

34 High-Integrity, Low-Cost Marketing And Branding Strategies For Soul-Inspired Entrepreneurs

Transcript of a global teleseminar
August 17, 2008
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Introduction

Hong Kong, March 2009

Welcome, and thanks for being here!

On this recording, I share “34 High-Integrity, Low-Cost Marketing and Branding Strategies for Soul-Inspired Entrepreneurs”. This is a topic that I’m passionate about because I’ve been fascinated by the subject of marketing for over 30 years, and I love to see business-people, especially soul-inspired entrepreneurs, being successful.

I find that, too often, business-owners think “marketing” and “branding” mean spending lots of money to put ads in newspapers, publish a glossy brochure and build a whizz-bang website – but that’s not what it’s all about! I also find that some people in the “spiritual” community feel uncomfortable with the concept of marketing, so I want to teach them that it IS possible to do marketing with integrity.

The global teleseminar, recorded on August 17, 2008, was part of a week-long series of teleseminars presented under the auspices of the wonderful worldwide Prosperity Partnership Program. The PPP is led by Elyse Hope Killoran (see www.choosingprosperity.com).

I offered to lead one teleseminar during that week, and was honoured that Elyse gave me the opportunity to share some practical tips about marketing.

I’d love to hear your comments and questions after you listen to the recording or read the transcript. I’d especially like to know how you’ve put some of the ideas into practice, and what results you’ve achieved.

So please send me an e-mail at kayross@hkstar.com. I look forward to hearing from you soon.

Enthusiastically – Kay Ross

About Kay

Hi, I'm Kay Ross. I'm a Hong Kong-based marketing consultant, copywriter and editor. That means I devise creative marketing strategies and craft compelling English-language marketing communications material (ads, brochures, websites, newsletters, media releases, articles, speeches...) for my clients. In the process, I coach them about all aspects of their marketing. The bottom line is that I help my clients sell more stuff (whatever their "stuff" is), more frequently, to more people, more profitably. All with integrity, of course.

I was born in Glasgow, Scotland; I grew up in Adelaide, Australia, and I've lived in Hong Kong since September 1993. I came here in search of challenge, adventure and opportunity, and I certainly found them! I still find them, every day.

I'm especially passionate about personal/spiritual development and healing, so I love working with soul-inspired entrepreneurs.

For fun, I also love to:

- perform stand-up comedy
- perform with a comedy improvisation troupe
- sing in a women's choir
- read voraciously
- play Scrabble
- travel (my favourite place in the world is Bali)
- participate in the international CouchSurfing community (check it out at www.couchsurfing.com)
- give away Free Hugs



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Testimonials - Here's What Some Participants Said After The Call:

"Hi Kay! Sorry I missed the beginning of the class... The part of the class I attended was fabulous. Thank you!"

- Beth

"Kay, I felt that there was enormous value in your call and the referrals you gave were the frosting on top. I came away with a great page of notes and plenty of inspired action tasks that I feel very confident about. Thank you SO MUCH!"

– Maury [who has since changed her name to Maureane]

"Kay, I also felt your call had great value. It was completely filled with good information and I was glad you suggested we try just two or three things. Thank you for participating in the showcase!"

- Lisa

"Hi Kay, I want to thank you for your time and gift of wisdom on the call... It was certainly helpful. Lots of valuable info, just realizing my cards hold 62 years of wisdom, wow, I appreciate that!!!"

- Malka

Your Word-for-Word Transcript of the Call

Kay: Welcome, and thanks for joining this Prosperity Partnership Program showcase call about high-integrity, low-cost marketing and branding strategies for soul-inspired entrepreneurs. My name is Kay Ross, I'm a marketing consultant and coach, and an editor and copywriter, and I'm also a bodyworker/healer, and a stand-up comedian. I'm Australian, and I live in Hong Kong, and I've been a member of the Prosperity Partnership Program for about seven months. My website is www.kayross.com.

I'm very nervous and excited about presenting this teleseminar, because it's the first one I've actually done, so I'd like to thank Elyse Hope Killoran from the Prosperity Partnership Program for giving me this opportunity.

[Note: For details of the Prosperity Partnership Program, see www.choosingprosperity.com.]

First, some housekeeping: We do have quite a few people on the call, so I'm going to be muting the whole call so we don't get disturbed by background noise.

If you'd like to ask a question or make a comment, please press *7 to speak, say your name and location, and wait for me to acknowledge you. And please feel free to tell us the name of your company, and your website address. And then after you speak, please press *6 to mute yourself again. We're going to start with a brief connection and breathing process, and then I'll share some soulful marketing and branding ideas with you. And a couple of times during the call, I'll open up the line for questions. I've actually already received quite a few questions by e-mail, so I'll do my best to answer those during the call.

First I'd like to start with a brief connection and breathing process, and then I'll share some marketing ideas with you.

I invite you to put your feet flat on the floor, and focus your attention on the call. Take a deep breath in, hold it, and feel a warm golden light, full of sparkling fairy dust, spreading throughout your body. And now, breathe out any fears, concerns or worries about what happened today, or what might happen tomorrow.

Take another deep breath in, hold it, and feel it spreading love and warmth to every cell of your body. Now breathe out any fears, frustrations and any negative beliefs you might have about marketing.

Take another deep breath in, hold it, and feel bubbles of confidence and enthusiasm about marketing flowing throughout your mind and body. And finally, breathe out, and let go of any limiting beliefs you might have about how much you deserve to be

abundantly successful in your business. Thank you. And now, bring your attention back to the call.

So, let's just talk briefly, very briefly, about marketing. I'm not going to go into too much theory, because that could take years! But when you hear the word "marketing", what do you think of? What does that word mean to you? Can I have someone offer a suggestion?

Maury: This is Maury, and when I hear the word "marketing" I get really scared coz I feel like I don't know how to do it. [Note: Maury has since changed her name to Maureane.]

Kay: Ah, thank you, you get scared, OK. And what sort of marketing activities do you do?

Maury: Oh boy! Em, I've joined the Chamber of Commerce; I belong to leads groups; I talk to people about what I have. The website is brand new. I'm just beginning to learn how to send traffic there and I do some telephone campaigns, and that's also new. I'm floundering.

Kay: Yeah, I think a lot of small business owners do because there's so many things to do when you're starting a new business, and the marketing's just one of them, and you have to be a Jack-of-all-trades and it can be a bit overwhelming.

Maury: And I also don't want to come from a fear perspective with what I do...

Kay: Right, exactly, yeah...

Maury: I'd rather just... I sell peace of mind, but people don't understand what that means!

Kay: Yeah, yeah, thank you, we'll get more into that later, thank you. So I would like to suggest to you that marketing is a lot more than just putting ads in the newspaper or building a flashy website, or printing glossy brochures. And branding is a lot more than just designing a cute logo and coming up with a witty tagline.

My definition is that Marketing is "Managing perceptions, motivations and expectations". Let me say that again: Marketing = Managing perceptions, motivations and expectations. So it's EVERYTHING you do that affects people perceptions, motivations and expectations about your product or service. OK?

And branding is about the whole personality of your business, and everything about how your clients experience your business or product or service. So all of that put together means that everything you do is affecting people's perceptions and experience

of how they do business with you and the service that you provide. Yeah? So it's everything you do.

Now, since the PPP is a spiritual community, I want to focus first on the spiritual elements of being in business and marketing yourself and your services. So it seems that almost everybody on this call is providing a service, an intangible service. A small business owner - that could include like coaches, massage therapists, trainers, consultants, artists like Malka. And if you're selling a service, that's a very personal and intimate thing. It's about the relationship, because really you're selling yourself, and the relationship, and your values. You're the face of your business. And your service is something that you feel very passionate about, and you want to help lots of people. Would that be right, everybody?

Unidentified participant: Yes.

Kay: Yes, right. You want to help people. So to do that, especially when you're selling a service, it's particularly important to be likeable and trustworthy and credible. I listened to a really interesting marketing teleseminar just a few days ago with a brilliant marketing guy called Michael Port, that's M.I.C.A.E.L.P.O.R.T.com. [Note: Correct spelling is www.michaelport.com] and he said: "If you have a desire to serve, there are people you are MEANT to serve. Stand in the service of others as you stand in the service of your destiny." Isn't that great? So it's not about hard selling, it's not about... I'm not asking you to read books about, you know, 101 techniques for closing the sale. It's about being of service. And since you're selling a service, you are really selling yourself and the relationship; it's a very intimate thing. But that also means that for the buyer, there's a greater perceived risk, because they can't touch and feel and smell your product or service before they experience it. So you have to do what you can to help people overcome that sense of perceived risk.

Now we know from all the PPP material, and I know we've probably all read lots of books and done lots of courses - we know that the world "out there" mirrors our vibration and our beliefs, so if you don't feel confident about marketing, or if you don't truly believe that you deserve to be successful, or if you believe that marketing and selling, and charging a fair price for your skills, are somehow immoral and unspiritual, then your business won't thrive, will it? Really it's the inner game first that you have to get right before you go rushing out designing brochures and producing a website and putting ads in the paper, things like that, yeah? It's the inner game.

Now, I heard, read an interesting article some time ago by another marketing consultant named CJ Hayden. Her site is called Get Clients Now, that's www.getclientsnow.com, and she's written a really good article called "If you can't make a living, how can you make a difference?" Now, I know a lot of us in the spiritual community, a lot of people, have a real discomfort about the idea of charging money for their skills, and what CJ Hayden says is: "If you can't make a living doing what you

do, you won't be able to make a difference. If people don't hire you, you don't get to share your gifts. If no-one knows your business exists, you won't have the opportunity to help people. If your business fails, you'll have to go back to making a living come other way, and never get a chance to make the impact you know that you could." Isn't that great? I like that. Yeah.

So, as I said, before you spend any money on your ads or your website or your glossy brochures, your first marketing challenge is to get your inner vibrations and beliefs in alignment with your goals in your business and your life.

Now is Pat Hazen on the call? Pat, have you joined the call? No. Pat sent me an e-mail a couple of days ago, a question about marketing, because she's a coach. And she said: "Marketing that takes place over time is different than a one-time offer or a consumable. I want clients to sign on for at least six months of life-altering coaching." But the most interesting thing about her message was actually the very first sentence. She wrote: "I think marketing my services as a coach is difficult." "I think marketing my services as a coach is difficult." Now isn't that an interesting belief? If she thinks it's difficult, then it will be. There are lots of coaches who don't find marketing their services difficult. There are lots of coaches who make a very successful living, thank you very much. So is... does Pat have a resourceful belief there?

Response: No

Kay: No. So you have to get your own mindset about marketing straight first, before you rush out and do some marketing. Any comments or questions so far? No? Are you happy for me to move on? OK. Thank you. Alright, so, let's jump straight into some marketing and branding principles and strategies.

First of all, again, before you jump to doing advertising or brochures or, or getting out there and spreading the word, first of all I would suggest that you have to have the courage to claim a specialised niche. Now, I know a lot of people, particularly small business people, when they first go into business, and particularly service providers, we like to think that, we're so passionate about our service and we believe that everybody needs it and that it's going to change the world and that our target market is everybody. But that's probably not true. You'll be much more successful if you choose a particular specialised niche - whether that's your particular kind of service, or a particular kind of client target market group that you're aiming at. So you need to get clear about who your ideal clients are. What are their values and habits and beliefs and demographics and preferences? And what are YOU best at? And what kind of clients make your heart sing? What kind of clients do you do your best work for? Don't try and be all things to all people.

And then, after that, you need to get clear about what is your unique, authentic brand, and what you're offering the world. What is the personality of your brand? What values

does your brand and your business stand for? What are you passionate about? Who do you serve? What results do you promise to deliver, regardless of the nature of your set product or service? What are the results that you promise to deliver to your target market? You need to communicate that consistently in all of your marketing material and all of your marketing activities.

You also need to understand why your clients buy things. Now, people buy things to express their values. They buy things to gain a benefit, or to avoid pain or risk. And they buy things because of how they think that will make them feel. How it will make them FEEL? And they buy what they want, not what they need. People buy what they want, not what they need. So it's not about what YOU think they need. Marketing is about your clients, not about you. So in all of your marketing activities and materials, you need to put yourself in the clients' shoes, and think about: What do THEY want? What results do THEY want? What do THEY value? You have to focus on the benefits of your product or service, and how people will feel when they use it, rather than on the tangible specific features, like the price or the colour.

So for example, you could say something like: "We deliver direct to your doorstep, which means you'll have more time and money to have fun with your family." The feature is "We deliver direct to your doorstep", but what that means for the client, what's of value to them, the benefit, the result for them is: "you'll have more time and money to have fun with your family". So have a think about your service. And what is the benefit for the client? What will they feel when they use it? What will it do for them? How will it give them more of what they want, and how will it help them avoid the pain and the risk that they don't want? And focus on the results that people will get from working with you, rather than on your process. So for example, for a... if you're offering a business coaching program, rather than saying "We'll do two 45-minute calls per month", which is a process - that's not what the client's buying. The client is buying the result, which could be: "You will triple your income and work fewer hours each day." Does that make sense to everyone?

Response: Mmm hmmm.

Kay: Yeah? Thank you. So, with your service, think about: What are the results that you're promising to people? Not the process of HOW you do it, but what are the results that the people will get? Now there's really nice marketing quote that I like, apparently by Charles Revlon [I've since learned that should be Revson. Kay], the founder of the cosmetics factory, company rather, and he said, apparently: "In the factories we make perfume; in the stores we sell hope." Isn't that great? "In the factories we make perfume; in the stores we sell hope." So what is it that you're selling? Put some emotion into it! What is the result that people are going to get, and how are they going to feel about that? And it might also be helpful to point out the risks of NOT doing business with you. What would happen if people DON'T do business with you? For instance, Maury, you're selling a security system, is that right?

Maury: Yes, and also the other product could be called insurance.

Kay: Insurance, OK, sure, yes, yes. So does anyone have a question about anything we've covered so far?

Malka: No, this is Malka, but I just want to say one thing. When I read your post, Maury, and you said, you know, that you're selling security systems, but you're really selling peace of mind. I think that just fits beautifully with what you just said Kay about people making perfume, but in the store we're selling hope. But it's that same metaphor, paradigm.

Kay: Exactly, yes, yes. So does anyone have... I'll open up now before I go on with some more content. Does anyone have a question, or a particular question about THEIR business that I can help you with? Jump in now.

Malka: Yes, I think what, you know, I'm on round two of my greeting cards now, Kay and Maury. I just got e-mails, a couple of e-mails from you [unintelligible] setting it all out. And one of the things I address in there is this whole thing about the cost of the cards. So it's really interesting that you brought it up tonight about the cost of the cards. It's kind of affirmed that I can charge whatever I want to charge, and like, don't worry about that... That's not the piece that I should be worrying about. What's the benefit, you know, the benefit of these greeting cards? Do the messages really ring for someone's heart, or whatever? Don't worry about the cost.

Kay: Well, I mean, it certainly wouldn't hurt to do some market research and find out what, roughly, what price people are charging for other similar kind of things in the market. I mean, you do have to consider what price the market will bear. But it's probably higher than you first think, yeah.

Malka: What's higher than I first think?

Kay: The price that you're going to charge for your cards is probably higher than your first estimate.

Malka: Than my first thought about what the [unintelligible]?

Kay: Yes, yes. About what they're WORTH.

Malka: Got it.

Kay: Yes, yes. Because you're putting a lifetime's worth of experience and creativity into it, aren't you?

Malka: Right. All I'm charging for is the raw materials. Right, exactly. And I... Yes, that's true. I mean it took me... it took [laughter] it took 62 years of life experience to be able to write these and create them, and 30 years as a graphic designer and yada yada yada... You're right, so that's a really valuable point, thank you, up the price 10 times.

Kay: Well, you need to do some research about that, yes.

Malka: I don't think I can get \$50 a card; that's not...

Kay: No. OK, does anyone else have a question or a comment?

Maury: I have a comment about the cards. This is Maury, and I glanced very quickly and I loved them. I of course would spend an incredible amount of money to buy these things.

Malka: Perfect! [Laughter.]

Maury: I'm wondering, though, what, you know... I don't know how this works for people, but if the price was rather high, and you set it up through e-mail [that some] of what you made was going to some kind of a donation somewhere...

Malka: Yes, and I was actually thinking about that. That was something... I haven't put that on the back of the card, and it's another layer. You're right.

Maury: I mean, I would spend seven or eight dollars on a card like that if I felt that some of my money was going someplace like that. It's a piece of card - I put cards on the wall!

Malka: Thank you! Yes, and that's like... Just yesterday, after I saw the debates last night and I learned that there were, I forget, 238 million orphaned children in the world, or something like that, when there were the debate between Obama and..., well, it wasn't actually a debate, but an experience between Obama and McCain on CNN, when I heard that staggering statistic about orphans in the world, that just astounded me, and it kind of made me wonder, well, is there some place that needs some money? So, yes.

Kay: There's lots of good causes out there.

Malka: Yes, there could be a cause out there for that, and in my own life experience, the whole sense of orphans really has meaning to me, so I've thought about that. And then what you're saying too is, OK, you know, it's like this: to kind of break even on them in cost it has to be a certain thing. But maybe what you're saying is: charge a dollar more for the card even, and then that dollar could go to a charity of some kind.

Kay: Yes, and tell people that that's what you're doing. Put that on the card and on your website, so people know that they're supporting a good cause.

Malka: Thank you!

[Note: Malka's website is: www.malkagem.com]

Kay: Now, Maury, you had an interesting question that you e-mailed to me about your service. Is it OK with you if I read out a few lines from your e-mail?

Maury: Oh, sure.

Kay: Yes. So Maury was telling me in her e-mail about the identity protection system that she sells. And she sells peace of mind. And then she ended her message by saying: "How do I keep people safe, keep it low-key and simple, help people to have peace of mind about their families, and relate why everyone should care for themselves by using what I have to offer?" Now I would suggest to you Maury that it's not about what YOU think. You know, you believe very strongly, obviously, that this product is worthwhile and that EVERYBODY should use it. But it's really not about what you think; it's about what the clients and prospective clients think THEY want or need. So you don't have to convince them WHY they should use the service; simply describe and explain the service to them and, most importantly, the benefits that they're going to receive from that, how they're going to FEEL when they use the service. And tell some stories, use stories. Put some emotion into it and tell stories, case studies and stories about what happens when somebody HAS used the service, and what's happened when somebody did NOT use the service. So just tell some stories, and that alone I think will be convincing enough. Does that help?

Maury: Yes, that could be like case study number 24.

Kay: Yes, and testimonials.

Maury: And that takes a little emotion out of it, coz I can tell some really ugly stories, and people just don't want to believe it.

Kay: Yes. And tell some positive stories as well, not just, not just the ugly ones.

Maury: The media downplays this problem.

Unidentified participant: The media what?

Maury: The media actually downplays this problem.

Kay: Why do you think that is?

Maury: Oh, I've been told that, over and over again by many people in this industry. The media's just... I don't know exactly why, but the problem's been kind of suppressed, how bad it is.

Kay: Well, perhaps. And there's lots of ways that you can get the message out there, without depending solely on the media. There's lots of websites; there's lots of things you can do. But certainly, if you can get some media interviews, that would be great, by focusing on the positive rather than the negative, yeah, yeah.

So, I'd like to move on, and give you some very practical strategies. And one, probably one of the most important thing you can do to market your services as a small business person, as a solo entrepreneur, is again, not worrying so much about expensive advertising or a flashy website or glossy brochures or anything, but what I suggest to you is that you need to build your reputation as an expert, as an expert in your field. And there are lots of ways that you can do that. Building your reputation as an expert is going to enhance your credibility, it's going to enhance your trustworthiness, it's going to enhance your likeability factor, which is especially important when you're selling yourself, and a very personal service. So, strategy number one I'd like to suggest to you is: article marketing. Now, if you...

Malka: Can you say that again?

Kay: Article marketing. If you Google that phrase...

Malka: No, but I can't understand the word that you said. Can you spell it?

Kay: Yes. Article: A.R.T.I.C.L.E. Marketing.

Malka: Oh, OK, I got it. It's that Aussie accent.

Kay: Sorry. OK. So if you Google that phrase, you'll find lots of information. Basically what it means is writing articles, can be quite short articles, about your area of expertise. Now, it's not about blatantly, pushily selling your product or service or business. It's more of an educational thing, explaining why your service is important; telling stories; giving tips, giving practical, educational tips about your product or service. Are there are two particular websites that I'd like to recommend to you; check them out and find out their service works. Read what you need to do, how to submit articles to them. It's free to submit articles, although you don't get paid for having them published.

And the two websites are called: ezinearticles.com, that's E.Z.I.N.E.A.R.T.I.C.L.E.S.com, ezinearticles.com, and the second one is called selfgrowth.com. that's S.E.L.F for Freddy,

Self Growth G.R.O.W.T.H., all one word, that's selfgrowth.com. And both of those sites have thousands and thousands of articles on every topic from A to Zed (I'm Australian so we say Zed). And you can write articles and submit them, and in your biography box at the bottom of the page, you can include a little bit of bio information about yourself, with a link back to your own website. So within the article, it's not hard-sell, pushy, promoting yourself and your business, but in your biography, you include a link back to your website. And whatever your topic is, I'm sure you could write a dozen articles; you've probably got material already that you've created for various purposes. You can just re-purpose that to write some simple articles, very practical, simple, useful articles to share your expertise.

Stef: This is Stef.

Kay: Yes?

Stef: I'm sorry, I just had a quick question. Do you... is it advisable to submit separate articles to each site, or can you duplicate?

Kay: I believe there's no reason why you can't duplicate. I have done. Yeah, yeah. OK, another strategy that I'm sure you're all very familiar with is networking, and social networking, participating on the social networking sites like MySpace and LinkedIn and Facebook and sites like that. And going to face-to-face networking business events: Chamber of Commerce, whatever kind of professional groups that you belong to. I'll talk a little bit later about... I'm sure you're all familiar with the phrase "elevator speeches" and how you use them at networking events, but networking and social networking are very useful, and don't have to cost a lot of money.

Participating in online forums - there are hundreds, thousands of them out there. And again, the idea is, like with the article marketing, is not to do a hard-sell, pushy, promotional thing about yourself or your business, but rather to be helpful, to offer advice, opinions, suggestions, to share resources, to recommend other resources, to be provocative, to generate discussion. And again, with all of those online forums, you can usually include a link to your website, or a link to your profile page on that site. So participating in online forums is a good way of building your reputation as an expert.

And then doing public speaking, to Rotary Clubs, to PTA committees, to... Any kind of public speaking is good. You can also present educational seminars about your industry. What are the latest trends in your industry? What are the pitfalls to avoid if someone's using your service or looking to buy your services? So educational seminars are very useful.

Sharing your information generously, whether that's with articles or speaking or putting educational videos on YouTube, producing e-books, putting information on your website

or your e-newsletter, sending out an e-newsletter, blogging. Again, if you share your information generously, that builds your reputation as an expert in your field.

Another way of sharing your expertise and building your reputation is to volunteer on professional bodies.

Another way is of course, obviously, to get media coverage - we all want that. I teach whole four-hour workshops about how to write media releases and how to deal with media people - what to do, what not to do... So what I'd like to recommend to you is I have a resource on my own website where I interviewed three local English-language journalists here in Hong Kong about how to write a media release and the do's and don'ts of media relations. So if you look on my website, it's www.kayross.com/podcasts.html, you'll see that there are three separate podcasts or audio files on there that you can listen to. And also on my website, on the "Articles" page, www.kayross.com/articles.html, you'll see several articles there that I've written about marketing, and one of them is called "How to write a media release in one easy lesson", and another one is called "Media relations - some do's and don'ts". So you'll find a quick lesson there about how to write media releases and what to do and what not to do when you're dealing with media people. [Note: All those resources on my website are free. Kay] So, yeah, go out and get some media coverage.

And another way of doing that, and of establishing your reputation as an expert, is to do a survey about some issues or trends in your industry, and then report on the results.

Another really good way is to interview, or be interviewed by, experts in your field or related fields. Like the journalists that I interviewed about media relations. YOU could go out and interview people that are relevant your target market. Or you could participate in teleseminars - you could be a guest expert on somebody else's teleseminar. Or you could be the host of a teleseminar, interviewing a guest expert. That still establishes YOUR credibility and your reputation as an expert.

And the other thing, very useful strategy for building your reputation as an expert is, as I suggested to Maury, is gather powerful case studies and testimonials. Tell stories about the successes that your clients have had from working with you. Yeah. So there's just a few simple strategies there about building your reputation as an expert in your field. And they don't have to cost a lot of money. Any comments or questions about that? Anybody? You're welcome to jump in. No? OK, I'll move on.

There's another really useful strategy here that I'd like to suggest to you about marketing your business and your services. And that is to establish alliances with complementary businesses that sell products or services that YOUR clients want to use, before or while or after they're using your service. So, it's not dealing with competitors, but dealing with complementary businesses that are serving the same market that you do. So for example, a restaurant could build an alliance with a limousine service, or a

florist, or a babysitting service, or a nearby comedy club (so you'd have dinner in the restaurant and go to the comedy club for a show afterwards). In my case, because I'm a copywriter and editor, I have alliances with a graphic design firm and a website design firm, because my clients need graphic design or websites, and THEIR clients often need help with copywriting and editing. So have a think about your business and your services. What other complementary businesses could you partner with to put together a package of services to your mutual target market. Does anyone have any suggestions about how that could apply to your business? Maury, when people buy your service or product, what else might they need at the same time?

Maury: Oh gosh! You know I've been kind of thinking about that. For my [unintelligible] is inventory for... inventory your belongings. I also can market a legal plan if they don't have a will. I mean, there's so many, whether I want tangible things - people want to buy stocks. Or just... mostly referring onto another service.

Kay: Yeah, yeah. And instead of just referring them on, do a deal with that company, where you both benefit. Or get together and put together a package deal.

Maury: OK, yes.

Kay: So for everybody else who's listening on the call, have a think about how that might apply to your business. Think about what other businesses sell products and services that your clients would also want, and put together a package deal, yeah? So that's about building alliances.

Another thing that's really important with marketing is... as I said at the beginning, marketing's not just about advertising. Marketing is managing people's perceptions and motivations and expectations. And that means that you have to manage every... in marketing we call it "the touch points", every place or situation in which clients and potential clients come into contact with your business. Because that influences their perceptions and motivations and expectations. So, the kinds of things I'm talking about is, and again this doesn't have to cost a lot of money but, you need to manage the way your receptionist answers the telephone, because obviously that affects people's perceptions and emotions about your business. You need to manage, for example, the decor of your office or shop; the colour of your brochures; the quality of the paper that you use in your brochures - all of that affects people's perceptions. Even something as simple as the quality of the toilet paper that you use in your business; the quality of the coffee that you serve; the user-friendliness of your website; the environmental-friendliness of your delivery truck; the fairness of your billing policies. Everything about your business affects people's perceptions, which affects their behaviour about whether or not to buy your service. Does that make sense? Can I have a yes from someone?

Unidentified participant: Yes.

Kay: Thank you, yeah, yeah. So think about all of the ways in which people come into contact with your business. When you're sleeping, someone's looking at your website. Yeah? So think about how people perceive that. What is the message that you're sending? Let me give you an example... I was... how NOT to communicate effectively with your clients. Not far from where I live here in Hong Kong there's a very trendy upmarket furniture store, and on the front door as you're walking into the store, on the front door, very prominently displayed, is a sign printed all in bold capital letters, that says: "PARENTAL SUPERVISION OF CHILDREN IS MANDATORY!", with a big exclamation mark. Now, do you think that attracts clients or drives them away?

Unidentified participant: Drives them away.

Kay: Drives them away. It's all about perceptions and emotions. It's not very welcoming, is it? It's rather insulting, really. So any parents with children probably wouldn't feel very welcome in that shop. So even something as simple as a sign that you put on the wall or the door of your shop will affect people's perceptions, which then determines their behaviour. Yeah? So, managing every touch point is a really important thing in marketing, not just writing witty ads to put in the newspaper.

Another really important strategy in marketing: ask for referrals. Ask for referrals. It's so obvious and simple, and yet very few of us do it effectively or consistently. So ask for referrals from your existing happy clients, from previous clients, from your friends, from colleagues. Ask for referrals. And have a system in place to do that, a consistent system in place, asking for referrals. Now, I'll tell you about the power of this. I actually sent out an e-mail about three weeks ago to 100 people that I know here in Hong Kong, people that I know personally, basically asking for referrals, saying, you know, I'm looking to build my business and serve more people, serve more clients, and asking for referrals. And I didn't just ask something; I gave something in return. With my e-mail, I included a copy of a helpful, useful article about marketing for them. And I've been swamped with business since then. It works. And all it cost me was sending out an e-mail. I didn't have to do any expensive advertising; I don't do advertising; it's all word of mouth. So ask for referrals. [Additional comment after the call: When you ask for referrals, be sure to specify what KIND of clients you're looking for. Tell people who your ideal clients are. Kay]

Now, next point is about, I mentioned earlier, your "elevator speech". I'm sure you've all heard of the phrase "elevator speech". Does anybody know what that means? "Elevator speech" - it's what you say when somebody asks you: "So what do you do?", whether you're meeting at a networking event, or at a barbecue, or in the supermarket, whatever. When people ask you: "What do you do?", what's your response? How do you handle that situation? And I would suggest to you that it's probably NOT a good idea to have a fixed, canned, perfectly rehearsed speech that you trot out and use, the same speech every time. You need to have a repertoire of possible responses. And also questions that you ask, because you need to establish your trust and likeability first,

before you jump into a sales conversation. Now again, if you Google that and look for "elevator speech", you'll find masses and masses of material on the Internet about elevator speeches, so we're not going to go into all of that right now, but have a think about what are you going to say when someone asks you: "What do you do?"

Next point is... we talked about, because of, when you're selling a personal service, it's more risky, or it's perceived to be more risky by the client, so you need to do what you can to reduce the client's risk. And one way of doing that is by offering an introductory session. Particularly for a service, because they have to feel it, don't they? Like whether it's a massage or a counselling session or whatever. But that doesn't mean you have to offer it for free. Your services are valuable. The client is getting a valuable result from that, so I think it's fair enough to ask for some kind of payment in return for an introductory session.

Another thing you can do is to offer a money-back guarantee, because again, that reduces the perceived risk.

You could sponsor worthwhile causes. As Malka was thinking of doing with her cards, donating a percentage of the proceeds to some worthwhile cause. And invite your clients to be involved in that too. You know, talk about it on your website, in your e-newsletter, on the cards themselves Malka. Invite your clients to be involved in that process and to support the cause with you, because that will make them feel good, yeah. So, any questions or comments so far? It's about 10 to 11, so we've just got a few more minutes. Any questions?

Participant: Hi.

Kay: Yes, who's that?

Constance: This is Constance.

Kay: Constance, yes.

Constance: I have a question about the networking.

Kay: Yes?

Constance: I've been to some networking events, like with the Chamber. You know you collect all these business cards when you go to these networking events. I was wondering: How do you go about getting business? I know it's not possible to get business from every card that you have, but how do you go about getting business or asking for referrals... what's the best way to go about it?

Kay: Again, it's not about the hard-sell pushy. It's establishing the relationship, establishing your right to be trusted. Your credibility, your expertise. So what you can do is when you're talking to someone at that event, they give you their business card, offer to send them some useful information: a report that you've written, an article that you've written, a simple tip sheet - 10 tips of what to do or what not to do in your business or when they're using your service or a service like yours. So, when they give you their card, offer to send them, like "Tomorrow, is it OK if I send you this report that I've written? I think you'll find it useful." And then the next day, send the report as promised, and offer to follow up with that. So it's not just grabbing their card and then calling them the next day and saying "Well, you know, can I come and talk to you about my product or service?" It's slowly slowly gradually building the relationship and the trust and your credibility before you jump into the sales conversation. Yeah. And another thing I would...

Constance: Like if you...

Kay: I'm sorry?

Constance: I'll just say this: Like if you wrote an article or...

Kay: Yeah, I'm sure you have something already, like, you know, if you're going to write, send an article to ezinearticles.com or selfgrowth.com, use that. I'm sure there's something you already have or could easily put together from your expertise that would be useful to people, so it's sharing useful information, showing your generosity, showing your willingness to be helpful, rather than just jumping in and telling them all about your service. Yeah.

And also I find at those networking events, far too often I come home with a dozen namecards and I don't even remember the person because there's nothing on the namecard that tells me what is the nature of their business or their service. Their title doesn't really tell me anything useful, there's no emotion in it, so I would suggest, even if there's one thing you do, make your business card more compelling and effective as a marketing tool by including a little tagline that says something about who you serve, what results people will get from working with you, how your service is going to make them feel, the benefits of your service. You know, if I get a namecard from someone that says that they work with XYZ Ltd, that doesn't tell me anything useful, and six months later I look at their namecard and I have no idea why I should contact this person. So make your business card more effective as a marketing tool when you attend these networking events. [Note: In Hong Kong, we call business cards namecards. Kay]

So just one final point. It's nearly five to. I just want to make one final point about all of these marketing and branding activities that I suggested to you, and that is to be bold. Be bold. Don't be shy, don't hold back. Express your opinion fearlessly. That again will

establish your reputation as an expert. Get out there and express your opinion fearlessly, whether it's on your website, in your e-newsletter, in your blog, when you're posting messages to forums, when you're speaking publicly, stand up for what you believe in and the values of your business and your brand.

And another thing: Look at how your competitors are marketing themselves, and do something different! Be different and unique, and stand out in the marketplace. Because people will be attracted to you. The kinds of people who are attracted to YOU are the kinds of people you want to work with. Now, some people might not want to work with you, and that's fine; you're not going to please everybody. But stand up and say what you believe in, what you stand for, and people will be attracted to working with you. Because the worst thing in marketing is to be bland and boring and inoffensive. Yeah?

So we're almost at the end of the call. Any final questions or comments from anybody?

Malka: I found it to be very helpful.

Kay: Thank you.

Unidentified participant: I agree.

Kay: Thank you very much. So I would certainly invite your comments and questions and feedback. You can e-mail me at kayross@hkstar.com, that's my name, K.A.Y.R.O.S.S. at H.K.S.T.A.R. dotcom, kayross@hkstar.com. And also, I'll just repeat, have a look at my website, www.kayross.com. You'll see on the home page, in fact on most pages, in the top right-hand corner, I'm offering you, offering anyone, a copy of my article, which is called "Sell the Sizzle", "Sell the Sizzle", and that's about how to write compelling marketing communications material. And if you'd like to ask me for that article, then I'll put you on my mailing list and also you'll be on the mailing list to receive my monthly e-newsletter. And then also I mentioned my podcasts about media releases and media relations. You'll find them on my website.

And I'd also like to recommend for you my absolute all-time favourite book about marketing, it's called "Selling the Invisible". "Selling the Invisible", which is particularly relevant to people like us who sell a service. It's called "Selling the Invisible", the author is Harry Beckwith, H.A.R.R.Y. B.E.C.K.W.I.T.H., Harry Beckwith, "Selling the Invisible".

And finally in the last couple of minutes, I'd like to make a coaching request for you, and that is to choose two or three of the strategies that I've talked about this evening. Don't try and do everything all at once! But choose two or three of the strategies that appeal to you, that you feel comfortable about doing, and take action, and commit to them and give them time to work. Don't just put one ad in the newspaper and then say "Oh well, that didn't work; I didn't get any responses". But commit to one or two or

three strategies and really give them time to work. And don't run around like a headless chook trying to do everything all at once with no focus.

And also I would ask you to think about: What is the key message and intention that you're taking away from this call? Would anyone like to share that with us? What is one key message and intention that you're taking away from this call?

Unidentified participant: Well I think it's helpful to just focus on two or three things.

Kay: Mm hmmm.

Unidentified participant: That, I mean, to hear you say that is such a reminder to me, because I can look at all of it and just get very scattered.

Kay: Yes, yeah, thank you.

Unidentified participant: That focus is very helpful.

Kay: Ah ha, yes. Anybody else?

Unidentified participant: Yes, and to be very much more thoughtful about what you need to actually do and [unintelligible] benefits and services...

Kay: Yes, thank you, yes. So it's not just about pushing the features of your product or service, but to really think about WHY people buy it. What is the benefit and result they're going to get from that? Because that's what they're actually buying, yeah? Anybody else, one final message? What key message are you taking away from this call?

Constance: As far as me, Kay, I'm beginning to basically to, you know, to have the confidence to go out there and do it, and like you were saying at the beginning of the call, to get your mind out of that mould of thinking that you can't do it. You know, just to get your mindset to do it.

Kay: Yes, thank you, good. OK, thank you very much everyone. So it's just gone 11. For those of you on the East-coast USA, it's 11pm there, so thank you for staying up so late. It's been a delight talking to you all; I really appreciate having this opportunity. Please keep in touch; please feel free to e-mail me if you have any further comments or feedback or questions. And I'm sure I'll talk to again and listen to you on another PPP call very soon. Thanks very much everyone. Bye bye.

Various voices: Bye. Bye.

Kay: Thank you. Bye bye.

[After the call]

Kay: Hello again, and this is Kay with a little bit of extra information that I'm adding on after the end of the teleseminar. I realised that I mis-spelled the name of Michael Port's website - it should be M.I.C.H.A.E.L.P.O.R.T. dotcom, that's www.michaelport.com.

And for anybody listening who's not familiar with the Prosperity Partnership Program, that's the PPP that I mentioned earlier in the call, the website for that is www.choosingprosperity.com, that's C.H.O.O.S.I.N.G.P.R.O.S.P.E.R.I.T.Y. dotcom, choosingprosperity.com.

Thanks, bye.

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Your Bonus List of the 34 Strategies

And here's your bonus list of the 34 strategies that I've extracted from the transcript. I hope that'll make it even easier for you to start putting the ideas into practice and getting results.

1. Get your "inner game" (i.e. your attitudes about marketing, about yourself and about your business) right first.
2. Have the courage to claim a specialised niche.
3. Get clear about your unique, authentic brand and what you're offering the world.
4. Understand why people buy your product or service.
5. Focus on the benefits and results that people will experience when they use your product or service – and put some emotion into it!
6. Charge what you're worth (because you're putting a lifetime's worth of training, experience and creativity into what you do).
7. Support a worthy cause (and promote that, so your clients can feel good about supporting that worthy cause too).
8. Tell stories.
9. Build your reputation as an expert in your field.
10. Submit articles to relevant sites.
11. Networking (face-to-face) and online social networking, e.g. Facebook, LinkedIn...
12. Participate in online forums.
13. Public speaking.
14. Put educational videos on YouTube.
15. Produce e-books.
16. Put free, helpful, up-to-date information on your website.
17. Send out a regular e-newsletter.
18. Blog.
19. Volunteer on professional bodies.
20. Get media coverage.
21. Do a survey about some issues or trends in your industry, and produce a report.
22. Interview, or be interviewed by, experts in your field (e.g. on teleseminars and podcasts).
23. Gather powerful case studies and testimonials.
24. Establish alliances with businesses that complement yours.
25. Manage every "touch point", i.e. every place or situation in which clients and potential clients come into contact with your business.
26. Ask for referrals (and create a system for that). Be sure to specify what sort of clients you're looking for.
27. Prepare your "elevator speech" – but do NOT use the same fixed, canned, over-rehearsed speech every time. Develop a repertoire of possible responses and questions to use when someone asks you "So what do you do?"

28. Reduce the client's perceived risk – offer an introductory session (not free!) or a money-back guarantee.
29. Make sure your business card (we call it a "namecard" in Hong Kong) is a compelling and effective marketing tool.
30. Be bold, express your opinion fearlessly and stand up for what you believe in.
31. Look at how your competitors are marketing themselves, and do something different.
32. Take advantage of the free resources (articles, e-newsletter, podcasts...) on my website: www.kayross.com.
33. Read the book "Selling the Invisible" by Harry Beckwith.
34. Choose just two or three strategies, take action and give them time to work. Don't get overwhelmed trying to do everything at once.

Happy marketing!

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