

Monday, June 17

The best marketing is a great product

Day 1 - The best marketing is...

We're kicking off today folks! Go grab your notebook (physical or virtual) and let that be the place you start taking notes and writing down your HW (when need be).

Today's lesson is about my NUMBER ONE marketing tip.

The best marketing is a great product.

No amount of marketing can compensate for a crappy product. I really believe this. You can have all the fancy funnels and engaging emails you want, but if you're product/service isn't delivering well, it's going to hurt in the long run.

I recorded a video about the matter, so instead of rambling here, I'll let you go watch that ↴

https://www.youtube.com/watch?v=DGX_R4HhIrU

This was my "Smart Move #23" but I'm actually putting it in here first because I believe it's the best place to start. Everything else will flow from here! So, today I want you thinking about your products/services.

HOMEWORK

Right now, is there 1 thing you can do to deliver above and beyond for a current client? Or is there some professional development that you can do which will enable you to better serve your clients? Is there a product enhancement that your customers have been asking for that you can implement? If you don't have control over the product development, can you pass along feedback from your customers to the product team?

Before you do any marketing for your own, try to do this 1 thing (or schedule time & make a plan to get it done).

Leave a comment with your 1 thing!

Tuesday, June 18

2. Goals - Write them down & look at it on a regular basis

What are your business goals? What are you working toward? It's hard to make a plan, stick to it, and put in the hard work if you're not even really sure why you're doing all this crazy stuff.

When I'm first approached by someone who wants help with marketing, I always ask the questions - Do you want to grow your business? What part(s) of your business do you want/need to grow? If you have several offerings, this is very important. For example: How you market your in person lessons would be very different than your virtual lessons!

Writing down goals also helps you know when you reach them. This can give you a sense of accomplishment and motivation to keep moving forward.

Now, this isn't to say that your goals are scribed in stone. Especially if you're early on in your business, you may have an idea of what you think you need, but it changes as you start to work with customers. That happened with me. But, you just need a starting place.

Your goals can be specific (grow to X customers or \$X in sales, or bring new product X to the marketplace) or they can be more like a focus or aim (concentrate on customer service or getting all the financials books updated).

HOMEWORK

- 1) Go and write down your goal(s)!
- 2) Post them somewhere visible.
- 3) Take a pic and post in a comment here.

Wednesday, June 19

3. Schedule the time to do it

Day 3 - Schedule the time to do it

I don't know how many productivity experts have said this, but scheduling tasks is apparently the way to go. Sure, there are exceptions out there, but in general, when you set the appointment with yourself to get things done, you're more likely to do it.

This is definitely something I struggle with, but I've been starting to schedule blocks of time to work on sets of tasks. You can do this for your marketing.

HOMEWORK

Go and schedule time for yourself to work on these assignments (or other marketing) every day for the month. Maybe it's every other day - that's fine. The idea is that you schedule and plan to do it.

Thursday, June 20

4. Get to know your audience

Day 4 - Get to know your audience

Okay folks - now, we're moving on to marketing specific territory: Target audience

Who is the person that is going to benefit for your offering?

Your customers should always be top of mind whenever you're creating your marketing messages. Otherwise all of your efforts will fall on deaf ears. People will think you're just shouting sales-ey things at them. Or they won't be able to connect the dots between what you provide and what they need.

HOMEWORK

This is 2-pronged.

1) Grab a blank sheet of paper. Start writing down everything you can think of about the typical person who benefits from your product/service.

What are they like? Average age? Gender? Relationship status? Parental status? Income? Interests?

What's going on in their life?

What are they struggling with?

Where do they hang out? Where do they work? What kind of car do they drive?

Yes of course, the details are going to be different for each specific person who is a customer, but look for trends and similarities. Think in general. People will tend to have more in common than you think.

2) Now go and learn 1 new thing about this person. Do some secondary research (read articles, find statistics) or primary - interview someone (really focusing on learning about them) or post a poll on your FB page!

Friday, June 21

5. Be the audience member you want others to be

Day 5 - Be the audience member you want others to be
I'm closing out week 1 with a really important message...

We all want our audiences to engage with us, right? Even if they don't purchase something right away, we want them to have a conversation, ask questions, get to know us a little better, right?

Here's the thing - you also should be willing to do the thing that you're asking people to do.

How often do you comment on a brand's Facebook post? When's the last time you sent a DM to one of your followers to say HI and ask how they are doing?

I'm not recommending this because I know that it will turn around to benefit you. It may never help your own business if you leave a comment, or have a 1-1 meeting with someone new.

I'm saying this because I believe it's the right mindset to have. This is particularly true for social media. It's about connections, and connections are a TWO-WAY street.

Recently, I've had 2 very different marketing/sales teachers tell me this. (One was Sara Rosenberg with PowerMatch, the other was Michelle Myers from She Works His Way).

Once I started doing this (truly engaging on social media), I have a better understanding and appreciation for how this social media marketing "game" works.

Just be a real person :)

So many of you mentioned how the relationship with your clients is critical - and it is. And that's the same attitude to have with those who you're connected with on social media.

HOMEWORK

Go out and engage (in a meaningful way) with another business's content - either on social or IRL ☺

Leave a comment (don't just LIKE) on an Instagram post. Read an email and reply back with a legit question.

Send a message to someone asking to do a 1-1 OR just ask them to tell you more about their business.

You have all weekend to do this assignment ;)



June 2019 Marketing to Your Mission Facebook Group
Week One Lesson Summaries