

HOW TO
OVERCOME

THE **5 BIGGEST**

Marketing Mistakes



Women
Business
Owners
Make

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MISTAKE #1

No Marketing Funnel.

Most women business owners (WBO) have one or two offers and hope every prospect they come in contact with will want one of those offers right then.

Take an example of a Life Coach. Let's say you're a coach and you offer a one hour session for \$150. You also sell a package of 6 sessions for \$800.

While this seems to make sense (and it's what everyone else does), many people who need life coaching don't think they can afford to spend \$150, let alone \$800.

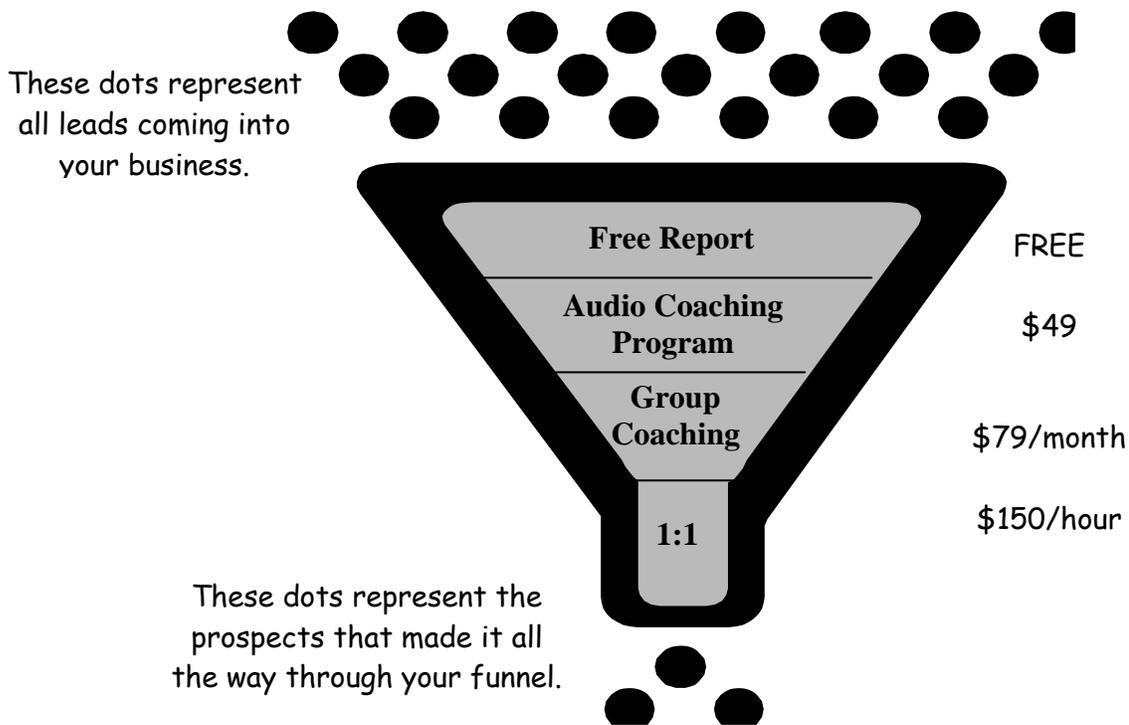
So whatever effort you made to contact this prospect (speaking, networking, referral, etc.) is wasted. Unless you're really good at following up multiple times with each lead, they are eventually cast aside for newer leads.

But just because this prospect wasn't ready to buy life coaching now, doesn't mean they never will be.

The purpose of a marketing funnel is:

- To have an offer that EVERY prospect in your target market can easily access (little time and no or low cost)
- To be in front of prospects when they are ready to buy (not just when you're ready to make a sale)
- To be the person that people they know, like and trust in your profession
- To easily and naturally move your prospects to your higher priced offers

Let's look at the elements of a marketing funnel using the Life Coach example.



Not everyone you come in contact with will be ready to buy. Therefore, if you offer something of value for very little cost and commitment at the top of your funnel, you now have their permission to keep marketing to them your other products and services.

But wait a minute! If I'm just giving away my information, why would they buy? Because...

Once people experience your value, they will want more.

Many WBO are reluctant to give away value. You may have had the experience of giving away your services or time thinking the person would eventually buy and they didn't. That's okay. It happens.

But with a funnel, keep two things in mind.

1. The value you give away at the beginning should NOT take your time. In other words, stay away from offering free sessions of any kind. It should be something you can create once and offer ongoingly.
2. As the shape of a funnel makes apparent, you're going to be putting a lot more people in the top of your funnel than the number who move through it. So it's okay that everyone doesn't buy. Enough will.

OPT-IN. This brings us to the next topic which is how do we capture the information for people entering our funnel. In the past, we used software like ACT or Goldmine to capture our list of prospects.

But now, since much of our traffic comes to us via the web, it's also a convenient place to capture our prospects contact information.

If you look at most WBO's websites, they are nothing more than online brochures. They are chock full of information most visitors will never look at. And since most online visitors decide to stay on a site within 3 seconds, we have to capture their information before they decide to leave.

That's where an OPT-IN box comes in. An opt-in box captures visitor's information by offering them something valuable – a free report, a newsletter, a CD. There are a few tricks to getting the OPT-IN box right.

1. MUST BE OBVIOUS
2. MUST BE COMPELLING
3. MUST BE EASY

MUST BE OBVIOUS. Many sites have an OPT-IN box but it's buried on the Contact Us page or at the bottom of the home page. For an OPT-IN box to be effective, it needs to be upfront and center. The best place is on your home page and "above the fold."

Above the fold is an old newspaper printing term and it meant anything that was printed above the fold of the newspaper. That way, it was the first thing people saw when they looked at the paper.



Nowadays, above the fold means anything that is visible on a webpage without someone having to scroll to see it. That's where you want your OPT-IN box.

MUST BE COMPELLING. It's no longer enough to just ask people for their information. People are inundated with information and email and yours is just one more they have to delete when cleaning out their Inbox. Even free newsletters are becoming so common, many people won't bother.

It's best to offer something your prospects really want. **What information are they dying to get their hands on?** This is where a free report works great.

If you were that Life Coach, what information could you offer? How about a free report on losing weight, making money or keeping relationships strong?

Here are just some examples to get your mind stirring.

"The 3 Secrets to Saving Money On Taxes Even Your CPA Doesn't Know"

"Five Ways to Make More Money in Your Business This Week"

“How to Boost Your Business by Overcoming Sales Call Reluctance”

“10 Powerful Business Strategies to Take Your Business to the Next Level”

“How to Discipline Your Kids Without Feeling Guilt or Remorse”

“7 Things You Must Know Before Hiring a Life Coach”

You want to think of what your target market wants and needs. Give them a taste of it for free in exchange for their contact information.

MUST BE EASY. Don't make your prospects jump through hoops to get the free information. Make it as easy as entering their first name and email address. Unless you're sending them something physical (like a CD), you don't need their mailing address, phone, fax, etc. People will be more compelled to leave their information if it is quick and easy.

Lastly, reassure them that you will never sell, rent or misuse their information. Some people won't leave their information if they can't see your privacy policy. Don't take that chance. Put it right under the OPT-IN box.

BOTTOM LINE: To get the most business from your leads, you have to be in front of them when they are ready to buy – not when you are ready to sell. To do this, you need to gather their information and consistently market to them.

MISTAKE #2

No Specific Target Market.

Most WBO don't have a specific target market. Perhaps you have a product or service that could be used by anyone. And if you love and believe in your product, you probably feel it should be used by everyone.

Or perhaps you're just starting out or business has been a little slow. So out of financial need, you'll take all the business you can get.

The problem is...**if you're product/service is for everyone, then it's for no one.**

Here's a story to illustrate. There was a Yoga instructor who decided she didn't want to be doing classes all the time (hours for dollars = exhausting) so she made a Yoga instructional video. It sold for around \$29 because that was the going rate for Yoga videos.

By request and based on her experience, she decided to create Yoga videos especially for golfers. There were specific moves that would especially benefit people who golfed a lot. From there, she created videos for bowlers, skiers, soccer players, you name it. Each group had their own unique needs based on their sport and her videos targeted those areas.

The amazing thing is, she was able to sell these specific Yoga videos for \$59 and up. The content was mostly the same but because it seemed more relevant to the niches, it commanded a higher price.

That's just one of the benefits of having a specific target market.

Here's some more:

1. **You know where to go to find them.** If your target market is professional women, 35-45, with an average of 2 kids, income between \$60,000 and \$80,000, you have a much better chance of knowing what they read, where they shop, what websites they visit and can position yourself to be in those places.
2. **They will know where to find you.** Whether it be by word of mouth or law of attraction, when you work with a target market, you get known by them. They are more likely to refer you to others in that target market.
3. **You can always choose to work with people who are not in your target market.** Sometimes opportunities just show up. Isn't it wonderful when that happens? It's okay to work outside your target market when the opportunity arises. But your marketing efforts (and dollars) will be focused on your target market.

So you may be thinking, this is great but how do I pick my Ideal target Market (ITM)?

FIRST, look at your list of clients and ask, "Who do I absolutely LOVE working with and if I could clone him/her I would be all set?" (If you have a brand new business, just think of people you work or deal with and ask the same question.)

Sometimes you're already working with your ITM to some extent. Now, write down everything you can think about this person(s). List their demographics.

Gender	Hobbies/interests
Occupation	Location
Age	How much they spend on your product or service
Income level	What they read
Education level	What they watch
Children	Where they shop

SECOND, the next most important part about an ITM is that they will actually buy what you're selling. So look for people who are:

- A) Irrationally passionate OR...
- B) In extreme need or pain

Irrationally passionate people may include collectors, hobbyists, sports fans, direct sellers, anyone who is so passionate about "X" that they will buy anything that will help them learn about "X" or get more "X."

People in need or pain may include emotional pain, relationship challenges, physical ailments, business or financial problems.

With my work as The DISC Wizard (the work I do with organizations, check it out at <http://www.discwizardonline.com>), I can't say I've met many business owners who were irrationally passionate about hiring their next employee.

However, most of them were in some kind of pain. They had just lost a key employee or they finally fired someone after months and months of frustration and now need to find the right person. Or maybe they just figured out what turnover was costing them. Either way, they were feeling the pain.

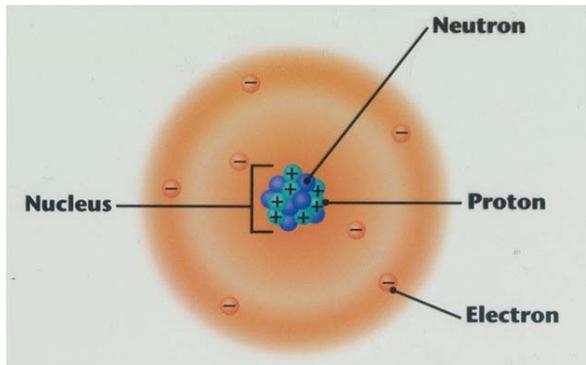
So give your ITM the litmus test:

Are they irrationally passionate about something
your product or service can give them...
OR...
are they in some sort of extreme pain or need
that your product or service can solve?

If so, you will never starve!

THIRD, the last thing to consider when choosing your Ideal Target Market is something a little less tangible, a little more esoteric. Energy!

We are all energetic beings. I don't mean to rehash 9th grade biology but you remember the basic makeup of atoms, right? Protons, neutrons and electrons were the basic components.



Well, protons are positive and electrons are negative. Protons will attract electrons and if exposed to them long enough would become neutrons.

Meaning: when positive is surrounded by negative long enough, the positive gets neutralized. (It's also interesting to note that nothing is ever attracted to the electron or the negative charge.)

So when you spend time with your ITM, you want to be absolutely sure you are with other positive people who give you more energy.

There is nothing worse than spending a lot of time with negative people who drain your energy. I call them energy vampires.

Working with the ITM should leave you feeling inspired, energized, more so than you were before.

If you feel exhausted, don't convince yourself that it's work so it's supposed to be tiring. Trust me, with the ITM, it won't feel like work.

BOTTOM LINE: You can make more money from a targeted list of 10 prospects than a generic list of 100.

MISTAKE #3

No Message to Market Match.

Now that you've picked the ITM, it's time to think about your message to them. What do you want them to know? How can you help them? How can you convey to them that you are the perfect person to help solve their problem?

There are three ways:

1. Emotion/Tone
2. Language
3. Credibility/Vulnerability

EMOTION AND TONE need to match your target market. If you are speaking to a group of first time mothers in their first trimester, you're going to want to strike a much different tone than if you were speaking to a group of hunting enthusiasts.

This is part of the reason for selecting an Ideal Target Market that you are passionate about helping. You either know them well (usually you are or were a part of their demographic at one time) or you will get to know them well. This will help you strike the right emotion in your message.

There is a woman in her 70's who has a coaching business primarily for 60+ women. When she wrote a sales letter to promote her coaching program, she touched on topics that would emotionally trigger aging women. And it's completely authentic because she is there herself.

She talked about the body slowing down even though inside you feel as young as ever. The wrinkles that show up daily – not to mention the age spots.

While the hair on your head is thinning, it seems to be sprouting in new areas constantly.

Your sense of smell and taste have diminished and now you're looking over your bifocals and you're noticing that no one is looking back at you. You're starting to feel invisible.

While this may seem gloomy and depressing, it's reality for many people. But she goes on to offer understanding, hope and a solution.

The point is she struck the perfect tone by **addressing the conversation that is already going on inside her prospects head**. How does she know? Because it's going on in her head too!

So what is the conversation going on in your prospect head? What are they passionate about? What do they want to be able to do? What is the dream? Or, what are they worried about? What don't they have enough of? Where is their pain?

Once you know this and the tone/emotion of your message matches, you're on your way to marketing success!

LANGUAGE. Closely tied to emotion and tone is language. You must speak your prospect's language. If you don't, it would be similar to writing an English article for a Swahili newspaper. Most people won't get it.

Most groups have their own language even if they need the same basic help.

If you sell a workshop on overcoming the fear of cold calling, you could conceivably market this to anyone who sells for a living. However, based on the target market you're going after, your language and choice of words will be different.

MARKET	WORDS TO USE
Business Owners	Profit, ROI, bottom line, control, freedom
Sales Reps	Higher commissions, high close ratio, more time off, recognition
Network Marketer	Build downline, passive income, financial freedom, flexibility

Each group will respond positively to their own language. They'll think "Wow, this person really understands me and my unique situation." Familiarity breeds trust (not contempt as some suggest) and people buy from people they KNOW, LIKE and TRUST.

CREDIBILITY/VULNERABILITY. When I decided to start working with Women Business Owners, I knew that I would be able to relate to them because I know – intimately – the dreams, challenges and frustrations as a woman owning a business.

I struck the right tone: realistic about the challenges, positive about the potential and downright irrational about using our unique gifts and talents to change the World.

I altered my language a bit from the male business owners I worked with. Instead of mentioning ROI, profit and bottom line, I refer to freedom, flexibility, work-life balance, shopping, ability to give back more, etc.

But there is a third way I match my message to my market. The way I present myself and my story was different.

When you really find your ITM, the one you are "destined" to help, it will most likely be related to some hardship you've gone through.

Example 1: if you've been through bankruptcy, you may find your target market is other people who've been through bankruptcy OR you may decide to work with children to teach them financial literacy.

Example 2: If you've been through a difficult divorce, you may resonate with other women contemplating or experiencing a divorce themselves. You may even decide to do premarital counseling with couples.

In either of these examples, you are perfectly qualified to help because you've been there! So you've got to tell your market just that.

Many people are afraid to mention, let alone advertise, their past mistakes. They think it will detract from their credibility so they hide behind their accomplishments, credentials and diplomas.

But let me ask you this. How do you really get to know and trust someone? Think of the last person you befriended. Was it because you shared all your accomplishments, degrees and successes that the two of you bonded?

No, most likely it was sharing your mistakes, foibles, fears and embarrassments that really brought you closer.

The truth is, as imperfect beings we just aren't attracted very long to people who seem perfect. We tend to find endearing people who show their vulnerability.

When I used to share my story as a trainer and consultant to corporations, I struggled to tell my story. Without being in front of a target market I resonated with, I was reluctant to share my struggle in business. After all, aren't most speakers introduced with a long list of credentials and accomplishments?

But once I got in front of Women Business Owner audiences, I found not only was I comfortable sharing my WHOLE story, they wanted to hear it!

Your message will be right on if you share your credibility AND your vulnerability.

BOTTOM LINE: You will see a higher conversion of prospects into customers if you match your message to your Ideal Target Market.

MISTAKE #4

NOT UNDERSTANDING THAT COPYWRITING IS KING QUEEN!

Copywriting is any writing you do to sell or promote your products and services. Whether it's a website or newsletter or billboard ad, knowing a few copywriting techniques can make the difference in getting your market to read your message.

Statistics now say that the average person spends just 3 seconds on a new webpage. Three seconds to determine if what they found is valuable.

So here are the three fundamental purposes of copywriting:

- GET OPENED
- GET READ
- GET ACTED UPON

GET OPENED. Whether it's an email you send or a letter in the mail, it's useless and a waste of your time and money if it doesn't get opened. Yet most business owners give very little thought to this critical first step.



Email is harder and harder to get delivered and opened nowadays. People are inundated every day with critical emails and pay less and less attention to others.

The only thing that tips the scales in your favor is what you put in the "Sender" and "Subject line."

Sender: In order for your emails to not be considered SPAM, your prospects must have opted-in to receive email from you. (Opt-ins were covered in Strategy #1.) So they should at least be aware of who the email is coming from.

When selecting a "from who" for your emails, consider whether your prospects will know your name or your company name. If you've been transparent in your business, they will probably know you.

I have a friend who when she sent out her first few newsletters used her business name in the Sender line. I almost deleted the email because I didn't recognize who it was from.

In the corporate side of my business, I'm known as The DISC Wizard. So when I send emails, they come from * Nancy Roberts (The DISC Wizard) *. [Bonus tip: The asterisks around my name make my emails stand out from everything else in their Inbox. Plus, when they sort their email by Sender, my emails rise to the top above the A's, B's and C's.]

Subject: Your subject line is what determines whether your prospects open your email, set it aside for later, or never open it at all. There are some basic tips to keep in mind when writing your subject line.

1. **Be brief** – many email programs have limits as to how many characters will show in the subject line. You don't want to get cut off.

2. **Be enticing** – nothing is worse than a boring, vanilla subject line. See the examples below.
3. **No unnecessary words** – you want to get your message across in the least number of words possible. Imagine each word costs you \$1000.
4. **No CAPS** – using all CAPS is like shouting at the reader. Even for emphasis, it's annoying.
5. **Should be about them** – not you!

Here are some **BAD subject lines** I've seen. The parentheses are mine!

Subject: We've changed our logo (who cares?)

Subject: September's Issue (if I didn't open August's issue, what makes them think I'm going to open this one?)

Subject: We're having a sale (maybe enticing if I love the store but rather bland)

Here are some **GOOD subject lines** and why.

Subject: Goal Setting Is Useless (I changed this one from "Why Goal Setting Doesn't Work" because it was more controversial = more opens)

Subject: 3 Ways to Turn "No" Into "Yes" (using a number like "3" has people think they can handle that amount of information right now.)

Subject: The #1 Secret to lowering stress (intriguing because it's a secret)

Also, I send out weekly Ezines (emailed newsletters) in my business. I want people to recognize the Ezines from other emails I might send. So the subject line will include the Ezine name plus the title of the main article.

Subject: [DISC Ezine] Goal Setting Is Useless!

Subject: [Success iNsights] This one's for ladies only!

Try different subject lines until you get something that works. Think of it this way, what could someone put in a subject line that would get you to open and email right now?

Letters: Mail is becoming popular again because of the over-use of email. With postal mail it's even more important that it gets opened because it costs you money to send something by mail. So here are some proven methods that work.



Envelopes – the trick to getting envelopes opened is by making them look like they are from a person not a business. When you sort through your mail, personal letters from friends get opened first. Anything that looks like it was a mass mailing or promotional in nature usually falls to the bottom of the pile. So follow these steps to get yours to the top.

- Handwrite (or use a font that looks like handwriting, i.e. Comic Sans) in blue ink; no mailing labels as this tips them off it was a mass mailing.
- Have the return address be “blind” meaning no company name; just your address
- Attach a 1st class stamp slightly crooked and if you can find a cartoon or commemorative stamp, it’s even better; no postage meters (this is from a website that sells postage meters: Metered envelopes are often perceived as being less personal and more formal, clearly indicating a business purpose for the correspondence. Recipients are fully aware that their letter is one of many, possibly thousands. They may have a tendency to dismiss the importance or significance of the envelope's contents. In many cases, people do not open envelopes that appear to be impersonal junk mail.)

Which would you open first?

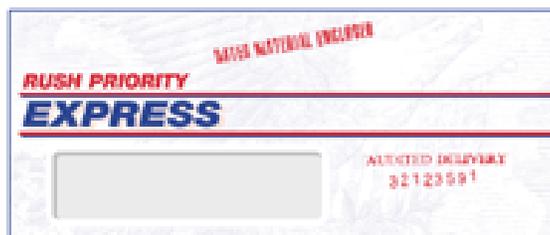


Lumpy or Bulky Mail – have you ever gotten an envelope with something lumpy inside? You just had to open it to find out what it was, didn't you? Maybe it was just a key chain or a pen but you opened it. You can use the same technique. If you're promotion or business has a catchy theme, find something that has a connection.

- If you are a personal trainer, send out a whistle.
- If you're a financial planner, send a few coins.
- If you're a real estate agent, send a nice brass key.

These ideas cost very little to implement and almost guarantee that your prospects will open your letter.

Urgent or Priority Envelopes – you don't have to pay priority mail prices just to send an official looking envelope that gets opened. These envelopes are available on many websites and typically get opened right away.



GET READ. Once your letter or email is opened, now you have to make sure you keep your prospects' attention. If people give a website 3 seconds to catch their interest, letters and emails don't get much longer. While I will address just letters here, these strategies apply equally to emails, postcards, business cards, webpages, signages, articles, etc.

Headline. The number one way to catch the interest of your readers is to have an attention grabbing headline. Most people think in order to be professional, they have to have their letter on their company stationary or letterhead. WRONG!

If you're sending a letter to a prospect, your logo doesn't mean anything to them yet and they are just as likely to throw it in the garbage no matter how much you paid to have it designed. Same with all your company information. It's not important – yet.

The first thing they should see is a benefit-laden, enticing headline.

**“Make More Money in Your Business This Month
Than You Did Last Year –
Without Working More Hours!”**

**“Want to Know How to Get More
Energy and Better Sex
Without Dangerous Drugs and
Scary Side Effects?”**

**“Know More About Job Candidates in
10 Minutes Than You Would
Working With Them for 6 Months”**

While these are exciting headlines, make sure your products and services can deliver what you promise. Just make sure they are interesting enough to get your prospect to read further.

Subheads. Subheadings are headlines throughout your letter usually bold and perhaps a different font or color so they stand out. They should highlight the important aspects of your letter so if someone is a “skimmer” and all they read are these bold subheadings, they will get the gist of your message.

Testimonials. You can tell your prospects all day long how great your product or service is but nothing beats a third party endorsement. Testimonials from happy customers (especially those in your Ideal Target Market) create social proof that you are credible. Make sure you get your customers permission to use the testimonial, along with their name and other pertinent information. Anonymous testimonials or with no last name seem suspect.

Visual Interest. Use graphics or pictures to increase interest and readability. Whether it's to call out something really important or to illustrate something written in your copy, it catches people's eyes. Just think how clearance racks in stores get your attention!



P.S. The post script of a letter is the second more read part of any letter, after the headline. People's eyes scan to the bottom of a letter usually because they think the P.S. contains pertinent details. And it should. It should reiterate any deadlines to your offer (more on that in a bit) or any instructions for them to respond.

GET ACTED UPON. Okay, not the letter has been opened and read. Good job but we're not quite done yet. Unless all you wanted to do was say hello, I'm still here, remember me?, then you've got one more thing to do. You have to get them to respond to something. Without getting a response, you have no idea if what you're sending is effective. Here are the keys to getting a response.

One specific offer. Many times we communicate with a prospect and we want them to know all that we have so they will have options. This is the time where one thing is a good thing. Instead of sending a letter that mentions a teleseminar you have coming up, and offers them a free CD if they call, and says that you'd like to set up an appointment with them – stick to one thing. Have one "call-to-action." Your letter should have one intention. Either to get them to go to your website to sign up for something, or to call for an appointment, or to send back a postcard for a free report...not all three.

Deadline. People are busy these days. And if there isn't a deadline to your offer, your prospects will set it aside thinking they'll get to it "later." But we know later never comes. So give them a realistic deadline with a reason. Specific dates work best.

Scarcity. Scarcity works similar to a deadline. There's nothing people respond to faster than the possibility of losing out on something they wanted. As a matter of fact, it makes you want it more if you think there is demand for it. If there's only 10 left, you rush to get one. So if you only have enough time in your schedule to take on 4 more clients this month, put that in your offer.

Bonuses. Have you ever watched an infomercial late at night? Sometimes the bonuses they offer are more enticing than the main product. You get the chopper for \$19.95 but the slicer and dicer is FREE. Everyone likes getting something for free. If you add bonuses to your offer, your prospects feel like they are getting a great deal. And they are. So long as your bonuses are appealing.

Guarantee. With all the scams out there, people have become cautious of who they give their payment information to – especially online. So if you are selling something, the best thing you can do is offer a 100% satisfaction or money back guarantee. Very few people ever take you up on this and it increases the number of people who will respond.

Phone/Email/Fax/Website. Don't forget all your contact information and different ways to respond to your offer. If you want them to come to your store, put a little map in your letter. Don't expect that they know where you're located. Make it easy for them. This will also increase response.

BOTTOM LINE: The point of good copywriting is to get people to raise their hand and say "I'm interested." These techniques greatly increase the chance of that happening.

MISTAKE #5

OVER RELIANCE ON SOCIAL MEDIA: TO TWITTER OR NOT TO TWITTER. THAT IS THE QUESTION.

With the Social Media craze, many women business owners are scrambling to get on LinkedIn, Facebook and Twitter thinking it will bring them a flood of new customers.

Many hours later, you may find you've done nothing but reconnect with a lot of school friends (most of who you lost touch with for a reason!) and twittered your valuable time away.

So how come so many people are claiming that Social Media has brought them so much business? Are they fibbing? Maybe some of them. Others are mistaking activity or traffic for income. And others are legitimately making more money because of Social Media.

The difference is how many of these other strategies do you have working for you before you discover Social Media.

If you have no target market...
If you have no message to market match...
If you have no opt0in box on your website...
If you have no automated marketing funnel...
If you have no copywriting skills...

...then you should stay away from Social Media as your primary marketing strategy.

I know, I hear all the hype too! But let me reassure you, there are multi-millionaires that don't have a Facebook profile.

I'm not saying that it's not bad to have an online presence. As a matter of fact, in some businesses, it's critical. For example, if you will be speaking or writing in your business, people will look for you online to establish your credibility.

Just be careful it doesn't detract or distract!

DETRACT. Be careful what you post. Be careful how often you post. Be careful what others post about you. (this includes blog comments and tagging pictures of you)

DISTRACT. Be forewarned. Social media can be addictive. Studies have shown that when others respond to a post of ours, we get a little shot of adrenaline and endorphins similar to what we experience when we fall in love, and when they don't post, we feel disappointment. Either way, we're compelled to do it more.

Tips for using Social Media.

- Have a very specific strategy when you start.
- Use it as a lead generation tool for your funnel not your sole means of marketing.
- Don't sell directly. If you promote too much you will turn people off.
- Limit yourself to a half hour per day. This may mean 3 sessions of 10 minutes.
- Set a timer so you don't lose track of time.
- Delegate to an assistant if possible.

So if Social Media doesn't turn out to be the silver bullet many women business owners hope it is, how do you get your message delivered?

There are many different types of media to consider. And your Ideal Target Market may respond better to some than others. The key is to:

- MIX IT UP
- KEEP IT FUN & INTERESTING
- MAKE IT ALL DIRECT RESPONSE MARKETING

MIX IT UP: There are several reasons to use different types of media when marketing to your ITM. Different types of media include:

- Direct mail
- Email
- Phone (to businesses only)
- Fax
- Website
- Social media
- Video
- Audio
- CD's
- Newsletters

The first reason to touch your prospects in different ways is to keep their attention. If all you ever do is email them, after awhile, they become immune to your emails. Sometimes they no longer open them because they assume they know what it says.

So if you mix it up and send them something in the mail, or a fax, now they have something tangible that reminds them of you.

Another reason not to have all your marketing eggs in one basket is because the way that media is delivered could change and cut off your ability to use it. For example, SPAM blockers and firewalls have made it much more difficult to send promotional emails to prospects. Some systems require that your prospects do a "double opt-in" to receive information from you.

There has even been talk about monetizing email. Yes, it's free now. But what if someday there is a charge or tax applied to email and your entire marketing campaign is based on emails? Now what?

So keep your options open and your prospects opening your information.

KEEP IT FUN AND INTERESTING: When using different types of media, there are so many fun things you can do to be a welcome guest rather than an annoying pest to your prospects.

One thing I like to do is send funny greeting cards to my prospects. For example, I teach a certification course in the DISC behavioral tool. DISC is great for helping managers resolve conflict. So one of the cards my DISC certification prospects receive looks like this:



Inside the card reads:

Dear Julie,

Employee conflict is one of the most difficult challenges a manager faces. Opinions vary widely and emotions run high. Often, conflict arises because individuals have a difference in their behavioral style. This affects how they see the issue and how they see each other.

Unless you can somehow get them on the same page, resolution is next to impossible. DISC is a great tool for helping people see the other person's differences in a positive light. It also gives them a common language to start to understand each other.

"In my job as HR Manager, I use the DISC information to help people resolve personal conflict. I can now assess how well a manager/subordinate will work together and where potential frustration may come from."

Jennifer Steier, HR Manager, Ultrafab, Farmington, NY

If you are considering DISC Certification, now is the time. We are offering \$500 off the regular price to SHRM members. But this offer expires at the end of this month. All the details can be found at [www.discwizardonline.com/discertification.html](http://www.discwizardonline.com/disccertification.html).

Nancy Roberts, The DISC Wizard

Employees Not Getting Along?

Perhaps **DISC** Can Help!

This usually brings a laugh to the person opening it and best of all – it's memorable! It's not the same old boring "come to our training" pitch most of us get on a regular basis.

MAKE IT DIRECT RESPONSE MARKETING: Most marketing that you see nowadays is nothing more than a general, “hey were still here,” type of approach. Most people send announcements or sales without any “call to action.”

Direct response marketing requires you create a specific offer with specific instructions and requires your prospect to “raise their hand.”

Believe it or not, people need to be told what to do. Once they are interested in your product or service, and if their on your list we will assume that they are, they are looking for the next step. But you have to tell them.

What is more likely to produce action?

We’re having a sale. 20%, 30% even 40% off merchandise. Come check it out at www.bigsale.com.

OR...

We’re having a sale. You will receive 25% off your entire purchase if you use coupon code: BIGSALE. www.bigsale.com. But hurry, our sale ends this Friday at midnight when our new inventory arrives. Or you can call in your order at 888-555-1234 if it’s easier. Remember, we have to hear from you before midnight on Friday to get your 25% off your order.

If someone was thinking of ordering before, now they’d be foolish to miss this chance to save 25% off.

And you don’t have to always be pushing a sale. This direct response marketing works for anything you want to promote. Seminars, book signings, free reports.

BOTTOM LINE: All the fancy tools in the World won’t make a difference if you don’t have a target market, with the right message, a clear marketing funnel, etc.

MEET THE AUTHOR



Nancy Roberts is the owner of iNsights, a company that provides marketing and mindset solutions to woman business owners and entrepreneurs.

As a Certified Behavioral Analyst, Nancy utilizes a breakthrough model to assist clients with self-awareness, shifts in perspective and increased accountability for results.

From proven marketing strategies to creating passive streams of income, Nancy helps you solve your most difficult business challenges.

Prior to founding iNsights in 2002, Nancy served as an Associate Consultant at Vitalwork, Inc. an Organizational Development consulting firm from 1997 until 2002. She specialized in leading First Line Supervisor Development Training programs, as well as Team Building and Executive Selection programs.

Her experience in studying human behavior and its affect in the workplace spans over 15 years in such positions as a TQM Administrator for T&L Automatics, Inc.; Quality Administrator at Fisons Pharmaceutical; and Production Administrator for Matrics Software Corporation.

Nancy's educational background includes studies in Organizational Behavior and Psychology, with additional studies in Total Quality Management and Business Administration. As a big believer of lifelong learning, she is a graduate of the Landmark Education Curriculum, as well as the Strategic Coach and Millionaire Mind Intensive programs.

“My mission is to inspire others to lead an uncompromised life.”

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My personal motto is: “*Always be happy, never be satisfied!*”