**Fun is Powerful - Transform Your Creative Ideas**

Thank you for inviting me to share this webinar with you. You may not have fought, thought that the secret to helping people discover your brand and purchase your product and services faster could be unlocked by having fun, but I know that it is. As business people, fun is something that we may instinctively know is important, but we may have gotten so busy with business that we don't remember how to have fun at all. That can be a big problem for your business, because a certain kind of fun is an important part of your success. A certain kind of fun will unlock the biggest asset that we have in business, that is our imagination. And our creativity. Both of them are accessed by having fun. Fun is where it starts. The truth is that some businesses are not much fun, because things get so complicated and we get lost and we aren't sure what we are supposed to be doing and this feeling of uncertainty can really turn into fear about doing things wrong and doing things right and how to do anything at all. And the fear, it helps us lose the connection we can find with fun. Many of the businesses that I mentor and coach get to a spot where they feel like they are playing a game that they don't understand and it makes them anxious and afraid. Maybe you feel like that also, but we will get past that. You know these games. These are games you played as a kid and hopefully you are still playing some of them as an adult. When you see these game pieces, you know instantly what they are. You realize what the game is just by seeing the pieces and as an adult, if you found either of these pieces between the couch cushions, you would know which game box it would be returned to. If you sought on the sidewalk, you would know what it was for. If you were studying in a business meeting and an associate said they needed the silver top hat or the plastic ranch for the thing they are doing, you would know what game they were doing just by that one little piece. Wouldn't it be cool if your own business worked like that? So many times, you have no idea what you are looking at or what game piece loans to which game and if this is the first time you've ever seen the game pieces, you wouldn't even begin to imagine what the game boards look like that work with them. I think business is so much like that. We are missing game boards. We need more than the game pieces to play the game. The game board makes us possible to add our imagination. When you have the game board, you have a direction. You have some rules, you have a strategy. It's already been designed so that you can succeed. We have some sort of idea what you should be doing in the proper context, it is so much easier to play the game. It is so much easier to focus on your imagination and your creativity so that you can succeed. It kind of works like this. Your imagination is your most valuable asset. I believe that and I know it is true. So your imagination and your creativity is really the resource that you have inside that is going to make your business run. But what you need to start with is, like any of the game boards, you need to start with focused fun and the focused fun makes it possible to have creative thinking. The focused fun ignites the creative thinking. The strategy. The creative thinking needs a little bit of direction and it needs focus or and wanders around in places that it doesn't mobilize you. So the focused fun ignites your creative thinking in the creative thinking then ignites innovation. Innovation is a cornerstone for success. You can see this is a path. You have to start with focused ideas and some sort of strategy, a game board in order for your creative thinking to be mobilized. Your creative thinking reads innovation and your innovation brings you the success you are looking for. So what we want to start with today is to turn this chart into a game, and we will imagine how it applies to your business. What we are doing is visualizing the business strategy like a gameboard with some universal rules and goals and rules. They will define what strength, what is missing and what needs to be strengthened in your gameboard and your brand's storyline. By doing that, we will be able to find the creative energy you need to realize your professional potential. It starts with this gameboard. And that starts with your audience. We will look at these markers, these game pieces and they will represent four target audience groups. I want you to think about them specifically. I want you to be very specific on these audiences. You have to think about the groups that you want to sell your products or services to. I want you to visualize them as real people so they are more than just game pieces, they are represent the groups that you know should be purchasing your product and services. Maybe this yellow marker is a group that represents a specific size of company or a specific type of need for a specific offer. Maybe this yellow marker is a favorite client that you wish you could multiply and have more just like it. Maybe you have more than four audience groups that you are trying to reach. Maybe you have a dozen groups you are interested in. But I just want you to pick four of them because the game we are playing will start with four target markets. And we will focus on one getting through all the game by itself but in the game, it really matters who these people are. You have to identify them, and when you identify them, it will matter in a way that the chess game matters, you know how they have specific ways they act? Your game pieces, your audience has specific personalities and ways of moving through the gameboard. So jot down quickly for the audiences that come to mind right now. And let's continue.

This is going to be how we imagine your business team. For some of you, you're looking at the PR hat, a marketing hat. You know you where lots of hats. These three are required to succeed. So they are going to be in our game and these three when you look at them, you may think, I'm a small one or a one-woman show and I do it all, you may be thinking I just, it just is really just me, I don't need those three. It's just me. But in this game you have to allow each hat to have its own entity. So we need you to use your imagination and imagine that you are playing a part of the three characters in that these three characters definitely exist. If you do that, it is going to clarify how to strategically win the game. So we want you to think about these three hats separately. There is a PR hat, marketing hat and a sales hat. You might be a bigger company and you might be thinking instead of on one person trying to do it all, you may be thinking, I have several people assigned each of these hats, so I really need more pieces to play for my business team. But this is scalable. So what I wanted to know is that whether small or large company, these are scaled, still the three hats that need to exist. If you are a large company and there are several people in the PR department or marketing or sales team, they need in this game to be unified enough to be under one hat. So under one hat for each department. Smaller or large, this is how we will imagine your business team. Here is the challenge. We will start with the audience over here. And we are going to try to get them to this area fast. How do we help them discover your brand and by the services and products? That is an important thing for us to think about, because the faster that we can get them from one end to the other, the easier the path, the more money you're going to make quicker. So I wanted to be thinking about how to get them from one end to the other. To make these people get through this gameboard quickly. The gameboard here charts the customer experience. So the customer is going to experience your brand in this way. They will discover you. Then they become aware and connect and engage with you so that is the experience for the audience. For people to go from discovery to engagement faster. We need to understand this path better. You probably have already discovered that each one of these areas contains like a labyrinth of its own. In real life, you may have been in this PR area doing 40 hours of twitter or social media and wondered why haven't I shown anything, or in this area, you may have done something that would be like collecting data were you are already an email blast in heaven sent it out ever and you are wondering why do you not have any customers responding to you or coming to buy things? So each one of these are its own labyrinth. But this is the gameboard and in order for us to play more creatively, we have to look at how they get from here to there faster. But what is interesting is they experience it this way, but when we are building our business, we have to, it seems counterintuitive, but we have to build at the other direction. So we have to start at the end and know what we want to happen. So let's focus on this end result first. Forgetting them to that end, what does that really look like? What do we really want to have happen? When your audience gets to the engagement area, this is what they should be finding. They should be able to clearly choose between your services and your products. They should know the difference between what your service is and what your product is and on the table, you may have noticed that there is a third thing. A different thing. They can pick a service or product or a refer a friend thing. What is that? Well what it's supposed to be is if they don't want to buy anything, you need to offer them something that would empower them to refer a friend. So these three things need to be clear. Also, if yellow shows up at the end of the result, what we need to be sure of is that they visually can see why they would buy this.

So what are you providing visually that would allow them to know the difference here or to be excited again about what you are selling them? That is an important part. And this robot over here, he plays a part also. The part that he plays is when you are selling stuff to people, it needs to be easy enough for a robot to sell them. So I'm not suggesting that we want a robot to sell your stuff, but it does need to be that easy. If we can make it easy and clear enough for it to be automated by a robot, then it needs to become clear and easier for them to, for this may be where you are having a problem. It has to be like this. This is the end result that we are trying to achieve. But let's take another look at the audience experience. We've seen that they are going to go through this path and now we want to look at it from their viewpoint. Here is another way to look at it. The audience experience is a storyline. It is a story that you can plot. So it starts here in the world were suddenly from this world, we become acquainted with one of your audience members. The audience member shows here outside of your brand. The castle is like your brand. And your PR hat is waiting. So the goal is to get this person to go into the door and to be greeted inside by the sky, the marketing guy. And they're now good to be handed off to the sales guy who will walk them into the right place make sure their seat in the right seat in the right showroom. This is a simple way of looking at how it will look for different audience members and this is the first audience member's experience. We will focus on yellow. I hope that you have at this point chosen who yellow represents in your world. Who would this be in your business? That is going to become important to you. So I wanted to thank let's assign that. And let's go back and look at this whole audience experience. Closer. Okay. So here, discovery. Discovery is when your brand catches the attention of other people for just an instant. It might be a radio ad or TV segment or a newspaper article. We don't know. What is it that would catch their attention? It might be a social media post or conversation with someone, but there is an activity happening and for just a moment, someone in the world recognizes that they saw something they like about your brand. If we know what yellow wants to buy and why, it can impact how you make your discovery work so that these things happen with more direction or more clarity or more focus. So discovery, how do we want to be discovered? When we are thinking about discovery, we can think there's lots of ways to do this. Some of them are within your grasp right now. Some of them could be linked in or on Google or Facebook or your website or Instagram or YouTube. Those are things that could catch the attention of these folks if that is where your audience is at. But it's important to think about, how do we want to grab their attention? You don't have to do everything at once to succeed. So I want to think about that with you. When yellow, there are some things that we want to think about as primary issues that should happen so that things will work out for you in a general way. When someone gets, when you catch the attention of someone, they typically will Google you. That happens these days. Not years ago, but now. When yellow googles you, what does yellow find? That is something that you could do right now when we get off of the webinar to check and see what did they find? Do they find something that is going to get their attention and be excited about? Is your website current? Is it device responsive? One of the issues in the past year that many people have had, is it secure? Does the SSL show to be secure? Timing wise, it is another issue. When does yellow need what you are selling? Are you leveraging the info? Are you think about this particular guy? And what he needs and making sure that these areas fly by him at the right time when he needs to, you know, when he needs to absolutely hear about you. He does need to hear about a car wash in the middle of an ice storm. That would be the best time to fly by and tell him. You want to think about when is the best time to talk about what you do and make sure it is out there? But in real life, being discovered, if they discover you and they realize oh, my gosh, this product and services available, this brand is great, that is not enough. You've got to be prepared to raise awareness. So let's look at the next thing. When you capture their attention in the world, you want them to, as if they have showed up outside your castle, your brand is like a castle and people have just discovered it and your role is to invite them in and raising awareness is really about that. They have discovered you, now you need to raise their awareness. Now you need to take it up a notch. Raising awareness is about formally meeting and greeting people. It is public relations in action. It is not selling them anything, it is helping your audience feel welcome and inviting them to learn more about who you are and what you are doing. And it isn't just setting the brand out there and hoping that they can figure it out. You have to have activity happening. So the PR hat is really station right there when they first become aware. It is part of that, that's the part of the duty of the PR hat is to make sure that people really are meted and greeted properly. Is the most important thing about your brand visible for the world to see right out here? Do you have some signage? Do you have a way of articulating it for that first moment when they find out about you? And so I want you to think about that in your own world and your own business. How do you meet and greet prospects? How do you meet and greet clients? What images are you sharing white away that will make your brand more visually understandable to them? What brand promise can you share in the first five minutes of meeting yellow or any of your audience members? How do you help them understand you and promise something to them when they first become aware of you? That is going to be a key. What happens when they become aware? What are you trying to do? You are really trying to get them to go in the door. Imagine that these people must go through the PR door into the castle. So as you recall appear, let's see, here, the ideas when they discover you, that they are met and greeted and then they go into the castle. So the castle becomes important for them to go through that door. When they go through the door, what happens? This is where on the chart it becomes connection. So it is going from PR and being handed to marketing. Marketing is about connecting with people. The primary goal of marketing is when you are going to get their names and figure out enough data so that you can understand who they are and be able to start serving them properly. As if you are giving them tickets to the ride, to the right showroom or theater. The more info you can get and provide to them and collect from them, the better your brand can help serve the needs of them. But when they walk in, if all they see is the sign, if that is all that they see, it better have the right kind of things on it. It needs to be more like this. He needs to feel like this when they walk in. They need to be greeted by the marketing person. By your marketing hat. So you need to be able to help them understand where they are at and some of the general things that you would want to do is this guy's role is to collect from them, people that are interested in your brand, collector information so you can reach out to them. So you have to have an idea of why are you collecting the names? Why do you want this information? What are you going to do with it? That is going to be part of this strategy. But what is the most important thing for people to know before they buy your products and services? It's a good thing for this one to understand. Because when they show up here at this step, they just enter the castle there in the lobby and they want to know more about your brand. They are interested in it, but what are you going to tell them? What is the most important thing for you to tell them right now? You still aren't selling them, you're just getting them ready to buy. They need to know that you are selling the right products and services to the right people. So you are just trying to make sure that the experiences right for this one. But what do they want, maybe you don't know yet. But one of the things you have to find out is what you going to do with the info you collect? That is part of this one's role is to collect info and be able to come back and reach out over and over again in other ways. So how will you use the information you collect? What questions should you ask right here so that you can really help this one get the best product and services when they get into the showroom? In the proper showroom? How are you going to get them there? That is what you need to be asking yourself at the connection stage. The connection stage is going to the next step that you are trying to do is to get them to engagement. So on the chart, it is awareness and then connection and then engagement. And in the showcase for the big moment of engagement, that's when they get to walk across the red carpet. Part of the red carpet idea is that sales is more than selling. Engagement is more than sales. You need excellent customer service. It needs to be when you engage with the VIPs, they need the red carpet treatment and every client you have, every prospect you have is a VIP. Some of the VIPs are not going to be buying anything, they are industry influencers more than the media that could drive customers to your brand. So engagement is really an important moment. Getting them from here where they walked in to hear where they are greeted by the salesperson and walking to the red carpet, that is an important transition between connection and engagement. Engagement is about preparing them to buy. Making sure that they are feeling, they feel the brand story and they know what the brand is about and they know that you are right for them. How do you make your customers feel special? That will be really important right here. How can you make each one of those feel as if they're walking down the red carpet. I mentioned that in addition to customers, you engaging, you engage with influencers and influencers are the people in your industry who know what is what and are the heroes of your industry. If they are aware of you and they like what you are about, they can help spread the word about your brand. So I need you to think or in addition to customers, are you engaging with influencers? Who can spread the word about your brand? Well should be on this red carpet? When they are here and heading to the showroom, remember, they were walking into the castle and across the lobby. They came out of the world somehow to this brand in front of the castle and they are into the lobby and they will go across the red carpet and they're going to go into the correct showroom and at the seat, they are at the back of the room, there's nothing else happening, they end up buying the service and product or refer a friend. But those things are important to remember that is where we are heading.. So as I go across this red carpet, one of the things we have to think about is are you making it easy for them to understand who you are? Is there signage? Is is there a way to help them understand a bit more? Each step is a little bit more, are you proactively cross selling your products and services? This one they want to buy many things from you. This one may be interested in other things that you are trying to do. So you need to be able to think through, are you making it easy for them to understand all about your brand? By about here, they should know a lot about it. If they are heading to the correct room, this is the end result. The engagement, you want them to be able to walk up here and understand why they are here. They've gone through a process. They want to buy a service or product or if they will not buy, you need to compel them to refer someone, perhaps they will do a all three. The more you know about this type of client, the more you can customize the whole journey for them.

And customizing the journey is what is most important about the whole strategy. So let's take a look at this. One of the things we're going to do is communicate the brand promise it, every single stage. As soon as they hear about you, and PR, marketing and sales, it has to be backed up with a little more information. It is almost like this Marquis out in front of the castle. What is the first thing you want them to know? You are collecting the names right here. Why do they want to provide that to you? How are you sharing details. About what they're going to sell them. Each one of these can be break signs, they have to be moment in the business journey for your business customer that is clear. You have to be able to think through and say well, that's when I tell them and this is when I tell the more and here is what I say to get ready for the sale. Those need to be clear and visually clear. And sometimes they aren't. But this is what the path looks like again. The path is discovery, somehow they discover you that is a labyrinth of its own. We've already discovered that discovery is hard. You want the people that are most important to your brand. You want to capture their attention and be sure that you are thinking of them as individuals and not faceless folks, but individuals and each one of these represents a group. So what can you do to impact that? Does them discovery make sense to them that they would for this planet, this castle defined a little bit more, now in their life, this would be the ways that they discover you again could be social media and traditional media. You need to decide what is the best way for this audience to find out about me. Is it in front of a group? Is it in front of a live performance or speaker on a panel or a keynote, or is it something that is, some advertising that I buy to the right organization magazine or the right trade publication? What is it that will make this person discover me come aware is my best showcase? Because I want them to come here. When they come to the brand, I want to be able to greet them and go inside. One of the things that is important to think about when you are creating people outside the castle is the notion that this plan, if this plan is not understood by PR and marketing and sales, if they do not work together, then PR believes that anyone that shows up can go in. And it dilutes your message to the point that PR is just pushing people in, whoever they are to try to just get them through the door. But marketing is really stuck with whoever shows up in the lobby. So the more strategic PR can be about pointing the right customers in the door and being very clear about your messages, the better it will be for sales and marketing. Because it starts clear out here. And it ends up over there. So you need to be able to think through how in the world do I clarify those messages tighter? Because we want them to be a cohesive arcing storyline, we want it to be, to promise them things along the way, we were promising them this message, they need to build upon each other. They need to lead to the story that you are sharing with them needs to expand in each step so that the audience can become more aware and understand you better every step that they take with your brand. Back here, they discover you and somehow they end up in front of your castle and brand. You are going to get them to go inside and you want to capture the names and help them feel very important as they cross over into this area where the, where they are going to go to a showroom and be able to see what you have to sell. Sometimes this part becomes confusing to folks, because if you are a one-man show in creating products, sometimes it's hard to discern between services and products. So you will think, well, they called the product by hand or I may call it myself, I'm the author or the originator of the product, so what is the difference? The difference would be products are things that you are selling in your, that you can sell while you are asleep it would make money. So it is something that you can duplicate and it is something that someone else could sell for you. But services, you have to be part of. This represents a little bottle of air, because you have to be there to perform the service that you sold. The products and services, the difference between them, you can make maybe more money selling services because it will cost more, but the product in quantity can make more money for you. So this is a plan or strategy. Maybe some of your clients in the things you are selling would only be available to them, maybe only want to sell products to the yellow client. This is part of the strategy that you are going to have to figure out for making the most money for your business. But that is part of what is important. Understanding this longer path, how do they discover you? What are you going to do to help them discover you faster? When they get there, how will you greet them? How are you going to capture the name and make them feel important, because they are. And when you get them into the right showroom, what are you going to show them? What are you going to sell them? And most importantly, is it easy enough for them to buy? Is your product or service easy enough for them to understand the price and the way to buy it from you? That can be confusing and hard for lots of folks. But if you don't have a clear and clean, it will impact your ability to make money fast, so those are pieces that you have to think about. So first, we will start again with these target audiences, who are they? And review that path for each group. Each group is going to go through PR and marketing and sales and they will go either by a service, a product, or if they aren't buying anything, you will empower them to tell a friend and refer other folks who might. That is the game that I want you to think about. And be able to walk through with each client, with each group. And for them, if you walk through it four times with four different groups, you will recognize that there are pieces that become universal to everyone, that becomes universal and it's important for maybe search engine optimization words or particular things on your website, landing pages on your website that would be modified in a manner that would allow all four of them to understand you better. But you discover things by walking each one of these groups through, through this task, you will discover what is missing in your storyline if you do this and four times as a promise, the magic number to figure this out. So I hope you've enjoyed looking at this, fun is powerful model to apply to your business, and I would love to get to your questions. One of the things that I want to share with you before we go to Q and a is that we have, we do this with folks, with real, if you are in my office today, it would be a 24 foot table and it will be set up with real pieces that we would move, and it is really loads of fun. We have we are offering you free access to a case study that we've been developing and is going to go live in December. So I'm hoping if you are interested in this, you will enjoy seeing these clips from a real case study with an organization that we worked with recently. So let's go to Q&A. Alexa?

Sounds great. So we will jump into the Q&A portion of this webinar, and in the time remaining, we will do our very best to address as many questions as we possibly can. In the event that we don't have an opportunity to address your question in this live webinar, we will be providing everyone with the PowerPoint slide deck with the PDF version of the slide deck containing Robin's contact information. You can reach out to for further assistance. Or to get your questions answered. We also recommend that you connect with your SCORE mentor after the session who can assist you with questions and business needs. If you are not already working with a score mentor, you can find out more information and request to work with a score mentor for free. At www.score.org. So with that, we will go ahead and jump into these great questions here. Robin, our first question, to questions. There was omitted from Doctor Anton, and the first question is thank you for the presentation. And Doctor Anton has an international consulting firm, and signs that corporations and clients overseas are more adventurous in marketing and innovative strategies compared to what they see here in the U.S. corporations. Doctor Anton is asking if you have any ideas on how to loosen up the CEOs? Within the U.S.

Well, I will tell you, one of the things that is really fun is to write down the barriers and to make things more game like or more, it's just something that disarms them I'm not sure if I can show you this, but when we start up, our table is full of toys and they are guided, people want to touch them. They want to think about them, and when we are walking them through, they become very concerned about how yellow feels and how the teal marker feels. And they can really just access that bit of imagination and fun when fun is had, they can imagine, they can just access their imagination in ways that they could before. It just changes things for folks. I've worked with loads of CEOs even in this case study. CEOs of a variety of industries that participated in the case study and how much fun we had.

It all became able to access their imagination immediately.

Okay. This next question from Doctor Anton is, saying that I use object, lessons, music, even games the bubbles and magic to keep the audience attention, to show the power of interaction, he wants to know if you have any more ideas to capture the audience's attention.

Well, I think that one of the things that's important about capturing their attention, there's lots of ways to have fun, but folks that are in the business world are concerned about how the fund relates to success or how it relates to directly relates to making money. And so fun for the sake of fun can be, can bother a number of the CEOs because of fun for the sake of fun is not driving things forward. So I think it is incredibly important to tie the idea, like in a game board, there are roles and there are paths that you take and there are rules. And they connect directly to winning. And so I think that fun for the sake of fun is fun, but it may not translate into creative thinking and innovation. So keep it tied to creative thinking and innovation with a particular goal in mind.

Okay. The next question comes to us from Sally asking if you would mind if you wouldn't mind sharing an example of how you've seen businesses make customers feel special.

There are lots of ways to make customers feel special. One of them would be phone calls to them or addressing them by their first name are remembering them and connecting, connecting the past to them. If you go into a doctor's office and each time it's as if you've just met the doctor, that does not make you feel very special. So there is a way for them to obviously, Doctor see lots of patience, but you are only seeing that particular doctor. And you want them to connect with you and remember you. There has to be something put together in your own system that allows you to engage with them and recorded or documented in a way where you can pick up we left off when you see them again. I think that is really important in the sink them and hearing what they want is another way. Even if you will never see them again, listening to what they want and being proactive and connecting them to what you can do for them is super important. If you are just waiting, reading from a script or following a script, people can feel it. If you actually stop and become really aware of what's happening with them, they can feel it. And that makes them feel special. There are a lot of ways that you could, when you first meet them, everybody has been to a church or to a faith group or to a Rotary club or somewhere where your first day or first time you show up, they give you a cup. It's kind of, that does make them feel special, they remember you later. But there's lots of ways that you can do it. And it should be at different points across the journey, not just when you meet them, but each time you interact with them. You need to find a particular way to make them feel special.

This next question is coming to us from Ed asking what you feel is the most important greeting aspect of your website.

I think that the most important part of your website is direct them to the part that matters to them. So if you have a landing page, each of thing that, first of all, your main page needs to be quick and clear. This is who I am, this is what I do, here's how you get to the next step. So the more that you can focus on that, that is a universal way. But when you are going through and doing things like social media and you are pointing them back to the site. As clearly, if it is for the yellow group or the teal group, maybe you have a landing page on your website that you can direct them and shortcut them to the part that they need to know. Thinking about how that all works together is helpful. It is going to make it easier for them, they don't want to wade through loads and loads of material to get to the one thing that they are hoping to find out about.

All right. The next question is from Jennifer asking if you have any strong examples of how to engage sales for a new product or service.

So engage sales for a new product or service. The first thing to do is make a big deal out of it if it is, if you have a new product or service, then imagine that you are launching it and you are going to have a party for it so that people understand what it is and what it is about. So it has to have this moment of coming into the world and being celebrated. So there is that moment so when that happens, you have to be will to recognize or understand what it is. Sometimes it is hard to understand what a service is and having it, pictures of it in action or results those things are very helpful. Video is an important way to help people really understand what is going on. At some point, there has to be a spot where you are going to be able to fully explain what this is. When I say fully explain, you may want to think about that in two ways. There should be a very short version so people have a quick understanding of what you are about or what the product or service is and maybe there is a longer and more involved version that connects over to tell people that are super interested in knowing all the details. Most people don't want to know all of the details upfront.

Okay. This next question is from Gerald asking, what would you say is the best greeting to welcome a customer into your business?

The best, okay, so the best greeting, when you think about how to greet a customer, one of the things is, where are they discovering you from? So you're kind of wanting to have your social media and your traditional media and stuff, all of that is happening in the world and in our mind, we see them show up at the castle and you are trying to greet them, they need to have a really quick glimpse of what your brand is about. You may have, you may remember, and I'm not sure if I can show you this on the screen, but outside of the castle, there were some easels that were showing what you are about. They need to quickly at a glance when they first show up be able to understand what you are all about. We do strategic planning and we do coaching and we do, you know, whatever we do, we need to be able to share with them quickly what is offered. So it just needs to be a glimpse like if you were seeing a bakery window, what is in the window? What is out there? You want to put your best stuff up there quickly for them to see. So imagine it like that. Whatever is in the window is going to help them come inside. How do you make that clear?

Okay. This next question is from Denise. Denise says hello, Robin, you talked about getting customers to commit or purchase. Denise gets inquiries and does her best to describe her services and asks for their needs, but then never hears from them again. Wants to know, do you think she is scaring them off? Well, I would think that that might to what may be happening is that they aren't going through, they are not coming through the process in a way that is giving them enough time to know what she does do. So it might feel like she is trying to sell them something from outside the castle door. We don't want to sell out there. We want to encourage them to come in and experience the brand a little more. We want to get to know them. Part of the idea of having this gameboard put together this way with coming through the castle door and going across lobby and going across the red carpet to the right showrooms, part of that is we want customers that really want to, to work with us. We want to serve them properly. We want to know how can we serve them the best? That isn't always immediately understood the first time you shake their hand. So get to them. Push them through the process or help them go through the process so that you are sure what you're selling them is the right thing for them. So I would take that it sounds as if they're approaching her for the first time and she is telling them this is what she's trying to sell them outside the castle gate.

This next question is from Brenda asking if you could clarify what you mean about brand promise.

Okay. So the brand promise, each time that you saw in our little thing with the different signage, each time that you have a chance, at each step, you want to make a promise to them. This is what we are about. This is what we do. This is how we help you. So it's kind of like that. Your promises about hey, here's who I am. What you see is what you get. This is what I love to do. This is how I help you. Those are all promises. So you don't immediately need someone to say this is what I'm selling you. You say this is who I am. Here is what we do. Can I help you by offering you this? Those are promises that you are making. The promises shouldn't change when you get inside the castle. Then inside it's not that way anymore. Each thing builds on the next promise. Each is a little bit more so when they look at the signage as if you laid them out together, if you thought about what you would said, it has to be the straight line. It has to be absolutely no surprises. It is all building on what you said is true.

Okay. Lisa would like to know, if you could talk just a little bit more about the difference between products and services. Just unclear that she understands the difference.

Okay. So a lot of people misunderstand the difference between products and services and especially if you are more of a service oriented business, like if you are a coach or if you are therapist or doctor or if you are doing any kind of service work, a gardener or a landscape list or a baker, whatever you might be if it is a service that you are offering them, it can be difficult to tell the difference between what is a service and what is a product. I've to make all of my products, or I have the services they offer. The services are going to be things that you, they ask you to do these things for them. There's some kind of an agreement involved. There's probably some bullet points of what you are absolutely going to do, you come to an agreement and even if it is a standard service and this is how you do it every single time, it is unique to them, and it is a service that provides something to help that client. You may be doing the same thing for clients all across, but to that client, that is specific to them. You are going to do something and you are going to cook dinner for their family or whatever it is you are doing. You will watch their pets, whatever it is, your services, you have to be there to perform it. And it is directly for them. A product is something that could be sold in that bakery window or in the window of your store. It might be a manual or book or video product or something you are creating and manufacturing. So the difference know about it is up product could be sold by someone else and you could sleep and make money. In the service, you have to go there and perform whatever it is you sold them. That's the difference between product and service. A lot of times, it's truly difficult for them to distinguish between product and services because this is the thing they do, and they love it and it just doesn't matter whether it is product or service until they start looking at it this way.

Rebecca has the next question here. Asking if you can talk a little bit about how you might manage when customers are winning one-on-one and the brand is been built on that, but now it is too unwieldy. It is very enjoyable, but taking up too much time. Any strategy suggestions?

That would connect with what we were just talking about. So if you have a service that you -- and it became very unique to you and you know how to do it and there's a piece of what you might be, may be developed on tool or you developed a particular way to do something, now it would be a good time to think how do I take that and turn it into a product? Can I turn what I do into a how-to series of some sort? Could be a video of how to do things? Can it be, can the tool be something that I sell? How do I make that shift? Because when we go back to that gameboard and chart, the selling products is a way to, you have to have more clients to buy them, probably more clients to buy them then you originally would have for service people. But you want to try to convert as much into products as you can, because you want to be able to sleep a little more, you want to be able to make money and the only way you can make money with service is to keep making her hours billable. With products, you can sell a zillion products in the same hour and make more money. So taking that moment to look at your services and what can you pull out of them to create products is a big moment in your business when you get to that. That's an important part.

Okay. So I'm combining two questions here from Annie and from Dennis, Annie is reiterating a way to raise awareness on PR, from the PR hat the focus is on teacher training and tutoring, wants to know what website other than Facebook have been profitable or would you suggest in getting awareness out there and then Dennis is asking for any suggestions on getting noticed in news media. So any suggestions?

Okay. So we've got a couple of different questions going on here. Social media is different than traditional media and traditional media has changed across time. One thing to know is in order to get the attention of traditional media and by traditional media, I mean trade magazines, newspapers, radio stations, your local news, this kind of stuff. In order to get their attention, you have got to have something invented on a website, on your website. So you have to be able to pitch them the story about what you are doing and point them to the content, serious content that is on your website. If it does not exist on your website or doesn't exist on the Internet for them to refer to and find, they are less likely to cover it in any manner in traditional media. So you want to start with making sure your stuff is clear and available and has a link that you can share with local media or national media and getting them something they can go to and see that it's verifiable on the Internet to them. A lot of reason is because they have such very small staff even on a national level, they've been downsized. So that is important. And then getting the buzz in the social media, LinkedIn is a really key thing for business-to-business. If you are selling your services and products to other businesses, LinkedIn is a huge way to make that work. Other social media certainly is helpful, twitter is a way to reach media easily, twitter is a way to reach influencers easily, so a lot of people don't love twitter because it moves quickly and it's so short in what you say, but that is a great way to access people. In the media and as influencers. I think LinkedIn and Twitter would be two of the social media to make sure you have and of course YouTube is important because you need to have video. Video is what's going to help sell you on every level.

We have time for one or two questions here before we close out for the day. This next question is from prosper asking how do you suggest getting customers to give a review or a referral after they have expressed they love your product and service, it just seems to take a lot of effort.

The first thing that you need to do is clearly ask them. So most of them are not going to think to do it without encouragement. Without a link to tell them help. Anytime, if technology is what's stopping them, and honestly, technology may be what's stopping them, so it may be difficult for them to have. For you it's easy, click this link and do it, to them, it might be, I don't know what to say and I don't really know what to do and I just don't care that much. So you want to be able to make everything as easy as possible. One of the best ways might be to ask with him more questions and type out what they said to you, send it over to them and say this is what I heard you say. Can I use this as an endorsement? And if they say yes, you can, put that on your website and put that in other website, other places so you have it there. And then after that is working for you, see if it is possible to have them endorse you on a site that it matters to you like if it is a LinkedIn referral, or if it is some other site that you wanted to be on. But you help them get the words chosen and you help them get through the process that may be stopping them.

Okay. So those are all of the questions that we have time for in the live webinar session. If we did not have a chance to address your question, we recommend connecting with your's core mentor or going to SCORE.org to request a mentor who can assist you further with your questions and business needs . The mentor program is a free service for the life of your business and as a reminder, a link to the recording of the session and the presentation slide deck will be sent in the postevent email. It will be sent out in just a couple of hours. As a reminder, Robin included the link if you would like to check out the case study that she referred to at the end of her presentation. That is also on the slide deck for your reference. The next live webinar is taking place next week on December 10. Technical strategies for your nonprofit success. If this applies to you, we hope that you can sign up and join us. SCORE has hundreds of on-demand courses available on SCORE.org if you haven't checked those out, we recommend going to the site and you can access those anytime. At your convenience by going to SCORE.org take workshop. Robin has presented with us before. Her webinar is regarding wearing too many hats. And so that one talked about how to manage that, all of the different aspects of your business and how to manage that to be successful. So that is on there as well. On behalf of score, I would like to thank you for attending today. And give a very special thank you to Robin Blakely for being with us again and presenting with SCORE. Thank you so very much.

Thank you for having me today. I'm so excited to have gotten to be part of this.

Thank you all again. We hope that you have a great rest of your day. And take care.

[ Event Concluded ]