

MARKETING FOR ABCers

- What – Develop a Mission Statement
- Who – identify your ideal client
- How – using your natural strengths and abilities – mail-outs, website, newsletters, articles, PR, public speaking, referrals, advertising, joint ventures, workshops, trade shows, building a community, blogging and networking (phew!) CHOOSE ONLY THREE – those you feel most comfortable with initially – and measure results. Let's see what works for you.

CREATE YOUR OWN MARKETING STRATEGY

My Mission Is...

My speciality is...

My niche is...

My goal is...

My natural marketing abilities are...

I will employ them by...

And build on them by...

THOUGHTS ABOUT MARKETING

Marketing Strategy – a plan which supports a defined mission, budget and goal, with objectives including identifying and communicating with your target market. Part of this strategy will be your marketing tactics, the nuts and bolts of how this is done. A marketing strategy must be a **sustainable** campaign

Natural Marketing Strategy is a plan which is based entirely upon your natural strengths, abilities and opportunities. As such, you are more likely to be excited and passionate about what you do. In an NMS you are circumventing fears, thereby making you and your service far more **attractive**. As the choice of tactic is based upon your natural abilities, an NMS is relatively low cost emotionally, mentally and spiritually, and is therefore more readily **sustainable**.

Judith's Marketing Strategy - Whatever It Takes to Make It, I'm going ALL THE WAY (I have a wonderful, inspiring piece of music called this by The Sounds of Blackness). And if you are not prepared to do whatever it takes, are you really passionate about what you do, about what your business does, and about your clients? Discuss!

RECOMMENDED RESOURCES

Get Clients Now by C.J. Hayden

The Attractor Factor by Joe Vitale

Blogging – www.typepad.com and www.businessblogangel.com (my friend and business partner Claire Raikes) who shows you what can be done with a blog

Article marketing – www.goarticles.com www.squidoo.com www.ezinearticles.com and www.articleannouncer.com