



# Things I Wish I'd Known About Marketing Me

## IF ONLY I'D KNOWN THIS WHEN I STARTED OUT I'D HAVE SAVED BOTH TIME AND MONEY



Everyone you meet these days has a website, a business card, mobile phone ... a hundred ways to market themselves but just how many of

them actually get any business from these forms of marketing – are they just money down the drain or real ways to get business to your door?

*“ The only way to know how customers see your business is to look at it through their eyes.  
Daniel R. Scoggin (President and CEO, TGI Fridays Inc.) ”*

### **The old saying goes – if you please yourself then at least one person is happy.**

To some extent, marketing is very much like that. If you choose a way to market yourself that you like then you have a good indication that people like you will at least warm to your advertisement or brochure. However, as much as they like it, will they buy your service or product over your competitor's just because you put pen to paper?

*Simple answer – no.*

### **You've got to be in it to win it**

Marketing is a bit like the lottery. If you don't buy a ticket you can't win. So if you don't do any marketing then you will never have anyone buy your product.

It's not rocket science, it is purely the fact that if you do not tell anyone about what you have on offer they will not know about it.

### **So what are the basic forms of marketing?**

Talk to people. That's the cheapest form of marketing and still one of the most effective. However, you can only talk to so many people and you want them to remember you and tell others about you so how do you do that?

It is still common business practice to pass on a business card. These days, everyone is a home publisher with a good quality printer and some off the shelf software – so there is no reason why anyone should not have a basic business card costing only a few pence. If you are going to produce your own then *Keep It Simple Stupid* (you will notice the *KISS* principle is used by us a lot – simple always works best). Go for black and white and not fancy colours.

But with inkjet printers there is nothing worse than the ink smudging when the person's hand is wet.

- Business Cards you can't bear to give out
- Flyers – who needs them
- Everyone is on the internet – aren't they?
- What's my return on money spent on marketing me?
- Is any of this worth it?

So, maybe now is the time to invest in some professionally done business cards. Remember, this is something your potential client is going to take away with them and keep so give them something you feel proud of.

Keep to one or two colours and put on the key details. If you think you are going to move soon then put on only your mobile so you can carry on using them. Don't worry about double sided printing unless you really feel that this is right for your clients. Keep costs to a point where you don't hurt when you give them out. There is nothing worse than the person who goes to give you their business card but can't quite let go of them because they feel the pain of how much each one cost.

Always carry a stack of cards on you and give them out freely. Get used to saying to people 'Look, if you feel that I may be of use to someone else that you know, feel free to pass on my card to them.' Never suggest that the person you are dealing with might not want your services, but always talk in a positive manner.

Some people like to think about what you offer them in a conversation. For them, a business card isn't enough, they want to look at a brochure, flyer or website.

Flyers and Postcards are also great for handing out as they have more information on them. Again, stick to a couple of colours – even link the colours to your business cards. But remember that you have to be able to hand them out without worrying about costs. Do a search on the internet to see who is offering good rates or network with people in your area – see if you can't barter your services with a local printer for some free or reduced rate work.

Remember pictures say a thousand words – so one picture on a flyer will say more to people than three pages of writing.

### ***What about the internet?***

Yes, everyone is on the internet these days – from websites dedicated to their pets to pictures of their house and it has never been cheaper to start up and run a website. Look at the websites of friends and contacts and if one of them catches your eye, ask the owner who designed it for them and who hosts it (this is the organisation that they rent the site space from). Ask them if they would recommend them to you then go and get costs.

Try to write the content yourself, even if someone else is putting the site together. This way you can make sure that how you speak and introduce yourself to others is reflected in your website when they visit it. Keep to a couple of colours as your theme, perhaps linking them to the ones on your business card and / or flyers.

Put your website address and email on your business card to promote your site. Make sure you quote your website address in any email or paper correspondence so people know it is there. Look at getting it registered on the main search engines.

### ***How do I know I'm getting value for money?***

The only way to guarantee that you are getting value for money is to use every piece of marketing you have to drive business your way.

Here are the key points to remember:

1. Tell everyone is a potential client what you do
2. Back up your conversation with your business card
3. Make sure you can supply them with more information if they want it to read and take away.
  - This could be with a flyer, a letter, brochure or directing them to a website.
4. Try and get the person's contact details, such as their business card, so you can follow up the conversation later
5. Note something personal about the person with their contact details so that you show you took the trouble to remember them and make the call personal. People like to feel liked and remembered. This is a great way to do this.
6. Don't pressurise people by calling back time and time again if they are clear they don't want your services – suggest instead that they recommend you to anyone they feel may be in need of what you do.
7. Advertisements are costly but may be right for your potential clients – think carefully about where and when to advertise and put in a code for people to quote so you know where they picked your details up from.

If you are interested in joining Karma Friends then email [karmafriends@btinternet.com](mailto:karmafriends@btinternet.com)

This is a sample of the work we do for Karma Friends.  
You can learn more about our coaching at:  
[www.bowmancoaching.co.uk](http://www.bowmancoaching.co.uk)