



Welcome!

So, you're ready to start marketing your creations! Congratulations!

Marketing isn't scary!

And, it's really not all that hard once you know the foundation.

I have to say it, and I know it sounds a bit corny, but I have to bust the Field of Dreams saying:

**If you build it, they will come.**

You're bursting at the seams with an idea or your business. You figure out exactly what your creation is supposed to look like. You make it! And you open the flood-gates only to receive a dribble of interest.

Just because you build it doesn't mean they'll come. (insert sad face here)

That's what happens to so many budding business owners, crafters, healers and makers and restauranteurs.

Now that I've gotten the negative part out of the way – let's get to the good stuff!

To grow your idea and make it flourish – and become wildly successful - you have to know how to attract your people by creating a really solid marketing frame.

This frame is not a “System”, a “Blueprint”, a “Secret” or a “Magic Key”.

This is a way to build the timeless framework you can use to grow your ideal, loyal client base that will continue to partner with you for years to come.

Your frame is a structure that is the foundation for your work. And, that no matter what fancy colors or window-dressing you put on it, it will work time and time again because it's created by you, for the exact people that are ready to buy from you.

That frame includes:

- Know what makes your clients tick – know them inside and out.

- Be clear on what makes your product/service stand out from rest.
- Understand your client's issues – and how your product solves their challenges.
- Develop marketing goals that will create loyal, long-term customers.

### Why all the fuss?

All this fuss helps build trust, helps your prospects and clients know you better, and even gets them to like you enough to be an ambassador for you.

All this detailed information about your prospects and clients will help you craft just the right content and messages that will attract your ideal prospect's attention, engage them into your community and develop them into a trusted ambassador that will refer your products to friends, family and social media groups.

With all this information you'll be able to craft some pointed and engaging copy in any of the content that you write.

### What, Exactly, Is Marketing?

Marketing is what we do to present our company, and its products, to our prospective buyers.

Marketing is not selling. The act of selling, thanks to our marketing efforts, is asking our prospects to purchase our products.

Selling is presenting the offer.

Marketing is painting the picture, the vision, of how your products will make your prospect's life easier. It will help them sleep better at night since they don't have to worry about \*solving their problem because your product just did that, and it will give them more time in their day so they can spend quality time with their family and friends. (\*A problem can mean...your customer is up at 3am worrying about the color of the napkins...her mother-in-law hates the color purple and will not be in the same room with it.)

## Do You Know Your Ideal Prospects and Clients – Intimately?

I know you're going to hate me for this one. I hear your sighs, groans and grunts already.

Here's the thing.

You CAN NOT market to everyone! Period!

You'll just get frustrated and end up spinning your wheels – and it's exhausting trying to figure out EVERYONE.

You'll spend your energy trying to make “everyone happy.”

You won't know who to serve.

Think of it this way.

If you make sweet, sensational strawberry rhubarb tarts (they're the best on the planet) and you decide to market them at the gem and jewelry show, what do you think will happen? Yes, you may get a few hungry passers-by to purchase your tarts, but people at the show aren't there for food.

They're there to buy gems.

If you give them your colorful tart brochure, they may keep it. But sadly, you may find more of them in the trash on the way out of the event (or worse, on the floor, just tossed aside).

Are they your ideal group of potential customers?

You want to find *YOUR* people.

You want the people that search the world for strawberry rhubarb tarts.

This is generally called your **niche**.

Get to know, I mean really know, your prospects and clients. What are they like? Ask tons of questions, and when you think you've asked enough, ask a few more.

This goes WAY beyond demographics and psychographics.

Knowing as much as you can about your clients will reveal key elements to knowing how to talk with them.

Here's a Checklist of things you'll want to know:

- ✓ Where do they live?
- ✓ Are they married, single, in-between relationships?
- ✓ Do they have children? Do they want children?
- ✓ What are their favorite things to read? Magazines? What magazines? "How To" books? Mystery novels?
- ✓ Do they drink coffee or tea – or neither?
- ✓ Where do they buy their coffee? Starbucks? 7-11? Dunkin Donuts? A local coffee shop?
- ✓ Where do they shop for food? Whole Foods? Piggly Wiggly? Safeway? Wegmans? (My personal favorite)
- ✓ What are their favorite hobbies? Hiking? Jazz dance? Checkers? Oil Painting? Coin collecting?
- ✓ What are their dreams? Their visions for themselves?
- ✓ Do they like to exercise? What kind of exercise do they do? Mud Runs? Aerial Yoga? Synchronized swimming?
- ✓ What are their favorite ways to shop? Online? Big Box stores? Local mom & pop shops?
- ✓ What type of groups do they belong to? Church groups? Sport groups? Knitting circles? Mom/Dad groups?

Why do you need to know this much about your clients?

Everything you find out becomes a talking point.

Each piece you find out starts to create a story about your customer. For example, where they buy their coffee says a lot about them. As a matter of fact, Starbucks and Dunkin Donuts spend a lot of time and money researching the type of people who buy their coffee. You can even use their data to go ever deeper into what your clients are like.

The more you know about them the better you can solve their problems with your product. You'll know if your products are a fit for their issues, or you'll be able to recommend them to someone that can help them. (When you can say "I'm not a fit, but I know someone who is for you." That is a *huge* trust builder!)

## What is the BEST thing about your products/service?

This may seem like a no-brainer, but knowing your products and their very specific benefits is a key component to your marketing frame.

Think about when you buy something.

When the salesperson rattles off a bunch of feature like: it comes in a purple bottle with flowers on the label, the bottles size is 3 ½ inches high, the ingredients are oils, waxes and fragrance.

What does that do for you?

It turns your attention **off!**

When you hear the salesperson paint the picture of all that this beautiful cream can do for you: With its pure and natural ingredients, it soothes that alligator skin on your legs without putting irritating chemicals into your body.

Now, what does that do for you?

It's a **turn-on**, that's what it is!

## What problems does your product solve for your people?

This goes back to knowing the detailed benefits of your product and knowing your prospects and clients so deeply that you have the answers to their problems.

And, knowing your clients issues and challenges will help you craft specific email, blog post and autoresponder content that will help you gain trust and convert prospects into return customers.

## Ways to Market Your Products

Traditional Marketing Strategies - Offline

- ❖ Direct Mail – letters, postcard and catalogs
- ❖ Advertising
- ❖ Press Releases
- ❖ Events
- ❖ Networking
- ❖ In-Store Promotions

- ❖ Print Newsletter

## 21<sup>st</sup> Century Marketing

- ❖ All the traditional Strategies plus...

- ❖ Online Strategies

- Email Marketing
- Autoresponders
- Blogging
- Social Media
- Ebooks
- Webinars
- Videos
- Pay-per-click, Google Adwords, FB ads
- Newsletter/Ezine
- Articles

## Marketing Strategies To Use

After you've done your market research, you've found out that your ideal customer is male, between the ages of 32 and 56. He is married or in a committed relationship. He goes to the gym 2-3 times a week but prefers outdoor activities like hiking or kayaking. He buys coffee from the local deli and only reads the Wall Street Journal. He doesn't go online much, doesn't really use social media and does NOT shop online. He prefers to shop locally to support small businesses in his area and his form of social networking is meeting friends and colleagues for dinner and drinks.

Knowing this about your ideal client, are you going to opt him into an email marketing campaign, sign him up for your newsletter or offer him an ebook?

You could, but he'd probably never see them.

You would, instead, meet him where he lives. (Not literally) You would set up a demonstration of your products at a local shop (preferably one he shops at often). You'd ask him if he'd like to be on your list to receive special offers by mail, your catalog or some other direct mail piece. And you assure him that you won't give his mailing info to anyone – it's safe and secure with you. When he

says, "Sure, you can put me on your list," you can give him a sample of your products to take home or offer him a discount off his first purchase with you.

If you sell products through stockists and through your website/ecommerce store, you'll want to create offline and online marketing strategies.

This DOES NOT mean you have to do EVERYTHING from the list above.

Pick two to three different strategies. Be diligent.

Marketing is a rinse and repeat function.

What do I mean by that?

When you find the strategies that work for you, you'll want to do them consistently so that you have regular connections with your ideal clients.

It may seem boring and mundane at times.

You may not feel like your efforts are working.

**Don't STOP.**

You have to plant seeds before that plant can grow.

If you plant your seed in rich soil (you've done your marketing research and know what makes your ideal client tick), give it plenty of water and sunlight (regular nurturing through your marketing efforts) and keep it from being trampled on (don't just keep sending offer after offer), in time your ideal client will buy from you.

I do want to say that, marketing will require you to test your efforts. If you find that a certain strategy isn't working and you're not getting any conversions/sales, don't be afraid to change your tactics!

If it ain't broke don't fix it.

But...

If you keep doing the same thing over and over and get the same result (no sales) you need to change what you are doing.



## Worksheet

What is your product?

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What are the benefits of your product/service?

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What sets your product apart from anyone else that makes similar products?

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Describe your ideal client. (Remember...go deep and find out all you can.)

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What problem(s) does your product help your client solve?

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## Your Marketing Calendar

Planning – this is your key to consistently staying connected with, and engaging, your ideal audience.

First, get a 12 month calendar. It can be a paper calendar, a planner, google calendar, ical or any other calendar that you like working with.

You're going to plan your marketing for the year.

With the research you've done on your ideal client, this should be an easy exercise for you.

Here is how I do it, step-by-step.

1. Choose a theme for each month. Example – January is typically “get ready for spring vacation” time. July/August is back-to-school time. Sept/October is time to promote for the holidays. As you plan, you need a time frame to create interest in your offer, present the offer and have a call-to-action before the offer closes.
2. Each week you’ll create a sub-theme in your marketing around the monthly theme. If you’re doing a Halloween pumpkin carving theme in October, week 1 may be “How to choose the right pumpkin. Week 2 will be to “think up the scariest design for your pumpkin” (you can even give ideas and templates.) Week 3 could be how to choose the right tools for the carve. Week 4 is carving time. You could show your audience how to safely carve the design in their pumpkin – ready for trick or treat.
3. Next you’ll want to choose the strategies to get your messages across to your audience. Weekly emails are easy and still a great way to engage your audience. According to Towerdata.com, Forbes and Custora predictive marketing platform, email marketing is still the most effective way to reach your idea audience. Email marketing is shown to be 40% more new customers than social media.

When planning your strategy, use a combination of 2-3 ways to reach your audience weekly. One week can consist of email marketing, social media and networking. Another week can be email, a direct mail piece and a podcast.

Whichever strategy you choose, remember that it has to be what your ideal audience is likely to read, pay attention to most and receive value from.

## Call to Action

Your list is the most valuable marketing tool you have!

Your call to action is to really get to know your ideal audience, understand what they are looking for to “solve” their problem, issue or challenge and then offer them a solution.

Now, you aren't going to jump down their throats with your marketing efforts – that won't get you anywhere.

You need to engage with meaningful content, educate your audience with your authority on the subject and then present viable solutions, with meaningful benefits, of your products/services.

### It's go Time!

You have your quick-start guide to marketing your creative endeavor. This will help you create your marketing framework so that you can start strong and begin to build a loyal customer base.

Remember, you'll be energized to kick-off your idea. You know who your ideal audience is, and what they want, now you can help them get the results they need with the benefits of your products and services.

It's not rocket science!

It's providing value, consistently, to help your clients.

Here's to your marketing success,

Christine

P.S. I hope this helps you in your marketing journey. If you need further guidance with your marketing, please contact me at [Christine@ChristineLaureano.com](mailto:Christine@ChristineLaureano.com) for a 20 minute marketing consultation to go over your worksheet.