

INTRODUCTION: SOME TIPS FROM MY EXPERIENCE



Marketing

- Why I am doing this module
- Biggest mistakes most practitioners make is spending too much time educating themselves and not enough time marketing
- You are now an entrepreneur
- Your success is directly related to how much you put into promotion
- It is a lot of work but once you create momentum it gets easier
- Nothing is going to be handed to you



Where To Start

- You need an email list so this should be a key focus – you will see that you clients will come from you list
- This means if you want local clients – you need a local strategy (speaking locally, facebook ad, etc
- How do you build a solid tribe? Get involved
- Volunteer for events and activities that are connected to your target audience
- Get known



Where To Start

- Get a good freebie to offer to help build you list
- Once you have an email list, nurture it
- Keep it touch regularly – it takes time to get the right info for your audience.
- Learn to connect emotionally
- The dreaded unsubscribes – they are not your target audience
- Be patient – it takes time to build a list



Attracting Clients

- Not everyone is meant to be your client
- You need to be the best you can be so you attract people who like you
- Make sure to check your own attitude – watch your moods
- Video yourself presenting or speaking to see how you come across
- Practice smiling – it let's the genuine you come through
- Watch being preachy



Working With Colleagues

- It may seem like it is helpful (and it can be)
- Be prepared that one person will be the alpha
- If you are the alpha – you must be prepared to re-do the work or finish the work
- If you are not the alpha then, ask for clear directions and deadlines and be careful what you say
- Your best option is doing it alone, strategically networking with colleagues as needed
- Group decisions = weak decisions



Do Something

- The number one mistake practitioners make is not getting out there
- You can't build a business without actively pursuing it – it is a lot of work
- It is not about your business card or website
- It is about connecting with your target audience
- And connecting with those who may be able to help you or provide you with opportunities
- Take baby steps – if it gets you out there



Be Yourself

- Don't force yourself to do things you are not comfortable with
- However, be sure this is not just an excuse to avoid getting out of your comfort zone
- You have to take chances and risk failure and you will fail but you will also succeed, too
- Most importantly you will learn what is right for you

