY** they **DON'T** like my product/service!" See why they don't want you to know about it ... and have it!
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Three Ways To Attract New Customers Now!

- Give away an electronic informational product! (i.e., newsletter, eZine, etc.)
 - Offer free consulting via eMail!
 - Provide a product or service for almost free!
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Become A Professional Listener

Oftentimes, LISTENING is more important than SPEAKING!

- Good listeners **listen while they speak!**
- Good listeners pay attention to the other person's **physical, non-verbal signals!**
- Maintain **good eye contact** with the other person. Eyes focused, facing forward.
- **Smile!** Show you're interested!
- Use **appropriate gestures** to communicate (non-verbally) such as using your body by leaning forward, use your arms, face, hands, eyebrows, etc.
- Ask **quality, target questions** and respond with important answers.
- Let the other person **finish talking** before you respond! Don't interrupt. Hold your thought, KNOD instead, and allow the other person(s) to complete their statements in FULL!
- Allow others to be themselves and talk like they do. Don't make fun, rather accept and receive them unconditionally.

Writing Sales Copy

- Get your point across quickly. The longer the paragraph, the more intimidating it looks to read.
- Short paragraphs (3-5 sentences max.) People skim pages, they don't read them.
- Short sentences. Short, snappy words and phrases go a long way without being long winded.
- Short headlines (1-3 lines)
- Write like you talk. Write from the heart. Pour yourself into your ad copy.
- Use CAPITAL LETTERS sparingly and only for EMPHASIS.
- "Use quotation marks around "words" and "sentences" to apply "emphasis" to key words and phrases."
- Use (parentheses) to add emphasis to (words) and (phrases) as well.

- Amplify benefits.
 - Use lists and bullets as much as possible. People prefer lists and bullets over paragraphs filled with words and characters any day.
 - Include a fair amount of “white space” around your text to make your pages easy to read and pleasing to the eye, visually. White space = breaks for the eyes.
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Make It Easy For Customers To Pay

The easier you make it for your customer to buy the quicker they CAN buy. Make it easy for them or they will buy it from somebody else ... who does!

- Beat any price
 - Offer free samples
 - Accept cash, checks, money orders, cashier's checks and credit cards
 - Accept orders via mail, eMail, fax, telephone, 800#, in-person....
 - Offer secure credit card transaction capabilities from your web site
 - Offer deferred payment plans
 - Offer payment plans
 - Offer rebates
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Know The Internet

There are THREE THINGS to remember when dealing with the Internet. The Internet is ...

- **GLOBAL**
- **HERE NOW**
- **THE FUTURE**

Use it. Study it. Make every effort to take full advantage of the technology to help you MAKE MONEY and SAVE TIME!

Attention-Grabbing Ideas

Grab the attention of your customers with bold headlines, flashy colors, provocative wording, enchanting messages, catchy phrases!

Surprise! Surprise!

Everyone loves surprises, especially when they improve the quality of life and living! Every once in a while, surprise your clients with a special gift or telephone call.

Check up on them with great news about anything that might help improve the quality of life and living! Catch them off guard in a "positive way!"

Spy On Your Competition

What better way to rise above the competition than to spy on them! You better, they are spying on you, you can count on it! What do you think I do when you're sleeping?

- **Use search engines** to locate your competition.
 - **Study at least 10-20** of your competitors.
 - **Read every page** of their web site.
 - **Study their sales copy**, .html source code, product literature, products, etc.
 - **Capitalize on their weaknesses** by magnifying your strengths!
 - **Stay ahead of the game** with constant research.
 - **Attend seminars/tele-seminars** to hear what they're up to.
 - **Buy their products** to find out what they're up to.
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Customer Service Tactics

Contact your customers via telephone, eMail or mail after they purchase your product or service. Ask how they enjoy the product or service. Get feedback! Then, stay in touch with that customer via a newsletter (online or offline) or other method. You got 'em! Don't lose sight of them! Don't let them lose sight of you!

Provide your contact information on your web site for easy access to your customer service department, even if it's only you! Leave your business card in products you deliver or mail. Simply, make it easy for your customers to reach you!

Call your competitors' customer service and see how they respond to their customers' needs. If there's a special way they answer the phone or say something, you say it - do it! If there's something your competitor does or did that made you upset or disturbed, remember NOT to do that with your customers!

Do not haggle with customers. Customers and their word can make you or break you. Remember? The customer is always right. Every complaint is an opportunity to serve! Serve them well and your customer will turn around and brag about your great customer service.

What if you lose money by having to refund a portion or all of the purchase amount? Maybe you didn't agree with that person's REASON for wanting their refund. Get this - please them and they'll walk away with **POSITIVE feelings** for you and the way you do business. Haggle with them and they'll leave you cold and bold ready to tell the world of their terrible experience with you. Positive = More sales with positive word of mouth advertising. Negative = out of business sooner than you think!

Research new and improved ways to increase the speed with which your products and information are delivered to your customer.

Spy, spy, spy on your competition! Never give in. Always spy and prey. Copy what you like, drop what you don't! Match them or beat them, but never fall behind!

Follow-Up Tactics

Just because you didn't make the sale on the first contact, don't give up! Customers need reminders more often than not, to buy your product.

Statistics show the following:

- **2%** of all sales occur on the **1st contact**
- **3%** of all sales occur on the **2nd contact**
- **5%** of all sales occur on the **3rd contact**
- **10%** of all sales occur on the **4th contact**
- **80%** of sales occur between the **5th and 12th contacts**

Source: *National Sales Executive Association*

Repetition is key to closing more sales every time. Forever stay in front of the client: Web site, classified ad, business card, promotional item, free report or eBook, newsletter, gift, coupon, you name it, you stamp it (with your offer), and you're golden.

Harness the power of technology to automate follow-up. Utilize opt-in eMail management programs, newsletters, eMail, auto-responders, ... you name it!

Seven Ways To Beat The Competition

- **Spy On Them!** Everywhere, anytime, all the time! Study their marketing tactics, product features and benefits. Whatever the competition has going on, you better be doing (such or the opposite) too and better than them!
- **Under Price Them!** Keep your prices "just below" the competition, all the time. Customers are inclined, more than not, to lean towards the lower price between two or more products. Simply, customers never know the difference as to which product is really better than the other. So, they tend to choose the lower priced product.
- **Over Value!** Provide more product and service "value" to your customers than the competition. "Quality" is the name of the game, not just "quantity"!
- **Offer More!** Offer more product, service, and information for the buck! Now, I'm talking "quantity". Add more bonuses and free gifts with every purchase. Add to the overall package of products and services you intend to deliver to every paying customer.

- **Stay Ahead of Them!** Study trends, facts, stats, fads and figures. Perform marketing research and surveys to find out what's hot and what's not. Find out what lies ahead - and stay there!
- **Over Service!** Deliver more than you say you do.
- **Be More Available!** Provide more access to you, your web site and customer service than the competition.
- **Offer More Products!** If your competition has one product, (you) have three. If they have three, (you) have six!
- **Be Everywhere They Aren't and Be Where They Are!** Wherever your competition is NOT, you should be there. Wherever your competition is, you should be there alongside them.

Investment & Capital Funding Tactics

Searching for investment dollars? Need a little kick-start cash to launch your new venture? Best to keep in mind the following guidelines when questing for start-up capital of any sorts. Investors are going to want to know any, if not all, of the following:

- **Is your product/concept/service unique to the world!** Do you offer something different than what is already out there! What is your USP (Unique Selling Proposition)?
- **Have you a strong business plan?** No business plan = no cash. Seek out business plan writing software to help "guide" you with the process. By no means should you rely exclusively on such fill-in-the-blank software programs to do all your selling and designing. You will have to get your hands dirty in this area. Roll those sleeves up and hit the desk; it's writing and research time, big time!
- **Have you a strong management team?** Are you alone in your quest? What if you explode out of the marketplace, are you equipped with the man and woman power to take control over your massive and unpredicted growth? Have you the experience to even get you there?
- **What is your projected income of returns?** How much have you to offer your investors? Remember, they're not in it for their health! Money talks, every time.
- **Have you calculated for every possible thing to go wrong in your plan?** Have you calculated any risks necessary to keep the business alive? Think! Project! Plan! Prepare! Have the answers before their questions arise!

By no means, is this list all inclusive, but with the proper research you'll discover these are typically the fundamental stepping stones for starting out in that quest for (start-up) cash!

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THE END