

CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 3:

• MARKETING INCLUDING QUESTIONS AND ANSWERS

Let's talk about marketing.

It seems that marketing is very difficult for some people. There are many reasons why marketing can be difficult but I won't go into the reasons. The key to marketing is being able to sell yourself and your services. To have confidence and trust in yourself and what you do.

So let's do some brainstorming about marketing. Answer the following questions:

1. Why would you want to market yourself and your business?

2. What do you have to offer that no one else has to offer?

3. Why would anyone want to do business with you?

Pretend I'm a potential client.

4. What would you tell me about your business?

5. How would you convince me that I need your services?

6. Think about this a little bit. Write a paragraph about you and your services. Pretend I'm Susan and you just overheard me saying that I'm having a health problem. You don't know me at all. You decide to be outgoing and not be shy or afraid to speak to me and you are not going to be afraid that I'm going to laugh at you or turn you down. Now, say hello and tell me what you do and why I would need your services. Be sure to write your response so that when I read it I am reading it as if you are saying it to me. I want you to make me want you and your services. I want you to really sell yourself to me. Use a separate sheet of paper to sell yourself to me.

7. How was that process for you?

8. Was it difficult or easy?

9. Do you feel comfortable going up to someone you don't know, or even someone you know for that matter, and selling yourself to them?

10. Do you feel secure in what you do?

11. The real question is do you believe in yourself enough to sell yourself to someone else?

12. Are you secure enough with yourself and your business that you can tell someone what you do and make them believe in you?

My husband always says that when I'm doing iridology I act like a doctor. I put on a different persona. I can't tell that I'm doing this but apparently I'm wearing a white coat without even realizing it. I suppose it's because I love what I'm doing, I know that I'm good at it, I believe 100% in it, and it's my passion.

13. So what do you love to do, know that you're good at, believe in 100%, and is your passion?

14. Now that you've answered the last question, is this in alignment with your business name, mission statement, and your purpose in life?

If not then you need to start all over again at square 1 and brainstorm about what you really believe in 100% and what is your passion.

15. So, again, what is your purpose in life?

16. What is your mission statement?

Now if you are comfortable with your answer you can move on. If you are not comfortable with your answer go through the brainstorming process over and over again until you come up with the answers that resonate for you. You need to feel them in your gut. Then you can move on. If you are still having problems with this we will need to talk on the phone so I can help you move past the block.

Web Sites

Just about all businesses now have web sites. They are a key in today's business world. Without a web site you are limited to doing business in your immediate area. Web sites allow us to contact people all over the globe which really is amazing if you think about it.

So, do you have a web site? If so, what is your web address? If not, then you need to get a web site and there are hundreds of companies out there who can provide you with a free web site.

Remember with a web site that it is like your store. Think about your favorite store. When you walk on the sidewalk you come to your favorite store and you normally will look inside the window to see what the latest things are they are advertising. This would be your home page of your web site.

Next you are going to go inside the door and go down the isles hunting for your favorite items to purchase. Each isle represents a different page on your web site. So if your store is going to have 5 isles you would have a home page and 4 pages.

17. What is the name of your favorite store?

18. What does your favorite store sell?

19. Do you look at the window before you go into the store?

20. When you go into the store do you go directly to the counter or do you browse up and down the isles?

21. How many isles do you browse down?

22. Approximately how many items does your favorite store carry?

23. How many times have you shopped at your favorite store in the last 30 days?

24. Would you shop there again?

Now let's think about the web site. If you don't have a web site you need to create one and do the brainstorming above to help you create the home page and the pages to support your business. If you have a web site we can go over the home page and pages to be sure that you are marketing yourself in the best way to the world.

The Home Page

The home page should attract potential customers. It's going to have a graphic on there that is going to represent your business and what you are doing. It's going to have the main points you are trying to make. It will have the important links and the information about you.

Second Page

This page can be about you. It might be your bio or your resume. It should be about your history, how you became involved in this profession, and how many years you have studied and practices.

Third Page

This might be a contact page with your telephone, fax, e-mail, and a P.O. Box address for people to contact you. Also it should contain your hours of operation.

Fourth + Pages

These pages are for anything else you want to show for your business. One might be products you want to sell to your clients that you work with every day. One might be classes that you are giving or promoting to your clients. And so on.

So the last question for this session is:

25. Do you have a web site and does it represent who you are and who you want to show the world who you are and what you are doing? If so, you are on the right track. If not then some brainstorming is needed to change what needs to be changed. There again, if you need help with this last question let me know and I will assist you.

Name: _____

Address: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Web: _____