**The Power of Tiny Marketing Actions**

Thank you so much. I'm so delighted to be here with all of you. I am visualizing you across the country and perhaps across the world. It is really an honor to share time with you today. Michael my goal is just like some ideas and share some things that will help you get more customers for your business. The idea for tiny marketing actions came from many years of working with business owners. I spent the last 13 years , many of them in early-stage startup, helping people to watch businesses and my first book was called escape from cubicle nation. I work with a lot of people who had full-time jobs who were working on a side business. I also work with a lot of people who are going through stages of growth and scale in their business. One of the things that I noticed in working with so many people around marketing, especially if they did not come from having a background in marketing and business is that it is really difficult with all of the different possible ways that we can reach our customers to not become overwhelmed with choices about what we do to not become tired feeling like you never have a break and that you are just constantly needing to markets. And just it knowing what to do, and it seems like every day there's a new tool, new approach, and for most of the people who I work with, all of that can be very overwhelming. So we are going to have some fun today looking at the big picture strategically about how it is that you can kind of survey out there what are some different marketing techniques that you can use and then how to bring it down into something which is a tiny marketing action, small consistent actions that you take every day in order to really , over time, feet and grow your business in a strong, consistent way.

Specifically, we are going to be looking at your ideal customer and we are going to define it in a specific way by problem or challenge. We are going to look at five marketing channels. We will look at specifically some of the concept of the tiny marketing action and I will give you some examples. We also have more examples that you can access it will be sent out with this recording. And then we will talk briefly also about how to create a plan, you can really track your progress.

What I often see, especially for people who might be launching a product or launching a book is these huge marketing title waves . You might not hear much from somebody and all of a sudden you get tons of emails are you see social media posts coming from everywhere. Often that can be because somebody is working up to a big launch and you have a specific goal in mind where you want to sell a lot or you want your book to be successful and so you just execute a whole bunch of marketing activities that once. This kind of effort is challenging. It requires a lot of time and energy. It can require a lot of resource because you need to be building the assets that you are going to use in marketing. Sometimes there is a reason in order to do a marketing tidal wave where you want to drive a lot of attention and purchase for a specific period of time. But in general, if you think about going through your business life where you need to do these consistent marketing tidal waves, these are the things that and up tiring people out and gets very exhausting and overwhelming. I was curious as you are getting into this webinar today and thinking about your own business, , how many of you are doing a marketing in chunks and waves around some of these launches, how many of you have already been practicing these tiny marketing actions consistently or how many of you are really great for a while and maybe drop off a little bit? I sent the survey. I am excited to hear what the spread is for people here on the webinar today. >> If marketing tidal waves, while is sometimes necessary, are not ideal for being sustainable, really what we want to focus on is looking at a process where we can be very consistent every single day. And the foundation for this is a concept that I learned from my friend Susan buyer. She is an attitudinal segmentation researcher. What that means is that she works with agencies who work with big brands to really figure out why are people actually buying a product or service . So you look at something like purchasing a car and, in general, somebody is not going to make a purchasing decision because they are a woman between the age of 25 and 55, right? They are going to be purchasing a car because they might want to get really good gas mileage or they are going to their high school reunion and they want to impress their friends or their family has expanded and they need to have more room to fit all of the kids in the family and all of the stuff. So when you think about it that way, it makes sense that for our marketing messages and the choices we make about how we market, it should be focused really on the problem or challenge that people face. And unfortunately , for some reason, a lot of the way that we end up teaching marketing when we are defining our avatars or ideal customer, it's more around demographics. You might say I want to be reaching women between the age of 25 and 55 or I want to reach companies that have at least 10 employees that make at least $5 million a year. And where that can be sometimes helpful as a piece of what you look at, if you have not done this foundational work first, that, I think, is the part that can get very scattered where you really will not see an effectiveness in your marketing strategy.

So when you are at the foundation for creating your plan and your tiny marketing actions, you need to be defining for yourself and your business what the description of your audience framed in the context of a problem or challenge that they face is. For me and my business, I work with business owners who want to license their intellectual property so they do not have to always deliver programs themselves. That is way to describe a segment of my audience. So they can recognize themselves . Notice I did not really say something specifically about what type of business owner or what kind of intellectual property they have. So it can be people that come from a variety of different backgrounds and types of businesses. But it is is he wrote in on what really is the problem or challenge they have. They are exhausted the cuts they are constantly on the road and they know they have really solid intellectual property and I want to build some kind of licensing or train the trainer around that. That is an example. Another example, if any of you happen to be , if any of you have a cleaning business, is that I work with busy pool owners who do not want to mess with chemicals and cleaning on a regular basis. And you can't get really specific about that. You could say I work with busy pool owners who do not want to mess with cleaning but are conscious about toxic chemicals and want to use organic products.

Those of you who are in this business may no . This is way when you are talking about your audience that way, a busy pool owner who does not want to mess with chemicals and cleaning, somebody immediately can recognize themselves in that way. That's opposed to saying I work with homeowners that make at least $100,000 a year that live in this a certain neighborhood because, if you imagine that, you can see, some of you probably have them as neighbors, so people who fit those demographics love to cleaner pools. Some of them have time to do it. And then they will have others who want to clean pool but really do not have the time to do it. So that is really the first homework assignment for you. As you are reflecting on building your marketing plan and your audience, it is to create descriptions of your audience based on problems or challenges they face. It is very common that you might have two or three different descriptions of different kinds of audiences. That is fine. If you end up having 10 of them, that can become a little bit difficult for creating a really coherent getting plan and that is where you might want to work with your SCORE mentor or somebody in order to narrow in and think about how you can really have focused in your outbound marketing efforts. So that is the first piece is really defining your ideal customer by problem or challenge. Then I want to give you a little bit of context to think about who that person is, what is way you can begin to sort through figuring out the kinds of marketing channels that might work for them and also, to be creative, maybe to widen the net of how it is you could find who it could be that could be customers. The topic of my next book is looking at markets like ecosystems and knowing that when we are working with a particular customer that we are part of an overall ecosystem that they are turning to in order to completely solve

the problem or challenge they have. Let's say we have the ideal client who is a busy pool owner. In order for them to solve problems having to do with their pool, their backyard, with best practices about how to have a really spectacular barbecue, they might be looking to different parts of their ecosystem. They might be reading in the social media realm all kinds of posts that might the pictures from interest or Instagram that show really beautiful. They may interested in watching HDTV for ideas about how the backyard could really look great. They may be on the soccer field and ask their fellow parents who it is that they recommend for doing yardwork cleaning pulls. And they also may belong to professional associations, they may use certain apps, maybe they use coupon, maybe they use yelp, and you can begin to see within this ecosystem model that they are going already to a whole number of places in order to find information and resources and support to solve their problems. So very commonly for business owners that I work with, one of the things that can begin to stress them out is having the thought that they need to be the only person who is solving all of the problems that the homeowner has. It can be very overwhelming. Maybe it's just you. Maybe you do not have a lot of extra resources. In this is sometimes restart to get scope creep where you know the client has a lot of challenges any sort of think that you can do it and so you start to maybe add a different services or expand. And if it's not really within your zone of strength, this is often where people get stuck. And they run into problems. So anything about yourself really is being part of this overall ecosystem where you are one of many excellent people who is helping your client to have a beautiful, well-kept home, then you realize that there are many opportunities for cross marketing , for reaching them

in what I call watering holes. So a watering hole is a place in person or online where great numbers of people that are your ideal clients will be gathering. So for the cleaning company owner, maybe that is an Expo about pools that people would be drawn to. Maybe it is in a local homeowners association meeting where you have a whole bunch of homeowners, many of whom you may know in a neighborhood that has pools, that are gathering together. Maybe it is a virtual place. Maybe there is a Facebook group for pool owners with tips and tricks and that could be a wonderful watering hole for you to be connecting with people who are ideal customers. So we are going to refer back to this in a minute when we talk about different marketing strategies and look for ways to be reaching people. But the thing I really want you to be thinking about that is very foundational is that already, the people you want to reach, your ideal customers already are gathered in places that you can access. It is not about you just needing to one by one hold everybody in which sometimes you do with certain marketing strategies . Facebook after things like this are included. But really there can be places where you go somewhere where there are 50 people who are ideal clients for you. And imagine that one of those places is a conference where you can be a speaker and that, lo and behold, here you are in front of all of these ideal clients sharing your expertise and your wisdom with them. So this is a way that what you to think about a conceptually. We will then refer to this as we start to look at some of the specific marketing strategies. As you talk about having your ideal client that is defined by a problem or challenge that they are facing, they live within this ecosystem where they are looking at all these different places to get resources and information and solve their problems. And then what you want to do is to use that analysis for making decisions about what are some of the best places that you can reach them. So I wanted to walk through a couple of specific examples, some of which you might already be doing and some that might be new if you think about your own and. So the first to speaking . I think this can be really underrated that it doesn't really matter what business you are in when you are in business to really solve a problem and challenge that is faced by your customers. You have really great expertise and wisdom to share with them. So a great thing to have in your back pocket is 30 minute to 60 minute talk that would solve a critical problem for a group that is really made up of ideal clients and then, on a consistent basis, you can pitch that talk . It is very easy to be reactive. If you are somebody who has had a lot of business experience, there very well could be 10 topics that you could speak to people about. If you are speaking about marketing and your strategy is simply to respond to whatever requests that somebody has and they say can you talk on this topic and you say yes and then the next week you do a totally different topic, the danger there is that you are getting some kind of visibility but there is not a consistent message that you have crafted that very specifically relate to a service or product that they could purchase from you. And so here is the difference when you really look at speaking as a marketing channel and something you do consistently is where you do spend some time thinking that if I am going to be showing up in these watering holes, these places in person and online where ideal clients might show up, what would be the kind of topic that would be super helpful that will help them immediately solve a problem but that will also lead to a core product or service that I sell. So that is some of the discernment that you are going to want to use when it comes to thinking about what would be the ideal type of presentation that you want to give. I have one of my good friends who I know for a really long time. His name is Robert Middleton. And he is with action plan marketing. I am originally from the San Francisco bay area. And when I was first starting out in my coaching business, I went to a seminar that Robert gave and it was called how to be an info group. Said this was before we had words like content marketing. And it was a really excellent presentation. It was very clear and he was sharing this concept of being a service professional like myself, a consultant and a coach, who shares a lot of information for free. He said about 80% of your information is shared for free very generously but then you might charge a premium for 20% of that information. And it was a concept that, at the time, this was over 15 years ago, it was so revolutionary, it was really exciting, I had not heard about it before, and what he did as a marketing strategy is he gave that talk to over 50 groups of independent service professionals. So there were accounts and lawyers and coaches and consultants, in the bay area, and then as a very specific way that he leverage those talks is he had a really helpful handout that people would trade their business card for to get on his email list and he gave them a resource. And this was a way he was able to build a really large email list by providing excellent resources, great value, a very exciting, dynamic, in person seminar , but extreme consistency in terms of what the message was. So much so , over 15 years later, I am still using it as an example. It really stuck out to me as something that is just the best class kind of strategy. So this could be something to think about for those of you who might be starting out where you do not have a big audience yet, maybe you do not have the biggest mailing list, and your main focus right now is just getting exposure and introducing yourself to a lot of people. You can look for places within the ecosystem in order to be pitching or topic by sometimes doing some Google research. How can you just Google, let's say you want to target accounts so your target accounting associations in your city and very often you can get a whole list of what those would be and you can create a very easy pitch that you can send to them. And then introduce yourself and say how you would love to speak to the group if they have regular meetings. And you get a lot of rejections at first but then sooner or later you will start to get more people saying yes and then you can't develop a reputation as somebody who is a great presenter at local events to get your message out. So this is something that I would love for all of you to think about is, if you had one subject that you know would be super helpful it would solve the very core problem for your audience, what would that be , invariably, how does that link is specifically to a current product or service that you sell? I am not a fan of doing a huge sales job either in a virtual presentation or in an in person presentation. I don't know if you're like me but sometimes I might brace for it at the end what people might be doing a talk and you are waiting for a big sales pitch. I don't think anybody really likes it. So it is not about being over-the-top and making people feel uncomfortable. But it is about having alignment in the message you are sharing , useful information, and then just being able to stay in a very elegant way, if you want more information, I would love to talk to you about that or visit my website to find out the kind of services I have and I could be a way that is a really wonderful way to organically connect with new clients. So that is one really powerful channel. In order to not be spending all your time creating new presentations all the time, focus on something very specific that you can deliver and deliver well.

You might notice that we have gotten all of our results back from our survey, it looks like the chunks and waves are about 30% of you for around launches and promotions. 15% or so are very consistent. So congratulations doing things every day, week, month, and year. Over half of you, not surprising whatsoever, do it very inconsistently. You should feel no judgment whatsoever. It is perfectly normal. Is the result, often, of not having things structured and organized in way in which you can be consistent. So if we have not gone through this process that we are going to today and you have not made any determinations about your audience is in the types of marketing activities that you want to do, it makes sense that you are going to be inconsistent. I prefer to talk about marketing as marketing operations because it is as essential in the operations of your business as the delivery of the service that you give. You are right on target. And there's the opportunity to push more of us into that very consistent sector where you are doing things every day , week, month, and year. All right. So let's go on to never 2. One of my favorite marketing channels, boy, have I seen massive success with this one, both in my own business and also with clients that I have worked with and with people who I referred business too, so this is a concept of symbiosis.

It's where you have the symbiotic , mutually beneficial relationship. The way it translates into businesses where when you look at the business system of places where your ideal clients maybe going for information or support or resources to solve the problem that is close to the problem that you solve for them, this is where you can start to find some really wonderful business owners who have highly complementary offerings.'s for the pool cleaner, it is the landscape person and it could be a painter when people need painting and it could be the roofer. It could be somebody who does tile inside,

somebody who will be inside that homeowners house talking to them about homeownership stuff . I don't know about you, but I very often will ask people we want to pay the house and do you know anybody good . When you have a good relationship with somebody like that, you want to ask their opinion if they know somebody trusted to be working on your house. And so this is what you want to look for is proactively identifying who are people who have a highly complementary offering to yours. In the professional services world, I know in my world as a business coach, it is so predictable that when I start working with somebody that wants to start a business that they are going to need a website . So I need website designers. They may need photos for the head shots or a photographer, they need to set up their accounting and so they are going to need a recommendation for an accounting service. There are really natural, identifiable things that my ideal clients are going to need help with that I do not provide myself. So this is where you can begin to look for where are these Coventry people. Some of them you may know already. And you can reach out if you don't really know them or if you have not had a conversation specifically about ways that you can help each other to drive business , then you might just reach out to schedule a 20 minutes kind of get to know you meeting. I am a gigantic fan of 20 minute meetings. I cannot say enough about my love for them. Everybody is super busy. It is hard at first if you may not know somebody well to know if it's really worth your time to spend an entire hour. And so somebody is just asking for 20 minutes and they come super prepared and they ask really great questions and is no pressure and it's just a great get to know you. That it is a perfect amount of time in which you can have a good, effective conversation . And then if you are interested in doing work together, then you can continue and you have begun to build this foundation of trust. If it is not a good fit, it is only 20 minutes of your life, right? So that is why I find it to be really effective. Most people can say yes to a 20 minute meeting. So in the symbiosis situation, when you look at how you might identify people who would be ideal referral dress, a very critical thing to think about that is essential for your brand and your business , is where you know that the people who you're connecting with are going to be treating your customers with the same love and care and ethics that you yourself treat them with . And so that is why you want to be a little bit slow to do one referral and see how it is that person does into another of Freud see how they do after that. It is critical, and I have seen really strong relationships burned to the ground by not having strong symbiotic partners. Those that are strong partners are so precious, it's just a priceless thing. There was a work press developer that I worked with. I probably center 50 different referrals in the early days when I was doing a lot of early-stage startup because she was reliable, she was a reasonable fee, and she was very consistent. And my clients loved her. So that is the second piece that you want to think about is where might these symbiotic relationships be. These are some friends of mine in Catena County and I met them at a conference . I introduced I stuff and said hello and we ended up hanging out and having a great time and they have an accounting service for small business owners and, over the years, we've really got to know and love each other and refer business back and forth because when they have business owners that you software bookkeeping services, sometimes they need business strategy. So sometimes the kinds of symbiotic restaurant relationships that are best for partnerships are those where automatically you're looking for them or maybe they are already there but you have not really thought about it strategically. So that is your second idea for a marketing channel. The third one is what we are doing right now. When you have a webinar, the beautiful thing about webinars

is, I was just peeking at a question that came in before the webinar and somebody was saying how could you reach a bicoastal audience, right? Webinars, using virtual technologies, it's one of the very best ways of being able to reach people wherever they are. And they can have that good kind of connected feel . So sometimes, depending upon the size of the webinar that you have, sometimes you can use videos for it, you can see other participants. In a minute, we will go into our Q&A and with can have a little bit more of a conversation addressing real needs. And it is a powerful way using virtual technology in order to develop a little bit more of a personal relationship with people you want to be connected to. So for webinars, this again could be very related, effective, very similar topics that you could be talking about was speaking where you think about what is a great webinar topic that is aimed at solving a key problem . You want to create your slides. You can test it out. You can test the technology out with support of friends and clients. That's a want to part is that technology can be a little bit fussy sometimes for webinars so you really want to test it out. And then you can identify next steps. Maybe there is a free download to get an email or you could offer a 20 minutes call afterward or something like that. What's beautiful about webinars, if you think about it, like Netflix, where you can create

a series. There might be a particular webinar series that you would do over a period of time that would be addressing specific issues or challenges that your customers have and it is a really nice way to deliver content because people are signing up via email and it's a good way with their express permission that you can continue to reach out and have them connected to you on your email list. So for some of the technology, really what you need, you need your slides, you need some kind of webinar delivery service and there are a lot of different options. We are using ready talk here today which is actually a first time for using this technology. But you need to choose whatever that technology is. And then you go ahead and get the marketing out to your audience. You could be sharing it through your social media channels or your email list. And it is a really great way to provide a great amount of value and share what you know and use it as a way to connect with your audience, especially if you have the kind of it is this business that I do where does it really matter where your clients are pickets very different from a pool cleaning business. So that is your third option in terms of a channel. The fourth one is press. This is something

I think a lot of people do nothing about pick it seems like maybe you are going to be chosen for press. Somebody might just reach out to you. But you can be very proactive about how you cultivate the relationship with the press. So thinking about what would be the types of publications that people you want to reach read, what kind of podcast do they listen to, there can be very local television that you know your ideal audience watches, identify what those are , and then you can really set yourself up as a resource for a journalist this is the key. This is so important to remember. Analysts are constantly on deadline and the main problem that journalists have is they need stories. They need sources. They need expert advice in order to flush out there, stories. And so where you see yourself for your press strategy is being somebody who is a resource to journalists. That is the way you actually build really strong relationships, human relationships with them. They know they can trust you. And you don't always have to be the person who was featured. I have had a lot of press in the years that I have been in business. And part of it is because I have given them sources for a whole bunch of people who were not me. There were clients, experts, people with knowledge, and they were appreciative that I could deliver it to them quickly and on deadline. The things that you want to have ready for your press page is your cell phone and your email , something about your credibility as an expert, you can give some sample interview questions, and you can look at my page if you want to kind of get a sample of what it is that is there and, as you get press, then you can really update that information. The last channel is social media. This is something we are really familiar with. I think the key is to make some selections and maybe have two channels that you focus on. If you are generally

in professional services, LinkedIn is better. It's a highly visual service might be Instagram. You want to choose channels to work on anyone to get specific on planning the information you are sharing. Over time, it's things that are useful that solve the problems and challenges of people you want to serve. In this tiny marketing action process, when you made some choices about the channels, this is where we start to go really small. A tiny marketing action is simply the small, outbound marketing action you take each day to establish direct connections, build your brand, provide value. I gave some examples here and I have a lot more examples you can download and we will also send it in the email as a recording for this webinar. But it can be doing one strategic contact Arlington. Even post one content on social media. You could reach out to page talk. If you have the format or a template already done, it becomes so much easier for you to do it on a consistent basis. You could talk to fellow parents on the sports field . I find that as a soccer mom, very often people don't take time to do that. And you can be amazed at what happens. I had one of my clients that I worked with. We were working on tiny marketing actions and he said he told his sister very clearly finally what he did and she never really understood it. And she was like I did not know you did that and she turned around and gave him a $5000 client. So you may be surprised how loved ones of you think know what you do do not and so when you get used to doing these tiny marketing actions, it can really make a big difference. Finally, in tying it all up with a plan, as you are, after you have done some analysis about about who you want to reach, where they might be, you choose your marketing channels, you begin to develop a list of specific tiny marketing actions, then that is where you want to create a plan to track your progress. And I think that is going to be really zeroing in on some core marketing channels. Think about the specific actions and then you can create a spreadsheet. You can use project management tools like [ indiscernible word ] and check your progress and update each week. When you have a metric like I am going to take three tiny marketing actions a day, they can be really small . It could be one post on social media, one connection request that you make on LinkedIn. The key to this is being consistent, excusing,

I got a tickle in my first, so the key is being consistent and updating your progress everyday. I will toss it to you as I drink some water, Alexa, and get ready for questions.

Okay. Sounds great. Thank you so much, Pamela. We will go ahead and move into the Q&A segment of our webinar. We will be addressing questions that have been coming in from all of our participants. They also continue to come in. During this time left remain, we will do our very best to address as many questions as we possibly can. Typically, we do have more questions than we have time to get to during this segment. In the case that we do not get a chance to address your specific questions, I would like to encourage you, if you are not already working with a SCORE mentor, requesting a SCORE mentor after today's webinar session , mentors can be found online at www.tran01.org is a link about how to request a mentor right there within the webinar platform. Click there and proceed with that link that is available. Also we will provide presentation slide deck in a postevent email after today's webinar. It does include contact information as well for Pamela and we look at that to you guys so you have that to reference should you need further assistance there as well. Okay. So with that, let's go ahead and we will jump right into these questions . We will take a first question from Joe Lena . How would you suggest defining a problem when what you sell, in her case it is jewelry, and it is usually defined as a luxury item, it does not necessarily change the world by solving a problem?

That's a really great question. When we think about luxury, it can feel like why is it that people spend a bunch of extra money on something like that. But when you begin to dig in, in fact, ask your customers why it is that they are buying it, sometimes the reasons are because it could be things like they are working really, really hard and they feel totally stressed and they are looking for something that is very beautiful in their life or they might have the problem or challenge of having the kind of life in which they are never really able to slow down and enjoy things and they really love to have something that is of excellent quality and they found that when they invest in that, it takes them away to a different place, they get reenergized and more able to do thing the things they love. The first place to start is with your own current customers. Why is it that you purchased this? Before you worked with me, what was the kind of challenge you are facing and what has it done for you? There are a lot of things you can learn by just asking your customers directly.

This comes from Herbert who is asking how do I know what I my customers in my area?

Without knowing anything about your customers, when you begin to do some of this ecosystem analysis, there is a difference, of course, tween finding your very first customers and finding more. So sometimes, when you are testing and trying, you will do things like go to a number of different events until you might find somebody who is ideal or try a number of things. When you look at it specifically in the context of the ecosystem model, and you are defining your customer by their problem and challenge, you can ask yourself what are other resources that they need, what would be other related symbiotic businesses where they already might be going. And that is the first place to start. I don't of the business so I cannot give specific examples. But if, for example, I say I am just starting as a business coach, one thing I do know is that people often need accounting help and they need legal help in order to set up their business. So where might be a place for me to go? It's funny. When they first moved to Mesa, I went to SCORE. I actually volunteered at SCORE because I was like nobody knows me here and I don't know how things work but I knew that where I went to the organization, I would likely run into other business owners. I think that is the place to start is often other people's spaces. There's some testing and try it first. But as you begin to roll and you have more customers, that is where asking them consistently and tracking and beginning to create your own ecosystem map is going to be really important.

Our next question is from Jerry. He asks if it is realistic for a soul entrepreneur to take most of the actions that are listed in the handout that was provided? Without hiring an outside contractor, what size small business would you say could do it all?

To me, the whole power of tiny marketing actions is discernment. So the list that you have is many different ideas of all kinds of things that you can do. It is not the list of the things that every business owner needs to do themselves all at once. So the discern well be where you create your own list of feasible activities that can be done. Usually my definition is a 50 minutes or less when you start to get down to it. They could be some planning time at first. Then it should be consistent work that you do . Most of my clients, when they are starting, they do not have the resources to hire somebody on the outside. I know for me when I started my coaching business, blogging was really the main method that I used. It was very effective to grow an audience and I was very consistent in what I did and that time, I was able to have more resources. You are right. When you are looking for marketing tidal wave, you need extra support pick if you do tiny marketing actions, part of the criteria are things that you yourself can do on a consistent basis.

This comes from Charisse who would like to know if you can talk about ways to come up with a pitch. How can she go about coming up with a pitch?

Pitch again, sometimes we just go directly to a pitch pick if we talk about a pitch for a journalist versus a pitch for an ideal client, one of my good friends has a great methodology that is called a red thread. She talks a lot about a very specific way that you can structure any kind of a pitch. If you are trying to get somebody's interest in you are trying to sell them all what you are doing where you are starting from a place of looking at what everybody wants, everybody wants to have a bunch of customers that are coming in on a consistent basis and to have some kind of work life balance, that is an example of something all of us want within this shared audience that we have here together, so she suggest that's really the place that you start is what do we want, what are we looking for, and that is going to be unique to a view and the person that you are pitching to is looking for. What's getting in the way, what's obstacle to that? Maybe it's too expensive or it's hard to rely on people or in the case of pitching to the press, you want to make sure everybody or somebody is a real expert pick so you can address in your pitch what are some of the things that get in the way of people getting what they want. And then you begin to develop your solution. Here is what I offer that specifically addresses those obstacles and helps us to get where it is that we want to go pick and that is where you lay out whatever your specific page is for whatever it is you are trying to ask me to them. And the finally it is where you have the action. What you want people to do at the end of it? Do you want them to give you a card, money? It will be really different depending on what your pitch is. She is a great person to look for for resources around that.

How profitable are newspaper, using, and radio ads these days?

These are actually not ads. This is not paid advertisements. These are you being featured as an expert in a story. So these days, I didn't know people read newspapers . People do.

They beat the big newspapers. A lot of people read papers online. But what I am referring to is not advertising. It is actually being quoted as an expert by a journalist in an article as a way to really increase your brand presence. This is something , insert businesses, for those of you who might be in a professional service business, if you are looking to sell a book to a publisher, if you are in a kind of industry in which credibility is really important, then having press behind you being featured can be very meaningful as part of the marketing picture. It does not have to be the whole picture. It can be something that is really important. At a certain scale of business, that is sometimes where you see people who might be featured on either a local television as an expert or on national television. And obviously those are a little harder to get. But they usually start in pitching well to local press and beginning to build credibility and it is a really important part of the marketing strategy. But no, it is not advertising. That's a whole different story.

If you could speak a little bit more about scheduling marketing efforts and tracking them?

Yes. I love that. I'm a big organization hard and so I love to use tools. On scheduling, there are certain things like tools you can use for social media content where you can preset messages and content you want to send out over a variety of channels. Let's say you wrote a blog post and you can send it to your newsletter and he consented to Facebook and Instagram and a number of places on a scheduled basis is so there are some tools you can use in order to do that for you. The caution is just knowing sometimes that you haven't I on it and sometimes there are unexcited calamities that happen in which case a certain marketing message might come out from you that could sound a little bit off base based on what is happening nationally within the press cycle. That is my only cautionary tale for that for pre-programming content. But that is a very effective way of doing a batch of content and then using that tool to push it out over the weeks and months so that it is coming out consistently without you doing it. In terms of you planning and using tools

to track things like tiny marketing actions, that is where I suggest you make a decision about a project management tool. I like Trello a lot. Other people like Or other tools like that. You can have something that's very accessible from

your desktop every single day when you open it up and you have a list of what it is that you are going to do and to execute those tasks, you have all the resources you need there. Let's say there's a template for your email and you have everything accessible there and then you check it off. I think that is the way that you, by choosing tools to stay organized with your marketing, that you can make sure that you are going to be on check. And again, looking at it from a marketing operation side, that should be something that is part of your overall business metrics that you are looking at. What are the activities ? What is the return on activities? If you are doing online things, maybe like Facebook ads, what is the return on investment, what is your conversion rate? And I release some of these may sound a little bit further in the future if you are just beginning, but these are critical for you to be making good decisions about how it is that you spent your marketing time in your daughters later on dollars later on. Start simple and be consistent in defining what you are going to do each weekend doing a summary look at the end of each week to make sure you are on target. >> Regarding express provisions, to add someone to your email list, can you talk about what those guidelines are, let's say they provide business card and request a quote if they supply their email address when ordering or are there actual rules?

Thank you for asking that. They've got even more stringent with some laws. There are very specific guidelines which are that you may not ever add somebody to your mailing list without express permission. That's where usually you have some type of a double opt in for your email list so that you say would you like to join my email list and sometimes the can click a button or link that shows that they have chosen to do that and they might get an email back from you that just confirms it and that is where they are double opted in. Just because somebody is your customer, you cannot add them immediately to your list or any other way if they requested a quote. Some people do get fussy about it because all of us are inundated with emails and that is when they might start to report your mail to spam which, if it gets really bad, you could actually get kicked out of your email marketing system. It also affects the email service providers that you work with because, if they have a lot of spam reports, it and supporting them. So with tighter rules around Canada and Europe, there are even more stringent regulations that are coming down the pipe which I imagine the U.S. is going to be looking at as well. So they queue for the question. Be very thoughtful about that.

We have time for one or two last questions. The next question, this comes from Liz who asked for suggestions to get a start up client to understand the value of

methodical marketing. They tend to operate trial and error. >> It sounds boring. It's not as glamorous as doing one thing and you make six figures. I think the key is to do a little bit of good modeling where you can tell the story about whether life is gonna look like this or that in terms of time and effort and expense. If you're not checking you don't know results or conversions, you are basically taking a big can of money and just tossing it out your back window because there is no discernment you have as to how it is that you are spending it. The other thing is to make the process as easy as possible. Doing things like

having a sample for them as well importance, looking to assign specific of these tasks to team a scum if you might be working with a founder that is a little bit more creative, resists structure, and at a certain point, honestly, if somebody is totally resisting that structure, to me, it is a bit of a red flag because if somebody is not going to be consistent with our marketing operations, I would be concerned for their success and viability long-term. Some people do not mind that. But for me, I like to work with people who are willing to do hard work with consistent marketing. >> Those are all the questions that we have time for today. If we did not have a chance to address your questions, during this segment, we encourage you to connect with a SCORE mentor who can assist you further with your business needs , help you apply the strategies that have been presented today . As a reminder, the link to the recording of the session and the slide deck will be sent in a postevent email. We will send that out in just a couple of hours. The slide deck include Pamela's information . You can reach out for further assistance. On behalf of SCORE, I would like to think you'll for attending with us today. I would like to give a very big thank you to Pamela for presenting with us as well. Pamela, thank you so much for sharing this awesome information. It was so helpful.

Thank you for having it. It was a great delight.

We hope that you all can join us for the next national webinar being held next week on generally 31st, how to connect with any potential customer referral partner or influencer . We will share strategies that are working today for connecting with any customer referral partner or influencer using simple online tools. Thank you, again, everyone. We look forward to seeing you next time. Take care.

[ event concluded ] >>