

JUMPSTART YOUR BUSINESS AND MINISTRY

MARKETING ON A SHOESTRING



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Action Plan...

Ready to **TAKE ACTION**??? Take some time to work on this one. It will really make a big difference in your business AND in your personal life. Grab a big cup of tea, a journal, and settle in with me. We are going to take action. Ready? Roll up your sleeves. Let's dig in!

Marketing and Publicity on a Shoestring

Welcome to our *Marketing and Publicity on a Shoestring Action Guide!* Just grab a big cup (or pot) of tea, settle in for a bit. We are going to dig in and get some fresh new ideas for marketing and publicizing our businesses on a shoestring. Let's dig in....

First things first--let's overcome the resistance!

Yes, resistance!

Resistance is--

- The act or power of resisting, opposing, or withstanding. The opposition offered by one thing, force, etc to another.
- Opposition to an attempt to bring something to your consciousness.
- To impede.
- To oppose.
- A force, such as friction, that operates opposite the direction of motion and tends to prevent or slow down the motion.

Marketing Publicity

Do those words just intimidate you? How do they make you feel?

Do those words just overwhelm you? Why do they make you feel overwhelmed?

*Have you listened to
the audios/videos
from our
Seminar?
Don't miss them!*

Do you just resist them? How do you resist marketing and publicity? Come on get it out here....

Do you oppose them? Are you withstanding them? Are you impeding them? How?

Is it affecting your business? How is it affecting your business?

I remember how they used to make me feel--and good news--used to! My prayer is that after this series they no longer seem illusive, intimidating, or overwhelming to you either. Rather, I pray that they become a part of your every day life. :) Deal?

I know that marketing and publicity can elicit a wide range of feelings. I have felt them all! I remember in the early days of my business. I did not begin "a business." I just wanted to share my message. I just wanted to help moms who were like me. I just wanted to make things easier for them. Anything business overwhelmed me. I just shut down. Do you relate? Explain:

Think back over the past few weeks...or months...or years. When do you experience your own "shut-downs" in your business? List a few examples....

Now that you can recognize what is happening, how will you troubleshoot so you don't "shut down" every time that you hear the words?

Oh! My sweet friend, this was one of my biggest struggles when I began my business. I shared this in the workshop, but here are a few of my very vivid memories of big shut downs that I experienced...

- ⇒ When my friend, Sally, recommended that I begin publishing my ideas in a newsletter--SHUT DOWN!
- ⇒ When my husband insisted that I accept credit cards in my business--SHUT DOWN! (REALLY!)

- ⇒ When my husband insisted that I accept Paypal--SHUT DOWN! (REALLY!)
- ⇒ When my friend, Rich Gregg, insisted that I set up my own website using my name--SHUT DOWN! (
- ⇒ When my friend, Heidi, insisted that *I* learn HTML and how to design my own website--You have got it--SHUT DOWN!

It goes on and on....

- ⇒ Even the night that one of the moms at one of my events wanted to share with my son, Matthew, how marketing works--I remember that instant SHUT DOWN and how I shoved him in her direction! ha!
- ⇒ Even later that night, Matthew was so fired up and insistent that we needed to try some new marketing ideas and my brain could not comprehend it--you have got it--I just SHUT DOWN! Yep! So much so that Matthew immediately told me that I was "marketing-challenged."

Do you relate? Well, beloved friend, I am so excited to let you know that as time went on, not only did I see that I was not "marketing-challenged" in the least, but I also saw that I was rather gifted at marketing. The super news for you is that if you will lay down all of your pre-conceived ideas about marketing and yourself, you are going to be amazed at how much you have already been doing without knowing it. Plus, if you will open up your mind and refuse to shut down on me as we dig into this whole seminar and action guide, I believe that you are going to leave this set with your business on a different level.

Now, going back to what I just said...what are some of the first thoughts that race through your mind when you hear the word marketing.....or publicity.... Jot them down here....

Take a few moments to just jot down some of the things that you struggle with as you think about marketing and publicizing yourself and your business. Share any of the thoughts that are hindering you and your business.

How do you feel when you think of marketing? Publicity?

Now, don't think that I don't know what you may be feeling here. I have felt all of those same feelings....

- uncertainty
- doubt
- overwhelm
- exhaustion
- insecurity
- intimidation
- and intense fear

Speaking of fear, the idea of marketing brings an onslaught of fears to the surface...

- Fear of failure.
- Fear of success.
- Fear that it will cost a fortune.
- Fear that you will spend so much time on marketing that you can't balance everything else.
- Fear others will question your motives. Fear of doing it wrong.
- Fear that your customers will abandon you the moment you step up your marketing efforts.

Then, there is the word, "Publicity" and all that it invokes in the typical entrepreneur!

Do you relate?

Those feelings, those fears are part of the resistance. We have to defeat the resistance first and foremost IF we are going to press past it and press toward the mark--success. But, how?

1. Take the mystery out of marketing and publicity.
2. Learn ways that you can do it easily. Yes! You!
3. And, learn ways that you can do it on a shoestring today/ Right now! In your business.

Marketing and publicity are your life-line in business. They will be the key to your success. They are the key to getting your message out there to the masses. They are not an option! They are not an extra. They are essential elements in your business each and every day.

So, first things first, will you let go of the resistance and give it a try?

Will you commit to find one or even two things to try this week?

That is the first step. That brings me to the next thing....

NOTE: This gets down past the "terms" and into real action that I think you are going to be much more comfortable with. :) This is where we get down to the nitty-gritty and apply it to life!

So, now let's move to the next step....

2. Decide WHO you are to REACH!

Who are you to reach—do you know?

Who needs you—who are they?

Who can you help—how can you help them?

Who needs your message—what do they need to hear?

Marketing and publicity are not all about things that we do. It is not about new hot techniques. It all has to get down to this if we are going to be a success....

- ⇒ Someone needs you!
- ⇒ Someone needs your message!
- ⇒ Someone out there is desperate for your help, hope, direction!

Are you comfortable with that?

Of course! That is one of the first thing that I learned about marketing. I have always been very good about that. And, I suspect that you are too. I mean...

Why do you do what you are doing?

Is there a message that is burning on your heart—what is it?

Who needs it—describe them and what they are going through.

What is their biggest struggle?

Heartache?

Need?

Problems?

What is wearing them out?

What keeps them up at night?

What causes them to cry?

What is their heart-cry?

AND...

What can you do to help them?

What do you have to offer?

How can you help them?

Do you have a solution to their biggest problems? Struggles? Needs?

This is key to your business success.

So often people look at the tools for marketing and really skip this step, then they wonder why they work hard, build their website, set up their mailing list, work their way up on top of Google, get their product ready to go, launch...then...that devastating silence. NO RESPONSE!

Sure, we will be looking at the old, tried, and true tools and new tools in just a bit, but how are you doing here?

You can have all of the tools in the world and not communicate in "their language" if you do not have this one down. So, take a few minutes and really think through the following and write down your thoughts....

--> **Who needs you?**

Who are you to reach? Who can you help? Who needs your message? Who are they?

--> **What do they want?**

If you want to reach them, you must have what they want--the message that they need, the products and services that they are looking for, and the help that they are seeking at that moment. What do they want?

--> **How can you help them?**

NOTE: You are going to have to get PAST selling to them! If this is what you have been doing--STOP! In fact, you have GOT to get past what YOU want, what YOU THINK, and even what you FEEL. It MUST be all about THEM! It MUST be about their needs! It MUST be about helping them!

How can *YOU* help them?

Where have you been in your life journey?

What have you experienced?

Can you still feel that pain?

What did you need?

What do you have to offer them?

Do you have a solution to their biggest problem?

Want to be a success? You have to lead them where they want to go. They are searching. You have to dare to care. Help them with love--you will set yourself apart. So, help them to get where they want to go, to be what they want to be, and to do what they want to do. You will be a great success. Dare to care. Minister to them. Develop a relationship with them. Mentor them. Give incremental steps. Give an action plan. When you do--you will insure your success. What do you have to offer them?

--> **What are they SAYING?**

Do you know? Are you listening? This is key! You have to know what they are saying so you can speak their language as you promote you, your message, your ministry, your services, and your products. Wondering "HOW?" I love what one of my

friends taught at Podcamp Nashville this year--STALK THEM! Gotta love it, huh? This is a big secret to success. Stalk them! Get out there where they are and stalk them. Study them. Study what they need and want.

Where are they? Facebook? Twitter? Blogs? Forums? Discussion lists? Where are those that you can help?

What are they saying?

Which words are they using?

What is their heart cry?

What do they want?

Where do they want to go?

What would they like--to live like, to experience, to do?

Do you know? Let's nail this one down! It is vital to your success...

Who needs you?
Who are you to reach?
Who can you help?
Who needs your message?
Someone needs you!
Someone needs your message!
Someone out there is desperate for your help, hope, direction!

Will you step up to the call?
Will you dare to let go of everything that is holding you back?
Will you stop putting it off?
Will you take the time to sit at the Heavenly Father's feet and let HIM uncover, develop, and equip you to share your message NOW?
Will you dare to step up to the call to set the captives free?
Get to know who needs you.
Know what they want.
Answer their heart cry.
Watch how this rocks your business.

This brings me to the next point...
NOW--We are going to camp here for a bit. We need to literally open up our business and do some hard work on it. Ready?

3. Develop RELATIONSHIPS!

Develop relationships. Yes! Dear friends, this IS marketing. This is the whole purpose of marketing and publicity. Can you do that?

Of course you can! Take a few moment to think of the ways that you are already building relationships. Jot them down here:

This is so important. Don't lose this. There is something about beginning a "business" that intimidates us and distracts us from "being" who we really are and "doing" WHAT we naturally do. Yet, this is the key to building a rock solid business. In fact, it will make or break your business. It affects everything that you do. Which is why I want for us to lay out everything that you are doing in your business and everything that you might want to work into your business so you can evaluate all of your "marketing tools"--well, relationship tools.

Let's dig in....

1. The Old, Tried, and True Marketing Tools...

SOooo many businesses are so focused with all of the internet marketing ideas/new marketing ideas that they are missing the old, tried and true marketing tools. Do you have/use any of these? ***THEY STILL WORK!***

- Magazine--articles on topics/ads/featured products
- Newsletter--articles on topics/ads/featured products
- Radio Show--message/featured product
- TV Show--message/featured product
- Postcards
- Mail-outs--ministry letters
- Free gifts by mail--food, stuff (key chains, hats, pens, t-shirts, mugs)
- Gifts (same ideas)
- Audios--CD (free CD)
- Audio/Book Club
- Events
- Classes
- Retreats
- Book Table
- Book Signing
- Radio/TV Interviews, Ads, Shows
- Billboards
- Sales Flyers
- Catalog--THE MEGA CATALOG! :)
- Ads in magazines, newsletters, newspapers

Now, go back through the list—which ones would be perfect for you to implement right now?

Which ones would be great for upcoming projects?

2. NEW MARKETING!

Now, this is where I want to “camp” for a bit. You may be using these ideas already, but I really want to look at them close so we can evaluate how they are doing and so we can troubleshoot any areas that need to be more effective.

1. Your Website.

Your site is sooo important. It is vital.

Today, a great website is **NOT AN OPTION**. If you don't have one, people are going to have a hard time taking you serious. And, if your website is not professional--on the cutting edge--you are going to lose a lot of respect and find that many of those that you could be reaching and helping will go to the next person with a great website. It will make or break you.

So, let's take a look at your website. Let's make sure that you have everything in order so it is set up and ready to sell for you/

1. Focused--If you want a successful website, you must be focused. The website must have a purpose. It must be very clear. It must clearly communicate the purpose.

CHECK-UP:

What are you all about?

How does your website focus on your message?

How does it communicate your purpose?

When a visitor comes to your website, how does your site communicate what you are all about?

2. Organized--Websites are so much like everything else that we have to manage. They have a way of getting cluttered and disorganized. Take a look at your site from the visitors point-of-view--maybe even take your laptop to a coffee shop and get an outsider's opinion--OUCH, but very helpful! :)

CHECK-UP:

Are things out of order—list what needs to be updated:

Are there things that do not fit any more—list them here:

Are there things that really need a place—list them:

Do you need to clean up banners/graphics/fonts/or even a theme—what needs attention?

Do you need to change out graphics?

Do you need to get rid of any old info or pics—make a list:

3. Updated--Technology changes rapidly. Your site has to adjust quickly. Either get someone to do it for you or learn how to do it yourself. Either way, decide now to stay on the cutting edge so your website is an asset, not a liability. People do notice. So, get out there regularly and look at websites regularly--definitely outside of your niche.

CHECK-UP:

What is new and hot?

Are there any new bells and whistles that you can bring into your site—what do you want to add now?

CHECK-UP:

Is your site updated?

Are you holding on to the old stuff that is out—like 80's hair! It is time to update!

Are you investing in your site to keep it on the cutting-edge?

4. THE Go-To Site--There are thousands of websites on the internet on any given topic. Wondering how you can set yourself apart? Want to know the secret to propelling yourself into your niche? Become the "Go-To" site on your topic. Become the "Go-To" person. Become the spot to find help on that topic. Set up your site as the "one stop spot" to find everything a person needs on that topic. Fill your site with articles, audios, videos, and downloads on that topic. Provide everything that a person will need in a convenient, clear format.

CHECK-UP:

How can you set yourself apart?

What are you offering on your topic?

Is it easy to find on your site?

Are you developing information that gives your readers everything that they need on that topic?

Brainstorm everything that is needed on your topic and begin developing your site into the "Go-To" Site.

5. Growing--Now, repeat after me--"I will never be finished with my site." Want a site that is a success? It must be growing at all times. Every successful website has a plan for adding new, fresh content--articles, blog posts, audio podcasts, video podcasts, regular downloads, etc. The best sites are always growing.

TIP: Add content at least 2 times per week (some say Mon/Thurs...I have always preferred Tues/Thurs--watch your site/Facebook/Twitter for responses and when your audience is most active--days/times). Connect through your mailing list--website updates.

NOTE: Your website content can be re-purposed and developed into other formats for your ezines, books, ecourses, classes. Every time that I teach an outline or sit down to write from an outline, sooooo much more comes out. Use this to your advantage to keep moving! :) Use the foundation from your blog posts/articles to build your business and market in different areas--articles, ezines, podcasts, courses, classes, programs, books. How? Re-purpose (NOT re-use)--deepen, dig into deeper, explain more, teach more details.

Blog!

- Begins sharing "useful but incomplete" information
- Keeps you plugged into others--you see their needs and biggest questions!
- Creates anticipation!
- Sells your product!

CHECK-UP:

What is your plan to consistently add content to your site--will you blog? Will you create videos? Will you offer a podcast? Will you offer regular downloads?

6. Sending the right message? Can I get real with you for a bit? Websites are not clothes. Websites are not houses. Colors, fonts, and graphics are not about you. There is a psychology of color. There is actually a "science" to fonts/graphics. Really. Just because *I* love black or...whatever color I love does not mean that others are going to love it. It can directly affect the response to our website, our message, our products. This is a super study.

Google and dig into the topic:

- color psychology marketing
- color psychology online marketing
- colors affecting purchases

CHECK-UP:

How are the colors on your site--communicating what you are really all about? Do they need to be updated?

How could they be affecting the conversions?

How could they be distracting from your message?

7. Connected—Fifteen years ago, a website could be developed and just offer information about a company. Today, a site must connect with the visitors and keep the visitors connected with the site. There must be an intentional plan for staying connected—mailings lists, eCourses, events, classes, podcasts, RSS feed, blog discussion (back and forth), and social networking. With so many options for daily perusal, we must be connected with our visitors or they will not likely find us on a regular basis—if ever.

CHECK-UP:

Essentials first—do you offer a mailing list on your site?

What are you offering your site visitors so they can stay connected with you—is it obvious when they arrive at your site?

What are you doing to stay connected?

What can you add to your site today that will help immediately?

8. Friendly and welcoming—So many people feel intimidated when setting up an online presence. This intimidation can make our writing seem dull and lifeless if we are not careful. Again, people want a connection when they come to a website. They want to get to know other real people who love the same topic that they love. More than likely, if they arrive at your site, they are interested in the same topic as you, so the big essential is to be friendly and welcome the visitor. The more friendly, welcoming and authentic our site, the more likely people will stay there and keep coming back.

CHECK-UP:

How does your site feel when a visitor comes to your site?

Can they see you and your face on your site—yep, are your pictures and videos there?

Can they hear your voice in your writing and through podcasts and videos?

Are you letting people into your life through your website—there is a reason that a website is called “Your HOME on the Web”—are you hospitable?

Ok, sweet friend, how did you do? Did you find some things that need a bit of work? Are you doing ok? Well, now, let's take some time to clean out our websites. What needs to go on your site?

Now, let's make SURE that we have all of the essentials on our websites:

- Domain Name--Do you have your name?
- Are you hosting your website--Recommendations:

Mom Webs Hosting
<http://CindyRushton.com/momwebs>

- Mailing List- (more on this in a bit) Upper right corner of your site--easy to add name/email, with a "magnet" that attracts subscribers--more on this in a moment.

Aweber
<http://CindyRushton.com/Aweber>

- Social Networks connected? Yours and theirs?
- Great content on your topic and by you?
- Promote you? Connect to all you have going on?
- Shopping Cart/Salesletters?

NOW--Struggling? Let's troubleshoot...

Website NOT Converting?

Is everything above ready and working?

Be honest—don't miss anything because it all matters.

Get it there— It is so worth the time that you spend. It will make a world of difference.

What is YOUR Offer? Is it compelling?

Mailing List—Are you clear about what they are going to be "getting" or "taking away" from your mailing list? Why would someone want to subscribe--not just for the first freebie, but for what you provide long-term! Is your mailing list compelling? What will you offer? Brainstorm here....

Do you have great products to buy—Do you have products to buy that meet their biggest needs and help them with their biggest struggles?

How are you making sure that they can they find your products easily?

Are the titles captivating and compelling?

Are your graphics updated? Do they make you want to buy your products?

Content

What content on the site is just what they need?

Is your content in a variety of formats--articles, downloadable PDFs, audios, videos, etc? What do you need?

Is your site the "go-to" site for your topic? What does it need?

Activity—Need more activity? Try these ideas:

- Increase your content on your topic so you have what they are looking for.
- Draw them to connect and stay connected--mailing list magnet, opportunities to get to know you.
- Be what they want to be and have what they really need--on the site, in your ezine, in your products, through your events.

Next, what are you doing to attract traffic?

Free traffic generators:

- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn
- Other social networks
- People who know you
- Email lists
- Article marketing
- You Tube
- Site content
- Any other ideas?

Paid traffic generators:

- Teleseminars
- Webinars
- Classes
- Pay-per-click
- Ads on blogs
- Ads in Google
- Ads at Facebook
- Ads in Ezines
- Ads on radio shows
- Any other ideas?

Next, what do you have on your site for them to buy?

- Give multiple price-points and options for help on different topics--free, inexpensive, premium.
- Just one modality--re-purpose that content to reach them!
- Price-range? Are they going to be able to commit (Coaches are the worst--their products cost money and time--they need products that are great for personal study...)
- Is it easy to find pricing and services?
- Is it easy to consume--download and use now?

Does it prove that you "get it" (that you understand their struggles) and have answers for them! :)

Are you doing a good job building relationship with them?

How can you build a better relationship with them? List any ideas....

This brings me to the next NEW Marketing Tool, well, it is not TOO new.... :)

2. Mailing List/Email Marketing.

Yep! This one needs for us to "camp-out" here a while too... It is vital, essential, and also will make or break your business. Inevitably, if one of my clients is not doing well in business, this IS usually one of the big culprits. It IS your lifeline to your prospective customers/clients. Not just a list for the sake of having a list. This is a list of targeted and responsive leads.

Your list is how you are going to build relationships over time. It helps you to stay in contact and build a relationship (get to know them and let them get to know you) with those who are your target audience.

This needs to be your #1 activity every day of every week! Yes, you build your website and your website helps to build your list, but your list helps to bring them back to your website and all that you have to offer them. Essential. You own this. You can get to them directly. Your list is vital. Soooo, how do you build a targeted and responsive mailing list? Let's work through some ideas to get you started on the right track.

NOTE: This is an upcoming topic that we are going to dig into together. For now, let's get a good look at where you are and administer some CPR if necessary. :)

1. Decide who you are called to reach. Who are you trying to reach? Describe them and what they want in 1-3 sentences...

2. Decide what you have to offer them. What is their biggest need---the one that you plan to meet?

What can you do to help them?

What format would be best to meet that need?

3. Build your online list of ideal customers/clients--

4. Get them to read and respond.

Send great content regularly--regularly. Decide what you can do dependably.

Give them options of how they can connect with you--watch to see what they want! Which options do you have available?

Ezine

Updates

- Product memberships
- eCourses
- Teleseminar/class/event updates
- Others....

Set up a format that keeps them responding.

5. Don't just limit yourself to online--also build your offline list.

Go back over the audio session and list some ideas for building your offline list.

What will you implement in your own business/ministry?

6. Build a responsive mailing list...

Go back over our session. Are there any ideas that you would like to implement? List them here....

7. Build a list of targeted subscribers.

Go back over our session audios. Is your mailing list “targeting” the right people? How are you targeting them?

List any ideas that you would like to implement into your business....

How will you put those ideas into action?

8. Create your mailing list freebie.

So, how?

1. Brainstorm the message that you want to share in your freebie.
2. Write a special report or mini-ebook.
How to overcome ____
____ Secrets to ____
____ Steps to ____.
3. Set up the list using your preferred options.
4. Set up a lead capture form.
5. Offer freebie with the form--nice easy graphic and quick description. One other thing that can help is to have a

This brings me to the next new marketing tool, another that is not too new....

3. eCourses (PDF, printable, ezine, audio, video, webinar, teleseminars, audio clubs, video clubs, personal study sets)...

Powerful! Talk about a super investment of your time. Why not set up a new, fresh eCourse for just 1 topic for now (you will want others later). Pick a hot topic. What is the biggest question/struggle/need? Hit it! Brainstorm their biggest questions, struggles, needs....

Choose your format. An eCourse can be in any format...

- ⇒ FAQ'S
- ⇒ Tips list
- ⇒ How-to Course
- ⇒ Vocabulary of your topic
- ⇒ Jumpstart Tips
- ⇒ CPR
- ⇒ Emergency 911

Which format would work best for your topic?

Set it up with 10 messages/videos (some are doing 3-4 videos)...

- ⇒ Short
- ⇒ Snippets
- ⇒ One every 3-4 days
- ⇒ Re-direct to your product for more help or next steps
- ⇒ Make it a teaser-useful, but incomplete. Wet their appetite for your site/ministry/events/products/offers.

Brainstorm your eCourse messages....

Give great, unbelievable information!

Tell them what you want them to do.

Post opt-ins everywhere.

Promote in articles, ezines, shows, events, ads, social networks, etc.

How?

- Deliver by email with links to downloadable/viewable lessons--important!
- Give teasers--quick tips that come from products. Talk about your product as an example of more information.
- Offer sneak peeks into your products. (in your graphics, or in examples)
- Offer special discount/extra perks.

Use this list for this eCourse and future updates from your business.

Focus on converting to customers.

Got eCourses? Develop one. E-courses keep your mailing list active. They develop deeper relationships with those on your list. They promote products more naturally. Why not set up an eCourse today?

4. Develop Freebies!

You will want to create great promo items that give great information while leading to the next step that you want for them to take. Every time you work on a project, you have fresh new content that is ready for you to re-purpose into a few great freebies. Think through your next project. Brainstorm ideas for great freebies that you could create along that topic:

Challenges

Special reports

Ebooks

Sets on a topic

Audios

Videos

Printables

Checklists

Charts

Posters

5. Article Marketing

Don't miss article marketing. Talk about POWERFUL! The very best "advertising" that I have ever had has come from the articles that I have written. Write some articles and get them out there. Let's brainstorm some topics that you have or can develop for the following:

Post on your site.

Use in your ezines.

Submit to article directories!

Submit to other ezines--find the big ones in your niche or in a complimentary niche.

Submit to blogs that are looking for guest bloggers.

Submit to magazines/newsletters.

Use in your affiliate program as an affiliate tool!

Now, as you market with articles, here are two tips that will help you:

⇒ **Use that resource box.** Why not brainstorm what you will add to your resource box. Don't forget that call to action--the call to take the next step...

Write out your "Resource Box" for an article that you are going to share this week....

⇒ **Write on topics that give useful but incomplete information**--bring back to your site and your product! Brainstorm some great topics here:

6. Step Into Social Networking!

Social Media IS where they are living their life. It IS where they are communicating their needs and wants and what they are going through. We can tell them what we have going on. We can rally them up. We can encourage them. We can connect them to what we have on our sites, in our classes that can help them. Invest in Social Networking! Which are you using?

- Facebook
- Twitter
- Blog Talk Radio/Talkshoe
- U-stream
- You-Tube
- Blogging--yours and others

Get a Plan for "Socializing!"

How often will you blog?

How often will you post on your social networks?

What will you post on your social networks?

Plan regular Facebook Parties.

Plan regular Twitter Parties.

Connect!

What will you post on your social networks? Here are some ideas...

- Send announcements and post updates from your website/blog/events
- Share links to sample preview chats/sample chapters/special reports/articles—Sharing not selling. Be generous.
- Use Hash Tags
- Set up a Facebook Group

- Set aside time to plan Facebook/Twitter chats and parties
- Status updates
- Quotes
- Tips
- Reminders
- Links to your website updates--articles/blog posts/product specials
- Events/event updates
- Other ideas....

Encourage your site visitors to help you-- (Average person has 1000 friends. Free advertising.)

Launch your products using Social Networks...

- Use hashtags for your new product
- Use hashtags during your events/classes/studies
- Set up groups on Facebook to study your topic

Stalk them.

- Get out there and see what people are doing online? Are participating in Facebook groups? Do they like teleseminar or webinars? Stalk them—it will keep you moving forward and keep you on the cutting edge.

Social Media Essential Tips:

- Build your name,
- Keep it real--but no arguing.
- Host a Facebook Live/YouTube/InstaGram TV/LinkedIn series
- Host a live event on social media (Master Class)
- Host a Challenge for your group on Facebook or other social media.
- Use your picture.
- Connect with others--don't just expect them to play on your wall--socialize!
 - Leave comments
 - Chat
 - Wish Happy Birthday
 - Chat on your wall--always.
- Promote on your website.
- Use hashtags--Twitter and Instagram
- Use lists/groups--so you can connect based on interests.

7. Set up events.

Absolutely essential. They are key in the growth of your mailing list and for promoting your products/services/ message.

Go back over the session audios. Jot down the tips that you learn from our session.

Brainstorm the events that you would like to plan and host....

Brainstorm great topics for teleseminars/webinars/preview chats.

Plan one event in the next 4-6 weeks. Which will it be?

8. Joint venture.

Get JV partners to help promote you--speakers/sponsors/writers/friends. How can they help you?

How can you help them?

9. Set up an affiliate program.

Build your own affiliate program. No one can truly grow their business to its ultimate potential without a sales army. Your best sales associates are going to be your affiliates. Been putting it off? Today, make a commitment to set up your own affiliate program.

That is not all! Take good care of your affiliates. Give them great tools and quality freebies to help market your products--articles, audios, videos, printables, tweets, FB updates, Google Words, etc.

10. Be a guest.

Get out there with your message. Be a guest for radio shows, podcasts, classes, seminars, etc. Wonder how? Wonder where to begin?

--> **Set up a press packet**

Press Packets

Every speaker, writer and business owner needs to develop a **Press Packet** and develop a plan to send them out regularly. You may wonder what I mean by a "**Press Packet**." A "**Press Packet**" is a file or in an email used to introduce yourself to radio show hosts, magazine editors, committees scouting for speakers, etc.. Here are some of the things that you will want to include:

- Pics
- Bios
- Topics with descriptions
- Interviews on different topics (Include the questions and your typical answers so they know what to expect if chosen as a guest.)
- Audio samples--workshops, keynote addresses, interviews
- Video samples--workshops, keynote addresses, interviews
- Any handouts/freebies that can be distributed to listeners/subscribers
- Complimentary books/audios/products for host
- Doorprizes/gifts for audience/group

Be sure to be very generous and give a good sampling of your work. Consider this to be a mixture between a resume' and your best sampling of your products and services.

As you share your ultimate Press Packets, you will find that you really set yourself apart from others out there. It will open doors for you to build strong relationships with those who can partner with you to carry your message out there to the masses. This is yet another great way to market your business and reach for success

Brainstorm what you will include in your Press Packet....

Work on your Press Packet today.

11. Develop freebies.

Freebies are essential. They are not an extra that you just throw out there. Regularly take time to develop great freebies that will promote your products, events, and even all of the things that you have to offer. Develop a good variety....

- Special reports
- Ebooks
- Sets on a topic
- Audios
- Videos
- Printables
- Checklists
- Charts
- Posters

Which freebies do you have right now?

Which freebies would go great with your current product launch?

Which freebies would you like to work on in the near future?

12. Commercials/Book Trailers

Commercials and book trailers are not just for other businesses. They work. They can be used everywhere. You can use them for podcasts/shows, for websites, and even at YouTube.

Plan a few commercials and book trailers. Got ideas? Jot them down?

13. Video salesletters and video courses.

Video salesletters and video courses are the new rage! Why not take an existing salesletter and develop a Powerpoint and audio to record into a new video salesletter? Which one would you like to use for yours?

Plan a video course. Yes. Let's do it. It does not have to be a major production. You can simply design a Powerpoint presentation and record your audio to go along with it. You can also use Zoom to create a great course. They have free memberships that you can use for recording your sessions. Which topic would make a great video course?

14. Develop an informative, captivating sales page!

Don't listen to those who tell you that long salesletters are dead. I suspect that there will always be room for a great salesletter. They are essential. They:

- Answer questions.
- Encourage the customer that it is for them.
- Alleviate any fears/concerns.
- Sell when you are not personally available.

- > Make it attractive
- > Make it clear
- > Make it easy to respond/take action

Go back over your salesletter and check it:

- Does it answer all of the common questions that they may have about this course?
- Does it clearly show who needs it?
- Does it alleviate any of their fears/concerns about buying or about whether the product is for them?
- Is it attractive?
- Is it clear and easy to navigate?
- Is it easy to respond and take action?

15. Give previews.

Previews are essential sales and marketing tools. Not only do you develop a relationship with them, but you are also able to gently remind them to buy. Also, previews help them past techie barriers/doubts. And, of course, they give a "sneak peek!" Got a new (or old) product to launch? Try giving previews. Helps to count down to the big unveiling. Just be sure to only give away enough to sell, but not too much. Make sure that it is useful, but incomplete--they get help but still need your product. This works! How can you give a preview into your product/products?

- Preview chats
- Webinars
- Sample--ebooks
- Special reports
- Articles
- Other ideas?

16. Buy ads!

- Choose sites where people are going anyway.
- > Buy ads for site/ezine/blog/product
- > Submit articles/guest blog--use that resource box
- > Give freebies/ecourses
- > Joint venture

Get Google ads!

We have talked about....

1. Overcoming the resistance.
2. Deciding who you are to reach.
3. Developing relationships.

Now, let's talk about how to...

4. Get them to respond.

I have had this seminar on my calendar all year. The past few weeks so many of my clients have been sharing their frustrations in business. Here is the summary of what is keeping them up at night:

1. They are producing their very best content but getting little or no results.
2. They are working themselves to the bone and really struggling in business.
3. They have no idea how to reach their prospective customers and get them to respond.
4. Things that have worked in the past are no longer working.

Do you relate? Why don't they buy? You have to break barriers. What are the barriers that seem to keep your prospective customers from buying?

Go back through each of those barriers. Brainstorm—How will you overcome these objections?

My sweet friends, this **is** a tough economic climate--But, there are too many people making it and building the business of their dreams. How do you do that? You must be able to predict, detect, and navigate the marketing shifts....

⇒ **Predict**--well, we are here. ha! We know that this is a big shift. But, there are always going to be shifts. This is not new. Anticipate it.

⇒ **Detect the shifts.**

⇒ **Navigate the shifts.**

How can you navigate the current shift in marketing? Go back over our session audio and jot down ideas that will help you...

Brainstorm your own ideas—what will help you to set your business apart during this time? What will you offer that others are missing?

In our session, I shared some big *Marketing Mistakes*. We must watch out for the *Marketing No-NO's*. Go back over our session and pull out your own list so you won't forget....

Marketing Mistakes to Avoid...

NOW...

Raring to go?

How do you get started promoting your brand new product?

First things first:

Set up a subscriber special.

Does three big things:

1. Inspires them to stay on your list.
2. Inspires others to join your list.
3. More sales--they are already warm leads who have responded to you in the first place by joining your mailing list--already took action once.

But how? Especially if your list has gone dead or never been responsive?

1. Give "taste" of product--articles, freebies.
2. Encourage them to dig deeper on topics you cover on your list—remember-they are in your funnel.

Get the word out.

Go back over the ideas that we have discussed here. Jot down how you will market and publicize your product.

Don't forget—back-end sales.

Plan little and big back-end offers.

When someone purchases, if they are pleased with your product, they are a hot-lead for more. They will want more like that. Prepare back-end sales--during your preparation of your product--have a vision for what else is needed: affiliate recommendations, complimentary resources, home study courses, coaching. Provide it.

Got back-end sales planned? What will be their next step?

Let's look at some final tips to help you develop a no-fail project. Go back over the Session Audio and jot down tips that will help you today to be a success with marketing and publicizing your product....

Now, my sweet friend, it is your time. You are now ready to build a productive, prolific, and very successful business. You have the tools in your hands. Finished? Now what?

Grasp onto all Christ died to give you.
Get out there and minister to those who have been needing you and crying out for the help that you have to offer.
Share your message boldly and courageously.
Build a business that is a glory to God.
Build a productive, prolific, and very successful business one product at a time.

Blessings!
Cindy Rushton
Your Biz and Ministry Mentor
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