

## Marketing Streams

### LEGEND

\* *weekly*

\*\* *monthly*

\*\*\* *quarterly*

\*\*\*\* *semi-annually or annually*

\*\*\*\*\* *as needed*

1. \*\*\*\*\***WORD OF MOUTH** – these are referrals from members of your current community, your clients and centers of influence. As you and others are out and about talking about you and your products and services these leads are the most viable.

*Assignment: Determine who you can have offer your praises and share it with their sphere of influence.*

2. \*\***SPEAKING** – free or paid speaking should always highlight your expertise and lead you to new clients – you should be doing a “spot light” at every talk and make an offer for a product or service and offer a free report to collect names.

*Assignment: List 5 groups where you can go speak in the next 45 days to share your signature talk, collect names and highlight your products and services.*

3. \*\***MEDIA AND PR** – for traditional media like newspapers and online or print magazines and radio or television spots.

*Assignment: Create press releases for every new event (Product, employee, event) and keep updating your list of media contacts. Be sure to check your favorite magazines and keep track of email addresses to send press releases to.*

4. \***VIDEO AND/OR PODCASTS** – by creating a 3 to 5 minute video each week, you will create a steady stream of traffic to your content and decrease the KLT factor in your marketing. A Podcast is a 10-15 minute message answering a question or solving a problem for a prospect.

*Assignment: List 10 FAQ you can respond to via a video. Think of what your ideal clients and prospects would ask to learn if you can help them solve their problem.*

5. \*\***BLOG TALK RADIO/PODCAST** – Blog Talk Radio is one of the most popular internet radio platforms. By finding radio shows that are created for your ideal clients, you can “pitch” yourself to be interviewed before their audience and position yourself as an expert.



*Assignment: research and list 5 radio shows you can submit a pitch to in the next 30 days to be interviewed on their show.*

6. **\*\*FLYERS AND PROMOTIONAL MATERIALS** – this marketing collateral is literally handed out at events or placed in places where your ideal clients will view them.

*Assignment: Create a promotional flyer, rack card or post card to disseminate when you're out and about.*

7. **\*\*\*\*SPONSORING EVENTS** – sponsoring events can be very lucrative. In order to pull it off, be sure that you are clear that the event has a track record of success of bringing your ideal clients together. Be sure to view a prospectus that shares prior year results and numbers to be able to validate the possible ROI of doing so.

*Assignment: Determine what types of events you'd like to sponsor and get clear about what will make it worth your investment.*

8. **\*\*\*EXHIBITING AT EVENTS** – within your community table topping/exhibiting at events is a great way to become known. You'll need to do this consistently. But as with any event make sure that your ideal clients will be there.

*Assignment: Research which community events are the right place for you to set up a table and exhibit your products and services.*

9. **\*\*\*\*WRITING A BOOK** – to really establish your thought leadership platform, you'll need to write a book. Keep in mind that a book is an expensive business card. The purpose is to generate awareness. A Book will get you booked to speak and do media interviews.

*Assignment: If you were writing a book, determine the subject matter and start thinking about your outline.*

10. **\*PHONE CALLS** – making calls, both warm and cold, is essential to the marketing of your business. You must learn to love leveraging the phone to check in with clients, prospects, centers of influence, etc. This is a way to really stand out and shorten the average sales cycle.

*Assignment: Create a weekly call sheet of people you can call each week in your business. Then, spend time each day calling the people on that list.*

11. **\*STRUCTURED NETWORKING** – structured networking only allows one person per industry to join a group and the members work on your behalf to bring you warm referrals.



*Assignment: Identify at least one networking group that currently has a vacancy in your industry where you can visit in the next 30 days to see if they are a good addition to your marketing team. If they are a fit, become a member*

12. **\*\*CHAMBERS AND ASSOCIATIONS** – look for organizations and associations in your industry to join and become active in.

*Assignment: Join them!*

13. **\*\*AUTO-RESPONDERS OR AUTOMATED MARKETING** – auto-responders help you to create marketing sequences to share a product or service with your marketing list over time with minimal effort once created and set up by you. This is a great way to create a “drip” campaign for people to get to know, like and trust you or for you to be able to offer some great content and value before offering your products or services for sale.

*Assignment: Create an auto-responder sequence to introduce yourself to your ideal audience so that when a new person joins your list, they learn key information about you and your business to want to remain a member of your community.*

*Keep in mind that when you want to launch a product or service, you will need to create an autoresponder series to share information with the new subscribers.*

14. **\*\*INTERNET MARKETING** – creating an internet marketing strategy will help you attract more clients online and it is a great supplement to your marketing strategy but it shouldn't be a primary strategy. To make it more effective, I recommend that you create your own opportunity to answer questions of your ideal clients as a means to showcase your expert status like:

- a. **Askyourname.com**
- b. **Search engine optimization**
- c. **Keyword search tools**
- d. **Google analytics**

*Assignment: Set up your Google analytics account to begin to track how many people are visiting your website and what they are searching for to find you. Check the keyword search tool to determine what your key words should be that you integrate into your website, articles and blog posts.*

15. **\*\*ONLINE REGISTRIES/DIRECTORIES** – the online registries that you join to help circulate your message which include speaking registries, coach registries, blog rolls, etc.



*Assignment: Identify 3 online registries that would enhance your online marketing strategies and investigate joining them.*

16. **\*SOCIAL MEDIA** – using the big three – Facebook, Twitter and LinkedIn as a part of your daily marketing strategy increases your credibility and expands your reach. Be sure to set up congruent profiles on each so that consistency is obvious. Use a posting tool like hootsuite.com to post to all three consistently.

*Assignment: Determine which one has your ideal client in the largest number and commit to spending the most time using that vehicle. On Facebook, join groups, create a group and business page and post consistently to all. On Twitter, start the conversation with prospects and move them to Facebook or LinkedIn. On LinkedIn, join groups and comment on discussions, including your email signature on each post to help with visits to your website. Be sure to fully optimize your linked in profile and ensure it is at 100%.*

17. **\*\*\*\*\*RFP (REQUESTS FOR PROPOSALS)** – this is how organizations and governmental agencies post that they have a need for a new service. You'll want to be reviewing this list serve on a weekly if not daily basis in order to find the right opportunities for you to submit to showcase your products and services.

*Assignment: Determine how you can get access to a daily list serve of opportunities from the federal government or local organizations/corporations.*

18. **\*\*\*WEBINARS AND TELE-SEMINARS** – hosting your own free or fee tele-seminars and webinars is a great way to allow prospects to sample your work and then allow you to offer them into a more robust solution to their problem via your program or service offerings.

*Assignment: Determine a minimum of 4 topics that you could offer quarterly to your ideal clients to generate interest in another one of your product or service offerings.*

19. **\*\*\*\*\*ADVERTISING** – from time to time, it may be necessary for you to spend money to get access to more people to learn about your products and service.

*Assignment: Determine when and where you'll advertise to boost traffic to your website or into your business.*

20. **\*\*\*\*LIVE EVENTS** – the quickest way to fill a program (group coaching, consulting or mastermind) is to host your own live event with anywhere from 25 to 500 people. Your live events should be themed based on your work (i.e. signature system) and occur minimally yearly or twice a year. Marketing for an event should encompass 4-6 months to get the turn out you desire. You may opt for a small group intensive strategy and limit participants to 10-12, reducing the amount of time needed to market your business.



You may also use a **preview evening strategy** to get prospects to join your program. A preview evening is a 3 hour event, usually held in the evening that follows this formula:

- 30 minutes of networking
- 60 minutes of content (includes a hot seat or makeover segment to illustrate your program's value to participants)
- 30 minutes making offer including minimally an interview with a current or former client
- 15 minutes Q&A
- 15 minutes of networking

*Assignment: Determine the titles and content to be offered at your yearly live event. Set the date and begin the planning for one year from today 😊*

21. **\*\*BRAND AMBASSADORS – REFERRAL MARKETING** – creating referral marketing is one of the best ways to consistently grow your business. Offering your current and prior clients, as well as centers of influence and strategic partners some sort of incentive to refer clients to you is huge. You should communicate with this group at least once per month via a warm letter.

*Assignment: Establish your warm letter campaign and who you will send it to. Be sure that your list is made up of clients – current and former, family, friends, colleagues as well as those who work with your ideal clients but do not compete with you for service. When will you mail your first letter?*

22. **\*\*\*\*JOINT VENTURE (JV) MARKETING** – a JV partner is a person who is already gathering your ideal clients together for a reason other than your products and services. One of the fastest ways to introduce new people to your business and brand is through joint venture marketing. How it works: they endorse your product or service and share it with their list – sometimes for free, others for affiliate commissions. Either way, the interested parties join your list, allowing you to market to them on a consistent basis moving forward beyond the current launch.

*Assignment: Identify 3 people who could be a JV partner for you and contact them within the next 45 days to begin a formal JV relationship. Be sure to have them sign a NDA of your work before you proceed.*

23. **\*ARTICLES & BLOGS** – writing an article and a blog (often same content) each week is the key to organic search engine optimization. It also showcases your expertise and when written correctly, can be responsible for bringing new prospects into your business each week. My recommendation is that you get clear on the ideal client the article is for, highlight a major problem and share a few of the ways that problem can be easily solved,



and then include a call to action on how they can learn more to allow for a robust solution. Articles should then be submitted to article registries like ezinearticles.com, articlesbase.com, selfgrowth.com, biznik.com, etc.

*Assignment: Set up a calendar of the topics you could offer for the next year to solve problems and illustrate real value for your ideal client prospects. Schedule them on your marketing calendar. Hint: these titles should coincide with your weekly video for consistency.*

24. **\*\*\*\*IRRESISTIBLE FREE OFFERS** – an irresistible free offer is like the pink spoon at BASKIN Robbins or a sample from Rita’s Water Ice. It is designed to give ideal prospects a “taste” of your solution to their biggest challenges. As a part of your IFO strategy, you give great content via an audio download, CD/DVD, video, training course or free report and at the end, you make an offer or give a strong call to action for the next step in your service progression. The IFO is the entry point to your website and the cost of admission is your ideal prospect’s name and email address or physical address if sending something via mail.

*Assignment: Determine which IFO method of delivery you will use and create a juicy headline for it and begin promoting it via your business card and website*

25. **\*\*TOP OF MIND MARKETING** – warm letters, weekly e-zine, introduction letters are always to stay in touch with your clients, prospects, centers of influence and strategic partners. You should send a written, in the mail, letter at least once per month to this group and weekly you should send them an electronic newsletter (e-zine).

*Assignment – Set up your weekly e-zine strategy and determine which week of each month you will send your warm letters to your clients and prospects to invite them to refer more prospects to you. When will you mail your warm letters? How often will you send handwritten notes?*

26. **\*\*\*\*\*SURVEYS AND POLLS** – to learn what your ideal clients are looking for, ask them via a survey or poll. This is a brilliant marketing strategy when designing a new product or preparing to offer a new service. We recommend quarterly surveys.

*Assignment: Send your first survey with just five open- ended questions that require a detailed response from your ideal client prospects.*

27. **\*\*DRIVE BY MARKETING** – drive by marketing is a great way to find new clients near year. In order for drive by marketing to work, your ideal clients have to live and do business in your community. Simply pick a day each week when you are going to be out and about and drive by those prospects offices to learn what they need and how you can offer it to them.



*Assignment: Determine if drive by marketing will work for you and if so, create a list of prospects you will schedule to visit in the next 45 days.*

28. **\*\*\*\*ONLINE DIRECTORIES** – these are online sites where you can post your services (speakers, coaches, doctors, attorneys, etc)

*Assignment: Find reputable directories in your industry and investigate joining one.*

29. **\*\*\*DIRECT MAIL** – is sending marketing content such as a sales letter in the mail to your subscribers or community members. The great thing about direct mail is that unless you make it look like a bill, it will be opened and read. The key is to ensure that you have an effective call to action that is integrated through out the direct mail piece.

*Assignment: First, create a way to start capturing mailing addresses of your prospects. Also be sure to mail to those who have purchased from you in the past. Then create your direct mail marketing piece and prepare it to be sent.*

30. **\*\*CLIENT SUCCESS STORIES AND CASE STUDIES** – using your client success stories as often as you can is a great way to market your products and services. Your clients are the best form of marketing because instead of you saying “I’m the ISH;” they are saying “Your Name is the ISH;” and that will be much better received by your prospects!

*Assignment: Make a list of previous clients (free or paid) that need to tell you about their experience working with you in the form of a client magnetic testimonial. Then send a request to them or call them up and ask them questions and write down what they say. Then create a magnetic testimonial to reflect their words and send it to them for review and approval. If you are connected with previous clients via linked in, ask them for a recommendation to include on your profile. Once you get the linked in recommendation, link to them from your website.*

31. **\*FOCUSED NETWORKING** – going to networking events after you have done your research and due diligence on the event, who attends, the meeting host and you are sure that it is a viable event to meet qualified contacts. (1. Can use your products and services now 2. Knows someone who can use your products and services now. )

*Assignment: Identify 5 networking events that you will attend in the next 45 days.*

32. **\*SEO AND WEBSITE** – by clarifying your keywords and building a website that uses them consistently, you can attract clients online. Keep in mind that your website is an awareness generator, but when they arrive, you should have video, have an opt in to collect marketing information and it should be easy to navigate.





*Assignment: Review the website template and ensure that you have the right pages, with the right copy so that you can maximize SEO and having a website.*

33. **\*FACEBOOK OR LINKEDIN GROUPS** – having your own Facebook or Linked In group is a marketing strategy that allows you to bring your ideal clients into a common place online. If you choose this marketing stream, please make sure that you ask entrance questions, including gathering email, so that you are also harvesting your list offline.

*Assignment: Determine if having your own group on Facebook or Linked In is the right move for your business. Make sure that you have a designated community manager to keep your time free.*

34. **\*ADVERTISING** – to grow your business, it's going to cost you time or money. When you are ready to have your time for what's most important for you, you may start advertising. There are several vehicles to advertise both online and offline. You'll need to choose the ones that will reach your ideal client. When you're ready, you'll need to hire someone to manage the ads plus have money for the advertising spend. General rule if \$4 returned for every \$1 spent.

35. **\*\*\*\*\*SURVEYS, QUIZZES AND POLLS** – Surveys are a great way to find out what your ideal clients need to solve their problem. It's a fun and easy lead generator as well. You can use the quiz to learn about your prospect and then turn that information into a sequence to get them to invest in their next level with you.

**Let's build your customized marketing streams. Your goal is to be working at least 5 consistently in your business.**

#### **LEGEND**

\* *weekly*

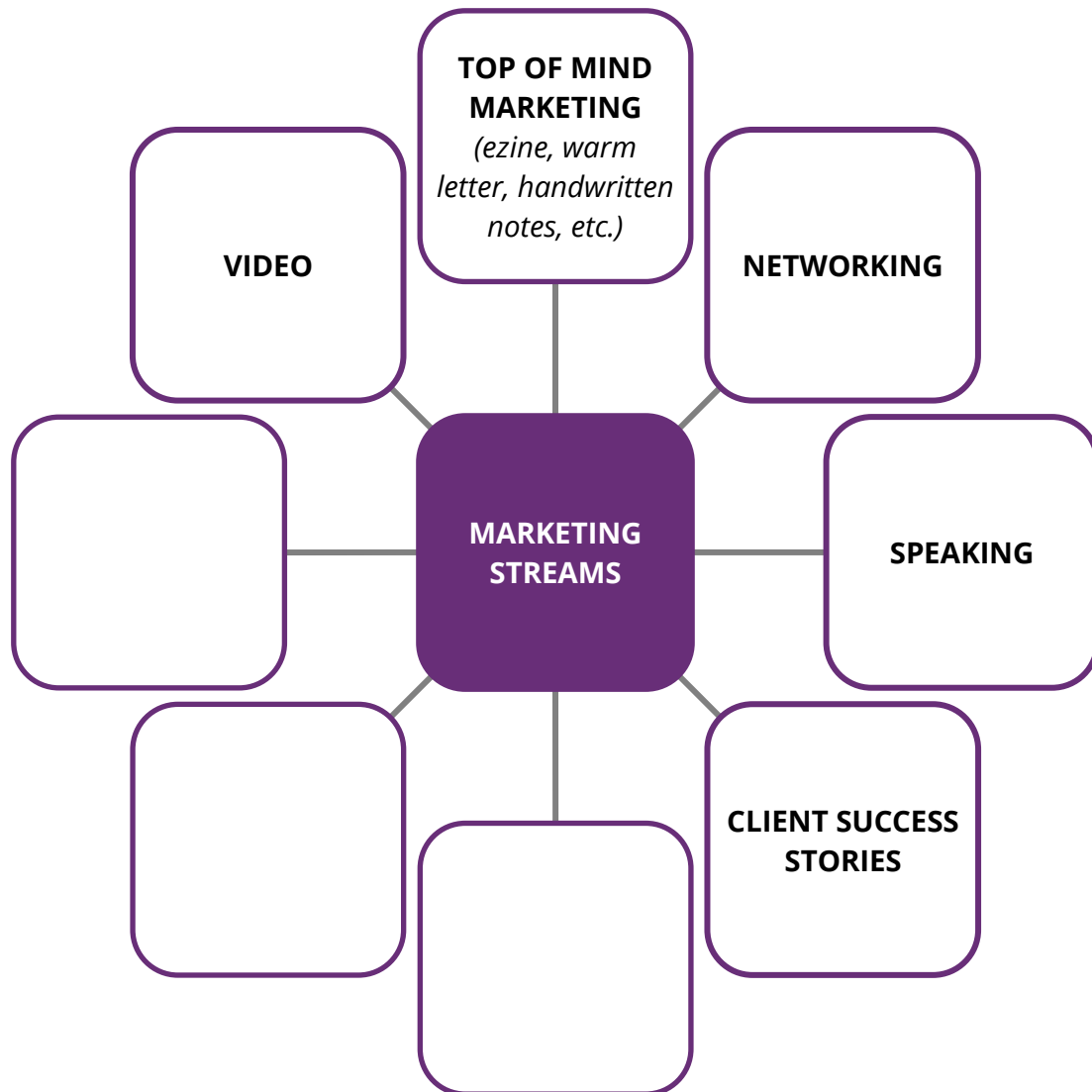
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**Calendar Activity:** Add the marketing streams you will use for the next 6 months to the above guide to aid your marketing efforts.

*Examples include: Warm letter, weekly e-zine, weekly video, live events, referral contests, networking, industry related conferences, other emails or marketing, weekly themes, small group intensives.*