

UN-Market **YOUR BUSINESS**

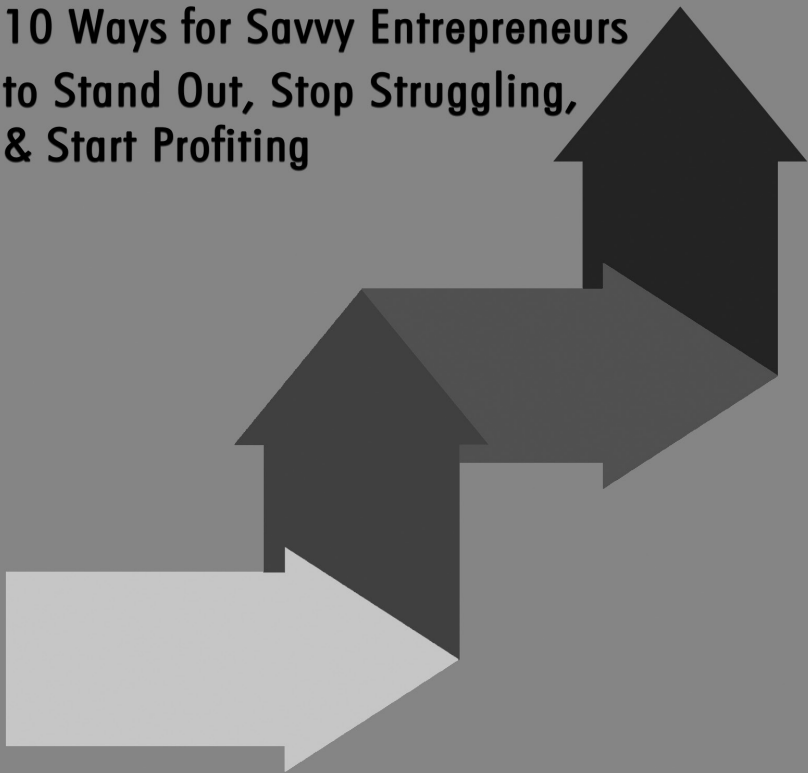
**10 Ways for Savvy Entrepreneurs
to Stand Out, Stop Struggling,
& Start Profiting**



CAROL JOYCE DUNLOP

UN-Market **YOUR BUSINESS**

**10 Ways for Savvy Entrepreneurs
to Stand Out, Stop Struggling,
& Start Profiting**



CAROL JOYCE DUNLOP

UN-Market **YOUR BUSINESS**

10 Ways for Savvy Entrepreneurs
to Stand Out, Stop Struggling,
& Start Profiting

CAROL JOYCE DUNLOP

What Carol's Clients Are Saying

Working with Carol Dunlop, of CSI Corporation, for the past few months has introduced me to new social media platforms. I was very familiar with Facebook and Twitter, but I wasn't using Pinterest and had recently switched to using MailChimp to send newsletters. Carol set up Pinterest and MailChimp and merged them with all of my social media platforms, making them easier to manage. She also answered all of my questions, even those dealing with my website, and made recommendations for improvements. Thanks, Carol, for all of your hard work.

Tracey West, CEO

Tracey West Irresistible Pound Cakes

irresistiblepoundcakes.com

Carol Dunlop has been a tremendous help when it comes to marketing for my CrossFit gym. She helped set up and connect all of my social media avenues. She has come up with great ideas, from holiday events to fundraising to social media options, to set our gym apart. I believe investing in Carol's services for your business will be one of the biggest payoffs you will see!

Shane Bonilla, Owner and Coach

CrossFit III

crossfitiii.com

While in the process of creating a social media marketing strategy for my start-up business, I had the great pleasure to work with Carol Dunlop. It was an excellent experience in every way. Carol is very patient in working with social media novices such as myself. She explains opportunities, and how to maximize those opportunities, in easy- to-understand terms. She also provides hands-on guidance with each project and assignment. I highly recommend Carol for work related to social media and web design. She is excellent.

Vieki Gordon, President

Collins Gordon Group

collinsgordongroup.com

What Carol's Clients Are Saying

Carol has been tending to Mom-Talent's website for several years. She is prompt, knowledgeable, and easy to work with. She provides superior services at prices that are affordable.

Barb Stengard, Owner
Mom-Talent, LLC
mom-talent.com

Carol did a complete overhaul and update of our ProWIN website. She listened to our many requests and ultimately designed exactly what we needed for our upgrade. Our site is now much easier to navigate, and it looks more modern as well. Carol has a very collaborative approach and wants her clients to be thrilled with the end result. We were!

Cathy de Martino, Principal/Consultant at CDE Consulting
Board member - ProWIN (Professional Women's Information Network)
prowin.com

Carol has provided exciting creative input to my marketing. Her videos are fun and informative. Her social network posts are timely and relevant. Carol is attentive, timely, and dedicated to providing quality service.

Brenda Paulen, DMD
Proud Smiles Dental
proudsmiles.com

Carol is a beast at bringing my vision to life while setting up the right tools to ensure my online success. The project Carol completed for my live event is absolutely AWESOME! I look forward to our next project. It's because I know without a doubt that NO ONE can translate my vision into reality like Carol. She is truly my Online WOW! Strategist. I highly recommend Carol not just as a web designer but as a consummate professional with the ability to support you in achieving all of your online goals.

Wendy Y. Bailey, Master Business Coach, CEC, C.NLP
Income Acceleration Mentor at Business Beyond Limits
www.BusinessBeyondLimits.com

SPECIAL GIFT FOR YOU

Thank you for choosing this book!

As a special gift, you are invited to download “The 4 Pillars of Online Business Success” webinar series (\$297 value). This is the basis of how all the strategies work. Get a jumpstart on your learning. Access your gift at esicorporation.com/4pillars

CSI
CREATIVE
SERVICES
INTERNATIONAL, LLC

**4 PILLARS OF
ONLINE SUCCESS**

WEBINAR SERIES

Regular Price \$297

Your Price \$0

Special Gift for UN-Market Your Business Readers

Join the UN-Market Your Business Facebook community, where we share news, tips, and inspiration to help you stay on track with mastering these UN-Marketing strategies. Let us know which strategies you plan to use or which strategies work best to UN-Market your business by posting on the wall at www.facebook.com/groups/unmarketyourbusiness/.

Dedication

To my husband, BFF4Life, soulmate, and friend, Alvin Dunlop. I could not have done this without your love and support. Thank you for being in my life.

UN-Market Your Business

© 2017 Creative Services International, Inc.

All rights reserved. No part of this book may be reproduced, transmitted, copied, or distributed by any means without written permission from the author and publisher, except as permitted by copyright law, such as in the case of brief quotations for use in critical reviews and limited other non-commercial uses. For permission requests, write to the publisher, addressed "Permissions Coordinator," at the address below.

The contents of this book are for educational purposes only and nothing contained herein shall be construed as business advice. The information contained in this book is not a complete analysis of every marketing strategy or material fact. Opinions expressed are subject to change without notice. Statements of fact cited have been obtained from sources considered reliable. No representation, however, is made as to the completeness or accuracy of any statement or data. Nothing contained herein is, in any way, a guarantee or assurance that following strategies outlined in this book will create marketing or business success, and readers should understand that they are responsible for the actions they take or do not take as a result of reading this book.

First published by Creative Services International, Inc.
ISBN-13: 978-1978181793

Library of Congress Control Number: 2017916076

Printed in the United States of America

Creative Services International, Inc.
2615 George Busbee Pkwy
Suite 11-154
Kennesaw, GA 30144-4981

csicorporation.com

Book and Cover design by CSI, Inc
Edited by: Candice L. Davis

Table of Contents

Introduction	1
Part 1 - The Basics	
Traditional Marketing vs. UN-Marketing	11
The 2:00 a.m. Problem	15
Creating Online Irresistibility	23
Secret Weapons to Make This All Work	35
Part 2 - The Strategies	
Become “Author Of”	45
Master Social Media	55
Get Behind a Cause	69
Speak Out	75
Run for President	87
Collaborate	95
Show Out	103
Get Intimate with HARO	117
Treasure Hunt in Groups	123
Trending for Dollars	131
Part 3 - The Follow-up	
What’s Next?	141
Think Like a Millennial	151
UN-Market Your Business Successfully	155
Acknowledgments	159
Appendix 1 - Resource List	161
Appendix 2 - UN-Marketing Super Stars	163
About the Author	165

INTRODUCTION

“**G**irl, you are so sassy!” my mom would tell me when, as a child, I would do or say something she thought was beyond my years. Born and raised in the South, being sassy wasn’t really a good thing. It meant you bucked the system and ran by your own rules. As a child, that had consequences of the disciplinary kind; however, as an adult, it has served me well. Thanks to that sassiness, I’ve arrived at this point in my life with a strong confidence, a brave disposition, the most kick-ass can-do spirit you can imagine, and yes, more than a few bumps and bruises (and I thank God for every one of them).

Actually, I really couldn’t help but do my own thing, back then and now. I come from a line of women entrepreneurs who did what needed to be done. My great-grandmother ran her own farm, and my grandmother worked in the homes of the wealthy in our little town as a housekeeper. Today, she would have been considered an independent contractor because she set her own schedule and worked for different families. She was even one of the first blacks in our neighborhood to own her own home. She negotiated that deal herself with help from her JV (joint venture) partner, a former employer. My mother ran a daycare out of our home for years. What’s most amazing about these women is that they accomplished all this while living under the Jim Crow laws of the Deep South, during the 1940s, 50s, and 60s.

The matriarchs in my life instilled in me the passion, adventurous spirit, and independent thinking of an entrepreneur even before I knew what that was. I was taught to think outside the box to accomplish my goals in life and in business.

My husband, Alvin, and I started our company, Creative Services International, Inc., (CSI), just a couple months after we were married, in 1994. We saw a need for entrepreneurs and small businesses to have access to quality web design, and our company filled that need. Like any other startup, we knew we had to market through the traditional routes to get business: Yellow Pages, local newspapers, word of mouth, referrals, flyers, business cards, and stationary, along with attending lots of networking events.

“I was taught to think outside the box to accomplish my goals in life and in business.”

We did pretty well and were able to make a nice living for many years—until I needed more.

I wanted to do something more fulfilling, so I answered my heart’s calling and opened a personal fitness and training business, Optimum Body Sculpt-

ing. Now, my husband wasn’t keen about me following my life’s calling to start a brand new business that wasn’t related to our income-generating company. But in the end, he gave me his blessing, with a small caveat.

“Don’t think you can use any of the revenue generated by CSI for your new business,” he said. The stern look on his face let me know he was serious. “That’s not how this is going to work. If you want to do this, you’ll have to figure out a way to do it without taking money away from CSI.”

So essentially, I began with a zero budget. That was 2005, right when social media had begun to take off. So marketing my new business venture was a no-brainer. Social media was free, and even though I didn’t know much about it, I knew I had to give it a try because it seemed like the most logical way to get my new brand noticed.

I’m no scaredy-cat when it comes to trying new things, so I jumped right in. I started a blog and signed up for RYZE, the first social media platform, BF (Before Facebook), Facebook, and Twitter. I also registered with a couple other platforms which have since disappeared into cyberspace. Did I know what I was doing?

Nope. But I knew I had to get the word out about my business so I could get clients and start making money. After all, this wasn't a hobby; it was a full-blown business.

Fast forward ten years, and I still have both businesses. The funny thing is that starting with a zero marketing budget helped me utilize new strategies to market both of my budding enterprises. Along the way, I stumbled upon some unique ways to get the word out, find and connect with my unique perfect audience, and bring paying clients to the door.

Over the years, I experimented with all sorts of ideas and strategies for marketing. The main thing I discovered was that the traditional ways of marketing no longer worked as well in our new digital economy. Since I was on the cutting edge of a paradigm shift in marketing, I was able to ride the wave and embrace the ever-changing landscape of marketing my business.

YOU CAN BENEFIT FROM WHAT I'VE LEARNED

I wrote this book to show entrepreneurs like myself how to take advantage of this digital economy to market their businesses for success. I call it UN-Marketing because it's a way of using out-of-the-box, little-known, and basically "un-thought-about" strategies to market your business in this new digital economy.

Some of the tactics I reveal in this book will blow your mind because they're so simple to do. You can quickly customize them for your own business and start getting results. These strategies aren't expensive. For the most part, they are free to implement, but they still give you a huge bang for your buck, save you time, and help position you as the expert in your niche or industry.

If you are an entrepreneur who functions as the "chief cook and bottle washer," "head honcho," or the "woman in charge" of everything in your business, you already know that one of the most important hats you wear is that of marketer. But do you know how to market your business to get the results you want?

Do you know how to take tried-and-true traditional marketing tactics and turn them upside down to get the juicy stuff that matters for your business? (Remember: you don't throw out the baby with the bath water. Some of that old-school stuff is still good; it just needs a new-school flavor.) Do you know how to integrate a

variety of strategies to get your name out there and place yourself top of mind for your ideal, high-paying customers? If you don't, I do. It's my UN-Marketing approach, and you're about to learn all about it.

Never mind your tight budget, your feast or famine mentality, or your fears of success or failure. You're about to discover out-of-the-box, beyond-the-box, maybe-there-never-was-a-box strategies to assist you in attracting your ideal prospects and turning them into clients. You'll learn some marketing techniques you can apply and master—techniques that feel authentic instead of “salesy,” strategies that are true to who you are and how you want to present yourself to your ideal clients.

If you are ready to take full advantage of this digital, social, relationship-driven economy to put your business and your brand on the map, it's time to roll up your sleeves and get to work!

WHY THIS BOOK WORKS FOR ENTREPRENEURS

“Money, money, money, money,” or so goes the hook of the very popular song by The O'Jays. Money seems to be top of mind for practically every entrepreneur (and that includes me). You think about how to make more of it, you stress about not having enough, and you dream about what it will be like to attain that seemingly elusive six-figure or seven-figure income.

Didn't they—the ones who always seem to make the rules—say that if you find something you love to do, the money will come? Well? Like many entrepreneurs, you've found your true calling, the work that you feel isn't really work, the purpose that drives

“Even when you find your passion, you have to grow it so it can fund itself.”

you every day to spring out of bed and move forward with a smile on your face and a song in your heart. Okay, maybe every day isn't that cheery, but if you're doing what you love, most days should be.

Alas, there is one thing no one explained to you. Even when you find your passion, you have to grow it so it can fund itself.

That's why this book will work for you. UN-Market Your Busi-

ness will show you ten strategies you can implement to market your business effectively in this digital economy. After all, as a full-time business owner, you want your enterprise to not only support itself, but to also fund your lifestyle.

Each of the strategies is tested and proven. I've used all of them, and I break them down into bite-sized chunks, complete with examples, how-to instructions, checklists, and resources that will help you take action quickly so you can stand out, stop struggling, and start profiting.

HOW TO USE THIS BOOK

This book is divided into three sections:

Part 1, “The Basics,” goes through everything you need to consider when you embark on this UN-Marketing journey. I show you examples of how marketing now is different from marketing ten years ago and why that is a great thing. You'll also discover the one question that all your offerings must answer in order to resonate with your ideal prospects or audience.

Part 2, “The Strategies,” is where I reveal the ten strategies you can use to stand out from the crowd, get your message heard, and get your ideal prospects to see you as the solution to their problem.

Part 3, “The Follow-up,” closes out this journey by looking ahead at what the experts predict will happen in the near future concerning marketing. I've tapped into the minds of some of the best in their fields to bring you information that will help you move forward into the future.

To get the most out of this book, start at the start, with “The Basics,” and then move into “The Strategies.” The strategies are in no particular order, so browse the table of contents to see which ones resonate with you, and then go from there. There are action steps, checklists, and resources that accompany each chapter. You can take action on one or a few of the strategies, but the key is to take action. Review “The Follow-up” at any time, either before or after you go over the ten strategies.

I've carved out a special spot on the website, esicorporation.com/UN-Markettools, for you to take advantage of all the resourc-

es in this book. Feel free to go there now or each time you encounter this link to get the resources I've put together for you.

However you decide to consume the content in this book, just remember that the key is to take action.

STRATEGY OBJECTIVES

This book will help you create pathways that will increase revenue by utilizing the UN-Marketing strategies. You can use some or all of the strategies together, or use them one at a time to achieve your objectives. But if you go at them haphazardly, they won't get you where you want to be, ahead of your competition.

I've provided these symbols that will let you know, at a glance, the major objective for each strategy.

1. **Ⓢ** Increase Subscribers
2. **@** Build Brand Awareness
3. **©** Create Authority
4. **ⓑ** Build Trust

Look for one of these symbols at the beginning of each strategy chapter. Of course, each strategy can accomplish all four objectives, but I've keyed in on one objective per strategy to make it easier for you to select which ones to tackle based on your objectives.

UN-Marketing Secret Ninja Tip

You will see this sidebar in each of the strategies in Part 2. It will reveal an easy-to-follow tip or a deeper insight into what is being taught.

4 PILLARS OF ONLINE BUSINESS SUCCESS™

Each of the strategies falls into at least one of the 4 Pillars of Online Business Success: They are WOW! Website Design, Social Media Marketing, Content Marketing, and Email Marketing.

Some strategies may cover all four, but look for these symbols at the start of each strategy chapter to know where it fits into the 4 Pillars and its impact on your business. The 4 Pillars are necessary elements that you must include in your business to be successful in today's digital, social, relationship-driven economy.

Part 1

THE BASICS

Chapter 1

TRADITIONAL MARKETING VS. UN-MARKETING

The one question you can ask yourself is "What is my brand going to teach today?"

*Tamay Shannon
w2smarketing.com*

For those who started their business more than a decade ago, you had a list of things to do to get it going. That probably included purchasing business cards and stationary, joining a few business networking organizations, and purchasing advertising space. Your ad choices ran the gamut from the local newspaper to community, regional, and national magazines. And you wouldn't be caught dead without a pack of brochures to hand out or a listing in the Yellow Pages.

THE GAME HAS CHANGED

If you were fortunate enough to afford a business or executive coach, he or she would most likely have recommended that you write a letter to your network of friends, business associates, and colleagues to let them know that you're now in business and

would appreciate any referrals they could send your way. One of the main ways to get business was totally free, but ate up tons of time, and that was the dreaded cold calling.

There is absolutely nothing wrong with any of these strategies. They are still effective; however, they are so last century!

When was the last time you actually looked at a Yellow Pages

THE GAME HAS CHANGED. IT'S TIME YOU CHANGED AS WELL.

directory to find a business? How about the last time you spent hours cold-calling businesses for appointments? Before digital ads became the thing to do, the only choice for advertising that business owners had was to run expensive print ads in physical publications. By the time the ad was produced, and finally hit the newsstand, close to six weeks had passed. That was time a business owner could never get back, on top of the potential for revenue generation that was now lost.

What about the capital investment in printing all those brochures and flyers that were handed out to people who lost or trashed them within twenty-four hours? Ouch!

Today's entrepreneur doesn't have the time or the money to waste on outdated tactics that might never reach their target audience or make them money.

So what's an entrepreneur to do? UN-Market that thing!

Step into the 21st century and take advantage of the get-it-done-now, see-results-now, marketing strategies that are available to you. Your ability to have an instant connection with your ideal

prospect is extremely powerful. This isn't business as usual; this is the new rule of marketing for business, the UN-Marketing way.

Today, you can connect with your audience instantly and begin earning just as quickly. Now, you can create your own path and model it into a strategy that plays to your strengths and showcases your authenticity.

A NEW PLAYING FIELD

There's a new attitude around marketing right now. Many advancements have been made in technology, equipment, software, techniques, and strategies that were previously reserved for the big brands; however, these resources are now readily available to entrepreneurs like you.

No longer is it considered a big deal to create a video, start a podcast, or use your blog as your sole source of income. Holding a business meeting with participants who aren't in the same room with you, or even the same state or country, is commonplace.

These days, you aren't required to rent office space or purchase a separate telephone line for your business. Many profitable business owners use Google Voice as their main phone line and work from their home office (sometimes even in their pajamas!). Even having a home office is second nature now.

Starting a marketing campaign in this new playing field means looking at your ad spend for Facebook, Twitter, or LinkedIn, instead of a national magazine. Your budget for that ad can start at \$50, and you can have that same ad showing to your ideal prospects in minutes instead of months. Besides that, you can make changes at a moment's notice with the click of a button.

What we once knew as "cold calling" is now effectively executed by browsing through groups that you belong to on Facebook and Google+ and locating users who need your assistance in solving their problems. The Yellow Pages of today are as close as the

“Step into the 21st century and take advantage of the get-it-done-now, see-results-now, marketing strategies that are available to you.”

newsfeed in your favorite social media platform.

I am here to help you take advantage of all the advancements that are available to you in this new economy and make them work for you in successfully marketing your business.

Chapter 2

THE 2:00 A.M. PROBLEM

No Regrets, Just Lessons Learned

*Jackie Brown, Entrepreneur,
Jackie Brown Productions & Publishing, LLC*

“**M**y lips are big, but my talent is bigger,” announced Fantasia Barrino at the finals for season three, in 2004, of American Idol. Barrino went on to win that season, and I am forever grateful to her for uttering those words. You see, I am a survivor of bullying.

During my junior high school years, I was bullied relentlessly by my female classmates for the size of my lips. Even in my early childhood, my mother expressed her concern about me having inherited her lips. I think it was because she knew how cruel children can be to someone who appears different. I remember staring in the mirror for hours on end, wondering how I could fix the problem and if, when I was older, I could have some sort of operation to decrease the size of my very full lips.

But by the time Fantasia made her declaration, big lips were suddenly the “in” thing. Women all over the world were paying thousands of dollars to manufacture a look that I was blessed to be born with. So when I heard Fantasia say those words, I felt an instant connection. I knew that she knew my pain. She could

relate to what I, as well as many other women of African descent, had gone through for so long.

IT'S 2:00 A.M. WHO'S AWAKE?

To be successful at providing your ideal prospects what they really want, you have to know what keeps them up at night. Or better yet, what wakes them up at 2:00 a.m. and has them so frazzled they don't even consider going back to sleep. These are emotional items related to how your prospects feel, not tactical, how-to issues. People lie awake at night due to worries, fears, excitement, or anxieties. They don't wake up wondering how they're going to learn something or what new product to buy. They're concerned about the end result they'll have, the feeling they want to experience.

My 2:00 a.m. problem was finding a way to fix my lips so that I wouldn't be teased and bullied. It was something that tugged at my very soul and caused me lots of discomfort, mentally and emotionally. I had no idea how I would achieve a resolution, until I heard those words from Fantasia. The words were simple, but so powerful to me. Right then my problem was solved. Fantasia's simple statement made me realize that I wasn't alone. If she could succeed in spite of her full lips, what was stopping me?

From that moment on, I embraced my looks and began to allow myself to feel confident about my place in this world and the talent and expertise I have to share with others, as a business owner and as a person.

As an entrepreneur, you possess the power to create a vehicle to help the people you serve solve their problem. But in order to help others, you first have to get clear on three things:

1. Who you serve
2. What they want
3. How you will solve their problem

WHO YOU SERVE

These are your ideal clients or customers, the people you most want to work with, who are looking for the solution you provide

and who are willing to pay your fees. The key to figuring out who your ideal clients or customers are is to look through your list of current clients.

We all have those clients we love, or would love, to work with. You know, the ones who actually listen to what you tell them to do and then go do it. The ones who hang on your every word, ask the right questions, and then achieve fabulous results. They are also the ones who continue to patronize your business and become brand advocates, meaning they not only buy from you, but enlist their followers to buy from you also.

HOW TO FIND YOUR IDEAL CLIENTS OR CUSTOMERS

Everything you'll read in this book is designed to help you appeal to your ideal prospects in such a way that when they see, hear, or read your content, they immediately think, "She's talking to me!"

The exercise below will help you determine who your ideal prospects are and where you can connect with them.

Who

If you could work with just one type of client, all day, every day, what type of person would this be? For the purpose of this exercise, think in terms of a single person, not necessarily a group of people. In fact, develop a visual of this ideal client, similar to an avatar. An avatar is a detailed profile or description of your ideal client.

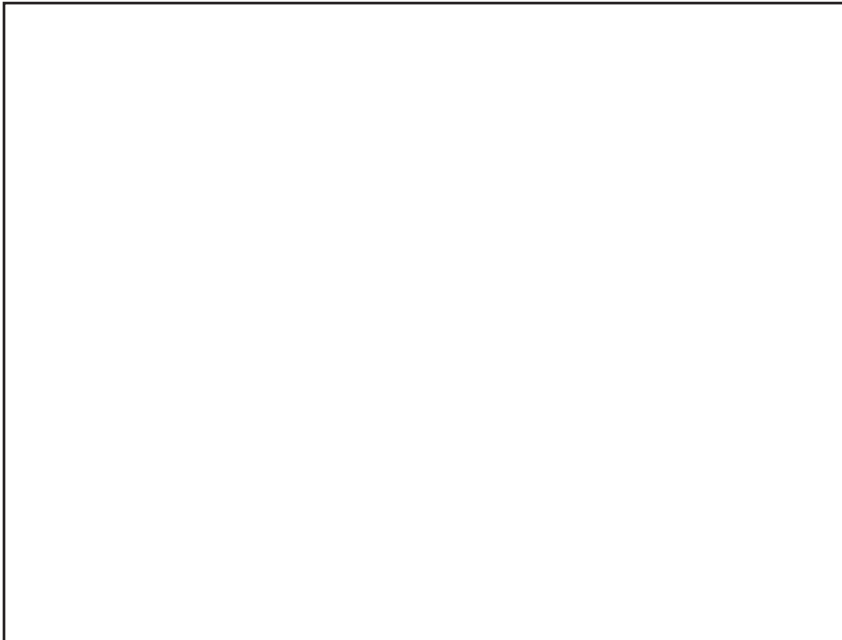
Other characteristics to keep in mind:

- How old is she? (Provide a range.)
- Is she single or married?
- Does she have children? (If so, what ages?)
- What is her career (job title, industry, business focus, etc.)? How long has she been in this career?
- What does she do in her spare time?
- What is her single most important desire right now, which you could help her with? Not a need, but that one thought that wakes her up at 2:00 a.m. She wants it so badly that she can taste it. What is that? (e.g. travel the world, find her soul mate, save money, be healthy, get married, get a

divorce, write a book, pursue a childhood dream, clear away the clutter, own a house, go into ministry, start a nonprofit, etc.)

- Why does she want to do this single most important thing? (e.g. find freedom, serve others, improve her confidence, stop living paycheck to paycheck, spend more time with her children, be more organized, live closer to [or farther from] family, etc.)

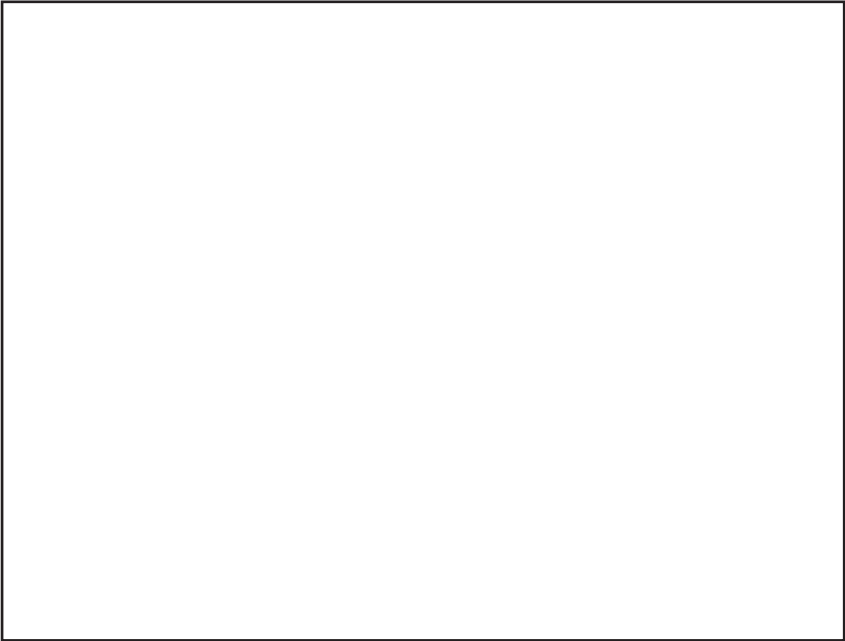
Use these questions to spark your thoughts. Don't limit your thinking. Use the space below to write all the thoughts that come to mind.



Where

You've gone microscopic and created a single ideal-client avatar. Let's take this to the macro level. You want clients (with an s), so now, let's consider where those clients might hang out with others who have a common set of problems. For example, if your ideal prospect is a health coach or someone who helps other people lose weight, get in shape, or develop healthy habits, she would most likely be a member of a health-related association or organization, like the International Association for Health Coaches or the "Health, Living, and Healthcare" Facebook group. Use this

information to search the Internet for health clubs, health organizations, and health-related groups in your area and online. In the space below, make a list of the organizations that relate to where your ideal client hangs out.



Using your search results, go through each link to investigate the organization, group, club, or association to see if this is a good resource for locating and interacting with your ideal prospects.

When you find groups that interest you, decide whether you will invest time and/or money in joining or visiting them in person. Again, the idea is to find groups where your ideal prospects hang out. Follow the groups on social media, bookmark their websites, subscribe to their newsletters, and observe their online communications.

What They Want

My mentor, Rob Schultz, is a business coach, speaker, and online strategist. He says that, to be successful, you have to sell your ideal prospects what they want, and then when they purchase, give them what they need.

That may sound counterintuitive, but it isn't, and here's why. Buying is an emotional decision; people buy what they want, not

what they need. For example, your ideal prospects may wish they had more time in the day to do what needs to be done, but have no idea how to accomplish this. Since you classify yourself as a productivity coach, you create a product that will help them.

Look at these two examples of marketing copy. Which one do you think would appeal to your ideal prospects in solving their problem?

1. How would you like to free up 2 hours in your day?
2. This scheduling software is easy to use.

Which example would grab your attention faster?

As the expert, you know that your prospects need your scheduling software, but they want to free up time in their day. If there's a disconnect in how you communicate to your audience about solving their problem, they'll never see you as their solution provider.

What are three common problems your ideal clients or customers have that you help them to solve? Use the space below to write out the top three problems this group needs help with.

Now, let's take the three problems you listed in the previous section and test them to see if they are the real problem or not. Use the space below to do this.

In the first column, write the problem, and in the second column, answer the question "So what?"

Answering the "So what?" question makes you think about how much of a 2:00 a.m. problem it is. Or if the issue even qualifies as a 2:00 a.m. problem. In order to get the most out of this exercise, you must be truthful in your answers to "So what?"

Example: Need more clarity	So what? People do not wake up in the middle of the night thinking about clarity. NEXT. . .
Example: Works 2 or more jobs	So what? If you provide financial services, this is a client you could possibly work with. Why is she working 2 jobs? Does she need more money or to manage her finances better?

Problem	So What?

How You Will Solve Their Problem

The final piece in your clarity journey is to decide how you will solve your ideal prospect's problem. Knowing the problem is one thing. Knowing why the client has that problem (So what?) is something else. Having the solution is even better. And knowing that people will pay you to solve their problem is really where the rubber meets the road.

Catherine, a style consultant, wanted to show women in a particular computer technology group how to create a more polished appearance. She had attended several functions and noticed that these women could use her expertise. She could help them choose colors that complimented their skin tone rather than washing it out, and she could help them choose suit cuts that flattered the figure instead of covering it up. These were excellent ideas, except the women in this group weren't interested in restyling their looks. Actually, they felt quite comfortable with how they looked and didn't see any need to change.

Catherine realized that these women were not her ideal prospects, and she started her search anew. This time she found a group of speakers who heard her talk at an event and rushed her table to get the information she provided on how to look polished and professional on stage.

By figuring out who you serve and what they want from you, and crafting the one solution that solves their problem, you set your business up for success.

In the next chapter, you'll discover how to present your offer to eager buyers, who can't wait to open their wallets to start working with you.

Chapter 3

CREATING ONLINE IRRESISTIBILITY

Ignoring online marketing is like opening a business, but not telling anyone.

salesdriveuk.co.uk

When we started CSI over twenty years ago, there were certain acceptable practices for running a business. Those ideas had been around for decades, so we followed along, for a while. Then we realized that those strategies didn't work for us and the way we wanted to serve our clients.

We build websites for business owners who want to use their websites to get clients. This was a pioneering concept for businesses back then. But there were already some who wanted to embark on this new adventure in cyberspace, and we were ready to serve them. We saw the trend, and we created our irresistibility by learning what our ideal prospects wanted and what they were missing. We then used that knowledge to create the exact solution they were looking for.

No matter how unique or cutting-edge your business is, in order for it to grow, you have to implement the following:

- Plan.
- Be patient.
- Know who you are.

- Be clear about what your audience wants from you.
 - Craft an irresistible solution they're willing to pay you for.
- This is the reality of growing a successful business.

YOUR WEBSITE'S IRRESISTIBILITY

So often, I speak with entrepreneurs and ask them about their websites, and they tell me that they do most of their business on Facebook or Twitter and that is enough. Really? You don't own Facebook, Twitter, or Google+. These social networks are merely tools you use to drive traffic to your own domain, your website.

Your website is the place where you have total control of how your image and your content are displayed for the world to see. No one can hide your posts or ask you to pay money to promote your information. If anything, you are the one getting paid from others to display their advertisements to your audience.

Nothing drives this essential information home more than the sad story of Tripp Halstead. He was only two years old when he

“Your website is the place where you have total control of how your image and your content are displayed for the world to see.”

was struck by a falling tree limb at his daycare. He suffered severe brain damage. Tripp's mom posted religiously for weeks and months on the family's Facebook page with updates on his condition. Her posts attracted dozens of followers from across the U.S., supporters who donated thousands of dollars to assist the family with medical expenses.

Then someone reported one of her posts as offensive. And just like that, her Facebook page was gone. Suddenly, the family had no way to continue to engage with the donors and prayer partners who had supported them for months. Fortunately, local TV station WAGA Fox 5 intervened on her behalf with Facebook, and the page was quickly brought back up, but not without a lot of unnecessary drama and stress on an already overburdened family.

Let this be a reminder to you to take control of your information, your content, and your brand by posting your information on your website. Lead friends, fans, and followers to your website

from social media sites so they get your information from you, the way you intend it to be delivered.

Having a website is not enough. Your website has to get clients! No longer is it enough to throw up a static, brochure-like site that only displays information. Your website has to do something.

Your website must accomplish several things:

- Welcome your visitors.
- Answer their questions.
- Provide the information they are looking for.
- Capture visitors' information.
- Tell or show your visitors how to work with you and contact you.
- Provide a way to purchase your products, programs, and services.
- Give them a reason to want more.

That might seem like a lot to expect from your website, but that's what it's there for: to guide, to inform, to enlighten, and to sell! When your website does this, it becomes what I call a WOW! Website.

To find out if your website is a WOW! Website, download our checklist at esicorporation.com/UN-Markettools.

YOUR MOBILE IRRESISTIBILITY

Shopping happens 24/7. Whether your ideal prospects are comparing coaching services, searching for the best deal on holiday housekeeping, or trying to find the best coffeehouse in your neighborhood, they're turning to their mobile devices to get the information they need. Consumers and business owners know that, at any given moment, they can have all the information they need to make a purchasing decision in just a few clicks or taps.

According to the "Mobile Path to Purchase" study, conducted by Google/Nielsen in 2013, 93 percent of people who use a mobile device for research go on to make a purchase. If you want your ideal prospects to have your business in their pocket 24/7—when they're ready to purchase, download, or make an appointment—you need an app to increase your mobile irresistibility. If you think that having a mobile app is only for large corporations, you're wrong.

In 2014, Adage.com reported that companies like AT&T don't

want to mess with mobile advertising; they want to use TV as their marketing platform. “TV is familiar terrain. The ads stick and reach a wide, knowable audience—‘set it and forget it,’” explained Charlie Hinton, executive director of marketing analytics at AT&T Mobility.

It seems that some of the nation’s largest companies have grossly underestimated the impact of mobile advertising. This is great news for many small businesses because mobile is quickly surpassing TV as the number one way consumers view advertising and take action on the ad. Since more and more people are using mobile devices, this is where you need to be too.

Having a mobile app will help you be responsive, ready, alert, and valuable to your customers.

Be Responsive

Having a mobile app ensures that the key elements you want to showcase on your website will be available to any visitor on practically any mobile device. All pages and text are properly sized and functional. Additionally, mobile devices are responsive, meaning that you can respond to the needs of your customers and clients quickly. Include a “feedback” tab that is linked to an email address you access often and answer frequently. By offering this simple solution, your mobile app allows you to be the hero to your ideal prospects and customers.

Be Ready

Having a mobile app allows your ideal prospects to research and purchase your products and services whenever and wherever they are. If you have a brick and mortar shop, customers can find your operating hours and locate you easily with a locator map or get directions using their GPS function.

Be Alert

By incorporating location-based marketing, you can send alerts, text messages, and/or coupons to potential customers and lead them straight to your front door.

Be Valuable

Having a business isn't enough; you have to give your ideal prospects ongoing value to keep them engaged and coming back to buy from you again and again. Having a mobile app does that by giving them reasons to not only continue using your app, but to remain a long-term user and customer. You can keep the loyalty going by offering your audience rewards, discounts, coupons, and exclusive content only available via your app.

To get more information about mobile apps, download our cheat sheet at esicorporation.com/UN-Markettools.

YOUR EMAIL IRRESISTIBILITY

When I present my Social Media Secret Sauce workshop to entrepreneurs, among the many things we discuss is how to turn social media likes and followers into customers by getting them to buy from you. The simple answer is that it all boils down to how well they know, like, and trust you.

Once your ideal prospects learn about you and what you do, they'll investigate further. The first contact they have with you might be an email address where they can reach out to you for more information. Make sure the email address you use to advertise your business markets your business, not someone else's.

In other words, the most critical real estate of your email address is what follows the @ sign.

Which of the following examples is the best email address for your business?

Example A: mycompany@yahoo.com, @gmail.com, @hotmail.com, or @aol.com

Example B: myname@mycompany.com

If you answered B, congratulations, you are a savvy entrepreneur who understands the basics of irresistible email marketing.

However, if you answered A, you, my friend, have work to do. A lot of work!

If you want to be taken seriously and be seen as a true business owner, your email address must reflect your business brand.

If your ideal prospects want to find out more about you and your business, all they need is your email address.

EX: yourname@yourcompany.com

However, if you have an email address that ends in @yahoo.com, @gmail.com, or even @hotmail.com, how likely do you think it is that buyers are going to be able to find you and your business? Not very likely at all.

Here's the thing. If you are using an email address that ends in your company's website, all prospects need to do is take off anything before the @ sign, and voila! There's your website URL ready for them to visit at their convenience.

Having a Gmail, Yahoo, or Hotmail email address advertises Google, Yahoo, or Hotmail's business, not yours. Unless you're getting paid to advertise for those other companies, this isn't in your best interest.

Having an email address with your company's website shows your ideal prospects that you are a real business. It also lets your ideal prospects know that you are technologically savvy enough to have an email address that advertises your company. You can use your custom email address even if your website isn't quite ready for prime time, so start using it now.

Keep Them in Your Loop

I've heard more times than I can count that email marketing is dead. Well, it's just about as dead as the magazine you keep buying from that newsstand every month. "They" said that magazines were a dying breed too. But that's not true at all.

You have a lot of information about your business and your industry that your audience would like to know. You just need to get it into your newsletter and in front of your prospects. To do that, turn those prospects into subscribers so they can get in your loop. You want your ideal prospects to choose to receive information from you. This is called opting in, or subscribing, to your list.

Here are some ideas on how to build your email list:

- Add an invitation to subscribe to your list to your email signature.
- Run a contest or give-away on social media and add entrants to your mailing list.
- Offer an opt-in gift on your website.
- Add an invite to subscribe to your list to the end of every blog post.

- Ask colleagues to email their clients and followers introducing you. Include the link to your website so they can opt in to your list.
- Create a special offer just for your email subscribers, and advertise it on social media and at every networking function you attend.
- Add a subscribe link on your mobile app.

Here are some ideas you can put into place to get your newsletter up and running and regularly arriving in your ideal prospects' and clients' inboxes.

1. **Go digital.** It doesn't make sense to create a paper newsletter anymore. Digital is easy, fast, and can be free, depending on the provider you use. The top three email marketing platforms available now are Constant Contact, MailChimp, and Active Campaign. Each offers templates and analytics, and each is user-friendly. The benefits and features vary slightly, and pricing is different for each service, usually depending on the size of your subscriber list and the features you select. If you are just getting your newsletter started, go with MailChimp, where you get the first 2000 subscribers free. This will give you an opportunity to get familiar with the entire process of setting up and sending out a newsletter.
2. **Short and simple.** The key to making digital work for you is to be brief. Your audience is busy and bombarded with business emails, other email newsletters, and a slew of information every day. If you don't catch their interest with brevity, you've lost them for good. Feature one story, and only include the first paragraph in your newsletter. Add a "read more" link that directs your audience to the rest of the story on your blog. Include something fun like a puzzle, a quote, or a fact about your industry, and then add a sale item that includes a description, price, and link to your site to purchase. Those three things are enough to get you started. Once you get on a regular schedule, your readers will let you know what they like, don't like, and want more of.
3. **Get on a schedule.** Consistency is key. If your audience knows that each week or every two weeks they can expect a little present (your newsletter) in their inbox,

they'll be more apt to look forward to it and actually read it. A haphazard publishing schedule equals loads of unsubscribers each time you hit send.

4. **Fresh content rules.** One area where you might struggle is having ample, useful, and interesting content to share with your subscribers in your newsletter. There are so many tools to help you locate and collect content for your newsletter. You can use the Feedly.com service to search RSS feeds, blogs, and articles to find information that includes your preferred keywords. (Good old pen and paper and a folder work when you need to jot down an idea and put it in a safe place.) Facebook pages and groups, Twitter searches, and Google+ pages and communities are great tools to use to find interesting people and information to share with your audience. You can visit local bookstores and browse the magazine racks. See what headlines the covers are sporting, and use those topics to craft content your audience wants to get from you. Make the web work for you by storing all those websites, articles, and snippets using Evernote.com, a no-cost program that stores information in the cloud so it's available to you when you need it.

YOUR SOCIAL MEDIA IRRESISTIBILITY

Social media can't be ignored, if you want to succeed at marketing your products and services so people will buy them. There are definite dos and don'ts on social media platforms. I've outlined my top eight don'ts below. Follow my lead, and you'll create a legion of ravin' fans who buy from you instead of ignore you.

1. **Don't market only to your followers, likes, and "friends."**
I know you're thinking, "But, Carol, you just said that I have to market. What gives?" Yes, you do have to market, but marketing to maybes, tire-kickers, and followers who aren't even committed to you can drain the marketing energy right out of you. You see, all those social media likes, followers, and friends don't belong to you at all. You're only squatting on the "Big Guys" platforms. The key is to get

those prospects over to your website and onto your list so you can really market to them the way you want to, not the way you're told to do it.

Do this instead: Create an offer that your ideal prospects can't resist. Post it on social media. When they click on it, they will be led to your WOW! Website to sign up for your newsletter.

2. Don't start posting without a plan or a strategy.

As the saying goes, "Failing to plan is planning to fail." The same goes for posting on social media. You absolutely must have a plan in place as to what you will post, when you will post it, and what your expected outcome will be. Without it, you might as well close up your social media marketing department.

Do this instead: Take some time to figure out what results you want from using social media. Is it more followers, more money, more visibility, or all of the above? Once you know the desired result, you're more than halfway there.

3. Don't create content for "everyone."

You can't market to "everyone." It's impossible because they, meaning everyone, don't actually exist as a target market. That means you need to settle in for the long haul, put your research hat on, and find out where your audience hangs out and how they like to be engaged.

Do this instead: You can learn what your audience wants from you by asking them. You can ask them by using surveys and polls and even by inviting them to have a one-on-one phone conversation with you.

4. Don't send twenty social media posts to your followers at one time.

Sometimes you can get away with sending out a lot of posts at once, especially if they're related or if you're a rock star tweeting from backstage. However, for the rest of us, it can be annoying for your followers to get ten to twenty posts all at once, all the time. The worst part is most people only check in to their social media accounts a few times a day. If you're dumping posts at one specific time, you'll probably miss your ideal prospects, and they'll never see the great posts you worked so hard to craft.

Do this instead: One of my best resources for scheduling

posts is Hootsuite. You can schedule your posts to go out at different times so they aren't all bunched together.

5. Don't ignore your blog.

If this isn't the social media sin of all sins, I don't know what is. Your blog is your sales director for your whole team. It's the place your ideal prospects come to see the real you, the pulse of your organization. Don't ignore it!

Do this instead: Brainstorm five topics your ideal prospects want to know more about and which you can deliver to them. Create a quick outline of what you will write in each blog post, and then write one post, each day, for five days. Schedule those posts to publish once per week for the next five weeks.

6. Don't only use the three most popular social media platforms for engagement.

Social media is big and vast. If you limit yourself to the big three—Facebook, Twitter, and LinkedIn—you're missing out on so much more you could be doing to gain followers and paying clients. You'll need to look beyond even YouTube. When you do, you'll find sites like BlogTalkRadio, Blubrry, Libsyn, UStreamTV and LivestreamTV, to name a few. I'll talk more about these platforms and how to use them in chapter 11. There are lots of ways to maximize your social media marketing exposure. You just have to look for them.

Do this instead: What do you like to do best, write, talk, or use video? Find the social media platforms that cater to your strengths. Then use those platforms to get your message out to your followers.

7. Don't overlook hashtags.

A hashtag was previously referred to as a pound or number sign (#). Now, hashtags have a new meaning; they are the key to getting found, and they assist you in finding content to share with your audience. Putting the “#” in front of your keywords, keyword phrases, or a phrase that you want your business to be recognized for in the world of social media marketing, increases the visibility of your message.

Do this instead: When crafting your hashtags, make them unique and relevant to your business. Include hashtags in each of your posts, but don't go overboard. No one wants

a #hashtagconversation, meaning all you see is hashtags throughout the entire post.

8. Don't underestimate the power of keywords.

Keywords and keyword phrases are the original locator beacons for getting found on the internet. Use words and phrases that are relevant to your business to help your ideal prospects find you when they are in search and find mode. Think like your audience does when they are searching for something. What are the exact words or phrases they are typing into the search engine?

Do this instead: Think of the words and phrases that your ideal prospects use when searching for a solution to their problem. Incorporate those words and phrases into your posts so that when your ideal prospect searches, your business is among the top search results.

If marketing your business for success were easy, every business would be successful. But only the business leaders and entrepreneurs like you, who know and use these UN-Marketing strategies, will build long-term success. Use the information I have laid out for you to create your own irresistibility.

Chapter 4

SECRET WEAPONS TO MAKE THIS ALL WORK

Limits like fears are often just an illusion.

Michael Jordan

As I stared at the computer screen, I couldn't believe my eyes. There was my client, Lynette, leading a live webinar (expertly, I might add) as participants clung to her every word. This may not seem like a big deal, but this monumental moment came together after lots of prodding and explaining to Lynette how important it was for her audience to see her and interact with her online.

When I met Lynette, a savvy entrepreneur who has been in business for more than a decade, she explained to me that she had an idea for a new product she wanted to launch in the next few months, but this was something totally different than what she had done before. She had done her research and she knew the timing was right, but the execution was stopping her from moving forward since this project would involve tactics she had never used before, like video, live streaming, and content marketing.

Prior to starting her company, Lynette enjoyed a hefty salary and benefits package as a corporate executive in the financial

services industry. Having been involved in mergers and acquisitions for her previous employer, she was open to new ideas. The problem was she was stuck in old-school marketing tactics. I had to help her shift her thinking, boost her confidence, and get a shot of UN-Marketing mojo so she could experience the results of a few of my secret weapons.

The phrase “scaredy cat” doesn’t describe her at all, but getting Lynette to agree to host a live webinar to showcase her new membership website was, to say the least, taxing on her brain (and a challenge for me). I actually think she was a bit afraid to put herself out there like that, especially with all of the bells and whistles of this new technology that she had never used.

But she finally gave in when I showed her how to get in front of her wildly scattered prospects—using my UN-Marketing strategies would solidify her Know, Like, and Trust Factor and skyrocket her visibility and her revenue. So there I sat, watching her brilliantly host the webinar, present her material, and sign up new members. This was the result of UN-Marketing at its best.

Lynette reached out to her ideal prospects with email marketing to let them know about the new project she was creating. Her clients and ideal prospects, who were all subscribers, read the emails and then visited her website to register for the event. She used one of my favorite webinar delivery programs, WebinarJam, to broadcast her live-streaming video and PowerPoint presentation, chat with her attendees, and answer questions.

Then she got fancy and integrated her Constant Contact account with WebinarJam to build a list of webinar attendees so she could follow up with them afterwards. Using Wishlist Member and PayPal, she ultimately processed the orders for membership into her program, and she’s now reaping the rewards of her dedication.

Lynette’s success isn’t an anomaly; you can do it too by combining the 4 Pillars of Online Business Success with the UN-Marketing strategies I talk about in this book. Together, these strategies will help your business stand out from the crowded marketplace no matter your niche or industry.

Potential clients need to see your offers, read your posts and articles, and dive into your content several times before they decide to purchase. On average, your ideal prospects need to engage with your content as many as twenty-one times before buying.

This engagement could include any of the following methods:

- watching a video of you explaining how your product or service works
- reading your newsletter
- liking a social media post
- sharing a quote you put on Twitter
- watching a video you shared about advances in your industry
- reading your latest blog post
- commenting on an article you share on LinkedIn
- clicking a link in your email
- viewing your email signature file

Your prospects resonate with something you said or wrote, and suddenly, they know it's time to move to the next step and become a client. The combination of all your online activity allows your audience to get to know you, decide that they like you, start to trust you, and then decide to buy from you.

CALMING YOUR FEARS

It's okay to feel a little wary about implementing the elements and strategies needed to UN-Market your business. But once you have a grip on what's required and become familiar with the steps in Part 2 of this book, you will be well on your way to experiencing your own monumental moments.

Let's address some of those fears now, just to get them out of the way. Addressing these fears head on will put your mind at ease and prepare you to dive into this brand new, exciting world of UN-Marketing.

Fear: I don't know what to post about on social media.

Solution: Posting on social media is the equivalent of sharing your knowledge with your ideal prospects when you meet them for the first time.

What do you want them to know about you (not your business, but you)? People do business with people, not with logos or mission statements. They know that there are real people behind the service or products, and that's why they want to get to know you. They want to know your likes, dislikes, fears, or insights on certain subjects. My client, Stella, wants to make sure her clients

know about her humanitarian work, so on her Facebook page, she shares pictures of her trips to Africa, where she works with an orphanage.

What do you want your prospects to know about your business? Aside from industry stats and the boilerplate mission statement, people want to know what makes your business tick. They want behind-the-scenes secrets, footage, and information, just like in the movies. They also want to know about your growing pains, your successes, and even your goofs. In this way, you become somewhat transparent and allow prospects to see you as real, approachable, and easy to work with. Share as much or as little as you are comfortable sharing.

Post about any daily activities related to your business. “Shout out” to a client who has achieved a major accomplishment and talk about how you helped him do it. Or you can even post a picture of you working with your client, with his permission of course. You never know who’s following you, who will be inspired to work with you because of a post they read, or who will pass your information on to someone who’s looking to hire someone just like you.

I was asked to speak to a local networking group about how business owners can build their brand using social media. Rhonda, the group owner, posted on social media, announcing the topic and showcasing me as the speaker. Deborah, another business owner, had been looking to book a speaker for an upcoming event she was hosting about business branding. Deborah found me on LinkedIn and began considering me as a speaker for her event. Later that night, Deborah saw Rhonda’s earlier post about me. Deborah later booked me to speak at her event. She said that she had been interested in talking to me anyway, based on my LinkedIn profile, but Rhonda’s Facebook post sealed it!

Fear: If I take the time to create a newsletter no one will read it.

Solution: Some say that email marketing, e-zines, or digital newsletters are no longer effective. I’m crying foul on that one! Email marketing keeps your audience engaged and keeps you and your business at the forefront of their minds.

Ever hear the expression “out of sight, out of mind?” You have to constantly and consistently find ways to show your audience that you are still there, ready to help them solve the problem they

are having. The most effective, efficient, and low-cost way to accomplish this is through email marketing. Check out what some other experts have to say:

You are six times more likely to get a click-through from an email campaign than you are from a tweet. - Campaign Monitor

Email subscribers are three times more likely to share your content via social media than visitors from other sources. - QuickSprout

A message is five times more likely to be seen in email than via Facebook. - Radicati

It doesn't matter if your subscribers read every word of your newsletter or your email note or not. What matters is that when they or someone they know needs the product or service you provide, you are the first person they think of contacting. Your name is top of mind for them because they hear from you consistently. That is what email marketing does for you.

Another client, Anita, who works as an author coach, keeps her list subscribers up to date with her weekly "Book Your Success" newsletter. Her subscribers are always on the lookout to send her referrals for speaking and author coaching. When someone they know mentions wanting to write a book, she's the first person they think of. In fact, she's who I thought of when I finally decided to write this book!

Fear: Being in front of a camera scares the bejesus out of me, and I won't come across as professional.

Solution: Your audience is waiting to see you, on video, helping them solve their problem. Your audience watches video, and they want to see you, hear you, and get to know you. You are the professional. Being on camera helps you solidify your authority and become more real to your audience.

Consumers watch video to the tune of about two hundred million daily views on YouTube alone. In 2015, online video accounted for 64 percent of all consumer Internet traffic. This number is expected to rise to 69 percent by 2017, and 79 percent by 2018.

Seventy-eight percent of people watch videos online every week. Fifty-five percent of people watch videos every day. Websites that include embedded video are 53 times more likely to show up first in a Google search.¹

If you need more proof of the on the growth of video in mar-

¹ "8 Powerful Reasons You Need to Use Video Marketing," *The Huffington Post*, accessed December 19, 2016, <http://www.dreamgrow.com/8-reasons-why-your-business-should-use-video-marketing/>

keting, look no further than Periscope and Facebook. Periscope, a video live-streaming app, burst onto the scene in the first quarter of 2015 and users immediately began incorporating it into their marketing as a necessary component to the tune of 2 million daily users.² In 2014, Facebook began making it super easy for users to upload their videos directly instead of posting videos from other social media platforms onto Facebook. Facebook realized how popular live streaming had become among business owners and rolled out its own live-streaming functionality, Facebook Live, in 2016.

Video allows you to explain even the most intricate use of your product or service, and it engages buyers who want to buy immediately. Video builds trust between you and the viewers, and it allows them to connect with you, become a part of your world, and keep coming back to experience more.

Whether you live stream using one of the apps I mentioned or create your video and post it to your website or favorite social media platform, you must include video as part of your content marketing strategy.

Fear: If I spend money to create a website, no one will visit. They will simply go to my Facebook page instead.

Solution: A Facebook page would be a great alternative to investing in a website, if you owned Facebook. But you don't own Facebook, unless you are Mark Zuckerberg, the actual owner of Facebook. (In which case, Hey Mark, thanks for reading my book!) Facebook and all the other social media platforms are simply space that you rent. Actually, you aren't even a renter, because most social media platforms are free, so you are, in fact, a squatter.

You don't own any of the space you've procured by creating your page or profile; it's just a piece of virtual property that you're using. If Mr. Zuckerberg decided to shut Facebook down, what would happen to all of the images, followers, contacts, quotes, and videos you've posted? They'd be gone; yes, gone! You can avoid this catastrophe by creating your own website to house your blog posts and other content. On your own website, you can showcase your content however you wish.

Use social media as the path to drive your ideal prospects to your business hub—your WOW! Website—the center of where ev-

² "Periscope Statistics (November 2016)," *Expanded Ramblings*, accessed December 19, 2016, <http://expandedramblings.com/index.php/periscope-statistics/>

everything happens, where they can get access to great content and subsequently get on your mailing list by opting in to receive more. Your website is the place all your social media posts lead to, as in “All roads lead to Rome.” Once prospects are on your mailing list, continue to provide them with useful information and actionable strategies through your newsletter so they get to know, like, and trust you, and eventually, start to buy from you over and over again.

Of course, the goal is for you to get clients, just like Lynette did by leading her live webinar. I remember thinking, “Look at her! She did that!” She gave exceptional value by providing relevant content and actionable strategies to her audience. They thanked her by quickly signing up for her membership program. You can do the same thing. You are an UN-Marketer. Anything you give is of the highest value and can be used to enhance the recipient’s life, business, or both in some way. When you deliver high-value, relevant, and actionable content, people remember and appreciate it. And they reward you by becoming loyal, purchasing fans.

In the next section, you will take a deep dive into the strategies that make UN-Marketing work.

Part 2

THE STRATEGIES

@ Build Brand Awareness

© Create Authority

ⓑ Build Trust

Chapter 5

BECOME “AUTHOR OF”

Your business is an extension of you be mindful of its character.

Precious S. Brown

Founder, Pen A Masterpiece Life

Lose weight. Stop smoking. Write a book. These are among the top New Year’s resolutions Americans make on January 1st. You can probably guess that, by March, most well-meaning weight watchers have stopped going to the gym and resumed their role as couch potato. Many of those with high hopes of ending their smoking addiction have ripped off the patch, snuck away for a lunchtime puff, or tried unsuccessfully to “just say no” when offered an innocent drag by one of their best buddies. But what of those aspiring authors?

Human nature dictates that a good number of would-be authors have become distracted, have procrastinated, or have simply talked themselves out of writing their book not long after they made the resolution to do it. And the likely cause? They didn’t have a compelling reason to finish the book. Believe me; I know. I was one of those would-be authors for many years. The fact that you’re reading this book is proof positive that when you have a clear purpose, you have a strong commitment. And when you’re committed to accomplishing something, nothing will stop you.

I started and stopped my book project several times over the

years. It wasn't until I realized my purpose for writing and understood that becoming an author is an extremely rewarding UN-Marketing strategy that I finally pushed through my excuses and published this book.

Writing a book is one of the best ways to get known as an expert. Many people make an attempt to do it, but ultimately fail because the process is not for the faint of heart. It takes discipline, planning, and determination. It also takes being sure of what you are writing about and presenting it in a way that your ideal prospects can both understand and put to use.

Your ideal prospects look at you as the expert because they see the evidence that you've invested the time to develop and write out your process, system, or strategy; your tips, advice, or insight; or your inspiring story. This suggests to them that you know your stuff and you're bold enough, smart enough, experienced and knowledgeable enough to be considered among the gurus and thought leaders in your industry. People respect experts, and experts share what they know for the benefit of others.

Becoming "author of" can have the following positive impacts on your business and your brand:

Increase your visibility. Get noticed by a variety of influencers, organizations, and publications that might have previously overlooked you.

Enhance your credibility. Nothing says "I know my stuff" like writing a book about what makes you the expert that you are. As an author, you're a credible authority.

Set yourself apart. As an author, you separate yourself from all the noise of your competitors. You've written the book on your subject matter, and now others look to you as the industry leader.

THE BEST BOOK TO WRITE

There are different genres or types of books you could write, such as how-to, memoir, self-help, inspirational, and others. You could write about your journey to become an entrepreneur (memoir), or even about the process you created to help your clients prosper and succeed in doing something (how-to). Of course, having a passion for and knowledge of the subject matter is essential to writing a book that gets results. But there's another essen-

tial aspect which entrepreneurs should consider when deciding which type of book to write.

In a nutshell, the best book to write is the one that will make you some money. My author coach, Anita Henderson, of *Write Your Life*, refers to this as “the money book.” Essentially, she told me that you should write the book you can leverage in your business. Meaning your book topic should correlate with your business in some way, and it should eventually result in increased revenue and profit. If you have dreams of penning a great novel, save that one for later. Write the money book first!

To get to the heart of the topic, theme, or focus of your book, you’ll need to examine what you know. In her book, *Write Books That Sell Now*, co-author Candice L. Davis, of *Go Write Something*, shares these questions to help you brainstorm the right book for you to write.

1. Think about what moves you. What are you inspired by?
2. What are people always asking you about? It can be how to do something or perhaps it’s life advice.
3. What have you gone through in life that you want to share with others? Have you experienced a trauma or life-changing event, or met the love of your life after swearing off the opposite sex (or even the same sex, for that matter)?
4. Are people constantly telling you that you should write a book? Why do they say that, and what do they mean?

THE WRITING GAME

Talking about writing a book is one thing; writing the book is something totally different. My first go-round at the author’s table was as part of a collaborative book with two other authors. They were experienced writers, so I was admittedly apprehensive—okay, intimidated. My co-authors told me that we needed to write a book that would get our message across to as many people as possible and would get us noticed in our respective fields.

As it turned out, the book did that and more. By the time the book was complete (a short four months from start to finish), everything my co-authors said would happen, did. People started asking me about my book, I was invited to speak at two events, and I added “author of” to my LinkedIn profile. Then, even more

speaking invitations came in. Not only that, I was privileged to co-

UN-Marketing Secret Ninja Tip

Follow my lead and create a sacred time and space for your writing sessions. Figure out your perfect time to write. It must be a time when you won't be interrupted by anyone, especially family. Start with one hour; you'll know if and when you need to increase your writing time. Set aside a place in your home or office where you can write, undisturbed by the television, your cell phone, and prying eyes. Mark the time on your calendar, and then stick to it like your life depended on it.

host a webinar with one of the leading authorities in personal finance, Patrice Washington, known as America's Money Maven.

One of the best results was more money coming in as my client list increased. These were results I could measure. Having done it once, I knew I could do it again. And so can you.

Here are a few important things I learned about how to actually get my book written:

1. **A writing schedule is essential.** Having designated times of the day and week when you know you will write helps you stay focused and helps eliminate distractions. So decide when you're most creative and make that your writing time. Come hell or high water, do not break from your writing schedule. You have to stay committed to it. To finish this book, I wrote every day from seven o'clock to eight o'clock in the morning. I even wrote on a romantic vacation with my husband. I had set a goal, and I was determined to meet it.
2. **Delays are part of the game.** Without a doubt, your writing schedule will be challenged each and every day. Something always comes up, but since you now know the journey won't be easy, you can prepare. When you experience delays, just chalk it up as the reality of being an author, pull up your big girl panties, and get back on schedule.
3. **Write your way.** How will you pump out the writing? You might be tickled to know that I write out everything long-hand, and then I type it into my computer. I know that's

old school, but I'm more comfortable doing it that way. You might type your manuscript on your laptop, or dictate the entire book and then have the recordings transcribed and revised later. Do whatever works best for you. Just get it done.

4. **Write first, and then research.** One of the main things that stops authors from writing is the urge to spend hours upon hours researching before they write. Forget about that. Start writing about what you know. You got this! You're the expert. It's time for you to get that expertise out of your head and onto paper. Just start writing; you can always add research information later.
5. **Lead readers to your business.** The main reason you're writing this book, besides getting your story out to the world, is to get your ideal prospects to pay attention to you and want to get more of what you're offering. Throughout the book, add nuggets of information that lead them to want to work with you. Share client success stories, case studies, your unique process or system, and even testimonials. All these nuggets help your ideal prospect imagine what it will be like to work with you.

TO PUBLISHING YOU GO

Finishing your manuscript is the first part in your journey to become an author. Next, you need to get the book published.

There are a number of publishing options you could explore—traditional, self-publishing, hybrid publishing, print book, ebook, and audio book. With each of these, there are multiple steps involved in the publishing process, including:

- Copy editing
- Beta readers
- Cover design
- Interior layout
- Copyright
- ISBN (International Standard Book Number)
- Proofreading
- Printing

- Electronic file conversion
- Distribution channels

Although this might all look overwhelming, my point here is that writing the book is only the beginning. Book publishing is a process that should involve others who are professionals in publishing. Do not interpret this to mean that publishing a book is going to cost your life savings. It absolutely should not. However, you will need to hire some professionals to make sure your book is the very best it can be. You want to do it right the first time and put your best face forward. Remember your book is part of your UN-Marketing strategy, and it's intended to add revenue to your business. It can't do that if it isn't top quality.

The experts at WriteBooksThatSellNow.com share this insight into why you should enlist professionals to help with your book: "A well-written, professionally designed book can help you land better-paying speaking gigs. It can get you in front of high-paying clients and let you proudly add 'Author of' to your bio. Your book can attract media attention for your brand and help you create a community of loyal, raving fans."

You've written your manuscript, and you're just waiting for that "book baby" to arrive. But wait; there's one more step, and yes, it begins before your beautiful book is complete.

MARKET, MARKET, MARKET

I hate to break it to you, but no one knows (or really cares) that you've ground your little fingers to the bone getting this book done. Congratulations! But now the real work begins. Marketing.

You've just put in months of hard work getting your book written and published, but none of that will matter if no one reads your book. And they can't read something they don't even know exists.

The best time to begin marketing is at the very start of your author journey. Use social media, your e-newsletter, your blog, and your website to share written, pictorial, and video updates. Build excitement about your book among your audience by keeping them up to date every step of the way:

1. Celebrate as you complete major writing milestones (10,000 words, Part 2, or six case studies).

2. Explain how you chose your copy editor, graphic designer, or printer.
3. Tell them when you send the manuscript to beta readers and when you get it back.
4. Share a few cover design options, and ask your followers to vote on which one they like best.
5. Take pictures of important milestones, such as mailing off the manuscript, waiting for it to come back, receiving the proof, or even unboxing your first order.
6. Share your feelings about these experiences.
7. Post questions or start a poll or survey about your book content or design.

These UN-Marketing methods bring your audience into your world and help you connect with them, and them with you. This is the foundation of building your Know, Like, and Trust Factor so they'll begin to think about working with you and buying from you.

Avenues of Exposure

Tana Gildea, author of *The Graduate's Guide to Money*, wrote her book to guide her own children down the right financial road and get them off her payroll.

She was referred to me because she needed a promotional video and a website as part of her submission materials for her first big networking event, the annual eWomenNetwork Entrepreneur Conference & Expo, where she would be a vendor. She also needed to get her social media platforms jumpstarted. She was in a panic and explained to me that she had no idea where to start or what the process was. She didn't even have her Facebook page set up yet, but she had to get this project going quickly. In about four weeks, everything was set up and ready to go.

Carol jumped in and helped me get my website and Facebook page set up quickly. That was so helpful when I was overwhelmed with getting social media integrated for my book. Thanks, Carol, for your responsiveness and for getting my Facebook page up and running. It was so nice that I had you in my corner and didn't have to waste my time figuring it out!

*—Tana Gildea, Author of *The Graduate's Guide™ to Money**

Prior to the conference, Tana emailed her list and shared the promo video and her website. She mentioned that conference attendees could connect with her at her exhibit table, where she would be signing books. All of this helped boost her Know, Like, and Trust Factor so that, during the conference, she sold several books and had the opportunity to meet her fans and Facebook followers in person.

Tana's book went on to win several book awards, which further positioned her as the expert in the financial services niche. She expanded her speaking career and enhanced her position as a leader by being elected president for two back-to-back terms in her professional women's business networking group.

YOU'LL KNOW IT'S WORKING WHEN

Your book sales numbers are the most direct indicators that this UN-Marketing strategy is working, but they aren't the only proof. You could be asked to speak for organizations, companies, and associations, using your book as the subject. Your book may become so popular that other people will want you to teach a course based on your book's content. Or you could be approached by a literary agent who wants to present your next book idea to a traditional publisher. There's no limit as to what can happen from you becoming "author of," so get to writing. The world is waiting for you to share your brilliance.

YOUR GET IT DONE STRATEGY CHECKLIST

- Decide on the type of book you are going to write.
- Choose a topic.
- Create your writing schedule and mark it on your calendar.
- Complete your manuscript.
- Select your publishing professionals.
- Map out your marketing plan.
- Market. Market. Market.

RESOURCES AND HELPFUL TOOLS

Check out these free resources to jumpstart your book project
[esicorporation.com/UN-Markettools](https://www.esicorporation.com/UN-Markettools)

- ⑤ Increase Subscribers
- @ Build Brand Awareness
- ⑥ Build Trust

Chapter 6

MASTER SOCIAL MEDIA

Marketing is my real job. Speaking and writing are what people pay me to do if I market well.

Myra McElhaney

Author

When my thirteen-year-old granddaughter, Candice, mentioned she had a YouTube channel, I was both shocked and excited. I don't know why I was shocked; she had grown up seeing me produce my Internet radio show and shoot videos for YouTube to promote it. She had even appeared in a couple of the videos. But I just wasn't ready to hear her say, "Grandma, check out my YouTube channel!"

It only took me a hot minute to get over it because I felt that if she was going to have a presence on any social media platform, I wanted to make sure it was all she wanted it to be. Over the next few weeks, we had the best time bonding over video intros and outros, background music, and writing the best headlines and keywords.

She showed me where to get customized video clips, and I showed her how to edit her videos to make them look, sound, and flow better, along with how to write descriptions that enticed followers to subscribe to her channel. It was the most fun a grandmother could have with her granddaughter. She still produces her candid, funny, entertaining videos to this day, at the ripe old age of fourteen.

Think of social media as a fun and engaging way to showcase your business and attract your ideal prospects. Instead of shying (or running) away from it, start using it as part of your UN-Marketing toolbox. If my thirteen-year-old granddaughter can master it, so can you.

Let's take a look at Facebook. Arguably the king of social media, it has over one billion users, which is equivalent to a small nation, according to the Huffington Post.³ (Well, not that small if you think about it.) Social media guru Sandy Krakowski, who has over one million Facebook followers, says that Facebook is the only place on the Internet where the "Like" button is clicked one half million times every half hour. Any place where that many people are gathered at one time is a place you need to be.

Gone are the days of using Facebook as an informal online dating service or using Twitter to post boring daily activities, like coffee stops, and quirky photos of your kids. Savvy social media users no longer simply upload silly cat videos on YouTube or post exaggerated resumes on LinkedIn in hopes of landing a job interview.

Now that the social media gods have figured out that businesses, brands, and smart entrepreneurs like you are willing to use this not-so-new frontier more effectively, they've upped the ante and put this machine in full forward motion. As a proud member of the UN-Marketing Nation, you now know that social media is a communications, list-building, and visibility-enhancing mechanism. Now it's time to use it to start profiting in your business.

WHY SOCIAL MEDIA MARKETING IS A "MUST-DO"

Millions of people use social media each day. And most likely, a good portion of your target audience is included among those social media users. That means that a percentage of the people who use social media could very well become your customers, if only you used social media to reach them. And even though you could reach those potential clients through other mediums, I can almost guarantee that social media is a better bet for you. Here's why.

With social media you can:

- gain information about your ideal clients' interests and behaviors

³ "Facebook Is Now Bigger Than The Largest Country on Earth," The Huffington Post, accessed December 19, 2016, http://www.huffingtonpost.com/2015/01/28/facebook-biggest-country_n_6565428.html

- reach millions of people within your specified target audience
- promote your business, brand, or event at low cost or for free
- target your message to a very specific group that you define
- receive information (analytics) about the effectiveness and response of your message
- grow your subscriber list
- create a community of fans
- sell your products, services, and event tickets
- connect with influencers in your industry
- position yourself as an expert or influencer
- develop advocates and referral partners

WHY SOCIAL MEDIA QUALIFIES AS UN-MARKETING

Two words describe the appeal of social media as an UN-Marketing strategy: fast and inexpensive.

Social media marketing has only been a viable option for about five years. Before that, the primary way to advertise was through print, radio, or TV. These options were not cost effective for small business, and developing an effective ad campaign took weeks or even months.

With the advent of social media marketing, entrepreneurs now have a practically free marketing option that reaches tens of thousands and even millions

“With the advent of social media marketing, entrepreneurs now have a practically free marketing option that reaches tens of thousands and even millions of prospects.”

of prospects. Talk about budget friendly! Your greatest investment in using social media to UN-Market your business is the time you invest in researching, creating, and sharing engaging posts and videos. Beyond that, studying the analytics or engagement habits of your online audience can yield a goldmine of useful information as you learn their interests and behaviors.

As for the time benefit of social media marketing, you can't beat the speed to market that social media offers. Think about it. You can create an ad at 5:00 p.m. and have it show up in your audience's newsfeed by 6:00 p.m. As UN-Marketers, we love fast. Just as your clients and customers can't wait to get their problems solved, you don't have the luxury of waiting weeks or months for your advertising efforts to be shown to your audience.

To get started crafting social media content that communicates your awesomeness, think about the clients you've worked with in the past and pull out the experiences that made your relationship successful. Better yet, ask them. You can also send them an email or a survey. Keep it short, four or five questions.

Here's an example of the questions to include:

- What did you enjoy most about working with me?
- During our time together, what was the biggest accomplishment you had?
- Before we worked together what was your biggest struggle?
- What has changed for the better for you after working with me?

The information you gather will help you create a strategy to use in your social media marketing. Your strategy for what to post will include images, articles, tutorials, videos, ebooks, and other content that communicates to your audience that you are the solution to their problem.

FOUR STEPS TO SUCCESSFUL SOCIAL MEDIA MARKETING

Social media isn't a one-shot deal; it's a process of consistently presenting yourself to your ideal prospects and having them accept you as the one with the answers. UN-Marketers use social media to facilitate this process because there is no better, more cost-effective way to identify your audience and get to know them.

As you roll out (or enhance) your social media marketing strategy, follow these essential steps.

Step 1: Be active.

In real life, you can't get to know someone with one interaction.

The same is true for your social media marketing. Don't expect that setting up a social media profile, posting once, and then disappearing into cyberspace will get you any results on social media. If you want real success using social media marketing, you must be visible on the platforms where your audience hangs out. And you have to engage with people on a regular basis.


Your audience is out there; find them and get to know them. You get more exposure by being active, and that leads to you becoming known as the expert in your field.

Being active on social media means that you set up a regular posting schedule. Your schedule will be unique to you, and it can change over time as you learn the behaviors of your audience. Start by selecting two or three social media platforms where you know your audience is active. Then post a minimum of three times per day, every day, at the same times. Stick to this schedule for a month. Review your analytics (audience engagement stats that each social media platform provides), and adjust the times, frequency, and variety of your posts (articles, quotes, videos, etc.).

Step 2: Listening, Lurking, and Learning™

Set up your "listening devices." You'll need these devices in place so you can figure out exactly which social media platforms your target audience frequents. To do this, you'll need to set up a couple of programs. They're all free!

1. Gmail email address: Even if you already have a Gmail account, create a brand spanking new one strictly for your research. You'll use this one for sorting through all the incoming alerts, news, post updates, and other content you'll be receiving. www.Google.com
2. Google's keyword planner: This online tool allows you to search for and determine the best keywords to use for your research. Decide what keywords and keyword phrases you will use for the search criteria in your alerts. To determine keywords and phrases, think like your ideal prospect would. If she is searching for you, what are the most likely words and phrases she would use to find you? <https://adwords.google.com/home/tools/keyword-planner/>
3. RSS feed: RSS stands for Really Simple Syndication. A web format used to publish frequently updated information, an RSS feed shows content in a list format. This saves you

time so you don't have to visit each site to read the information, as you do for newsletters and blog posts. Click on the RSS feed icon  on the websites and blogs for which you want to receive updates. Subscribe to the feed by entering your email address.

UN-Marketing Secret Ninja Tip

Everything you do online is a reflection of you and your business. Make sure that what you post reflects who you really are as a business owner because you never know who is watching or following you.

America's Money Maven, Patrice Washington, tells the story of how one of her biggest sponsors contacted her to be a spokesperson for their brand. They told her that they had been following her on social media for over a year before they approached her to be one of their brand advocates.

4. Feedly.com:

Feedly compiles news RSS feeds from a variety of online sources so you can customize the links and then share with your followers. Use this account to receive and sort the RSS feeds you subscribe to.

5. GetPocket.com:

This site allows you to save articles, videos, and just about any type of content you find on the web in one neat place. You can access it on your

phone, tablet, or computer.

6. **Google Alerts:** Set up alerts for names, phrases, and titles of interest to you. Google will search the Internet for these terms and email you articles and other mentions based on the frequency you specify. A few terms to start with are: your name, your business name, the names of your products or services, your competitors, and a few common terms in your industry. <https://alerts.google.com/>
7. **SurveyMonkey.com:** This platform allows you to poll or survey your subscribers to get useful feedback on products, titles, topics, and your customer service performance, among other things. Keep surveys brief (five to ten questions), and get feedback from subscribers only when necessary to avoid survey overload.
8. **LinkedIn.com:** With a complete and accurate personal LinkedIn profile, you can join industry and interest

groups, participate in discussions, share articles, and promote relevant events.

Start Listening

Listening means exploring the information that's already out there. As an expert and thought leader, you want to be on the cutting edge of what's happening in your field.

Listen to what the industry is talking about. What's trending? What new approaches are being created? What are your prospects curious about? What are your competitors doing? You will find out of this information (and more) by setting up the listening devices mentioned above.

Let the Lurking Begin!

Lurking may sound bad, but it really isn't. This is where you join social networks and simply hang out. Don't get totally engaged with users right away. Your goal here is to see how users on the platforms engage with each other and what they talk about. The main thing is to see if your target audience actually hangs out there.

Use your LinkedIn account to join groups that are relevant to your content topics. Monitor discussions within the groups to see what goes on and who talks about what. Use the search features in LinkedIn, as well as Twitter, Facebook, Pinterest, and Google+ to find groups, discussions, posts, pins, comments, and other relevant content that is in sync with your message.

Pay attention to the influencers who start the conversations and discussions. They are the ones that other group members look to for trends and information. Consider following or connecting with some of them later, but not right away. Remember, you're in the lurking stage.

Pay even closer attention to who engages with these influencers. These are potential prospects for your business who you will also connect with later. For now, just watch and get an idea of who knows who, who knows what, and who might be a good connection for you (as either an advocate or a prospective client).

“Lurking may sound bad, but it really isn't. This is where you join social networks and simply hang out.”

You should also pay close attention to the following details in each group:

- how many times people post during the day
- what they post about
- the reaction their posts receive (shares, likes, comments)
- who follows the frequent posters
- who the frequent posters follow

With this information, you can create your own plan of action within each group you join. You might decide later to comment on certain people's posts from time to time, to start a discussion on a particular topic, to simply like certain posts, to remain quiet, or to exit the group altogether.

Time to Learn

You learn by asking questions, replying to discussions, and reading comments in social media posts and blog posts. How long you have to Lurk and Listen depends on how fast you Learn where your audience is. Once you know that, you can begin to engage with them.

Now, I didn't say you can begin to promote to the users on these platforms yet. I said engage with them. There is a difference. Right now, you're building the Know, Like, and Trust Factor. The selling comes later.

At this point, you are simply learning from these social media users—what they want to learn from you and how they want to digest it. You are learning how users on each of these platforms like to access information by asking them if they attend events,

“Right now, you're building the Know, Like, and Trust Factor. The selling comes later.

subscribe to newsletters, access content online via a computer or a mobile device, access content from home or work, and other questions that will give you useful insight.

You can also learn how much information these users want to receive from you and how often by asking them directly via posts, inviting them to a quick interview with you (via phone, Skype, or a Zoom session), or using SurveyMonkey to create a survey for them to complete.

Once you have this information, you can use it to hone in on what makes you special; that characteristic that makes working

with you an amazing experience. This is what you will push out to the world using social media marketing. You will use your “special sauce” to attract your ideal prospects and keep them interested so they buy from you over and over again.

Step 3: What’s the 411?

Getting details about your audience and how they interact with you online isn’t hard at all. Each time a potential client visits your website, clicks on a page or article, or clicks away from your site, their actions leave an electronic trail. The same system is in place on all social media platforms, and it can be accessed by you at any time.

Reviewing this electronic trail, or analytics as they are called, will tell you all sorts of things like:

- Of the content that you’re working so hard to put out there, what is your audience actually consuming?
- What format do they prefer to consume: blog posts, videos, audios, reports, or something else?
- How often do they read your posts and engage by commenting and sharing?
- How often do they share your content with their audience?

This information gives you insights on how you can create more or less content along these same lines, so you can see what is working and what isn’t.

There are several monitoring tools you can use to uncover that electronic trail and see who is talking about the keywords and keyword phrases associated with your business.

- **SocialMention.com:** This site allows you to input any keywords, even your website URL, and get the results of where it’s being talked about or referred to on the Internet.
- **Search trending topics:** Practically all of the social media platforms allow you to search keywords and see what’s trending and how those topics relate to your industry. On each social network, look for “Trending” or a similar phrase to locate a list of current topics. Also, in the search bar, type in keywords of interest to you (or those you think your ideal prospects are interested in) to discover what’s being said about those topics. Take note of which influencers are leading these discussions and the amount of engagement for each topic.

- **SocialCrawlytics.com:** This site analyzes the social shares of content from your social media platforms and even from any URL.
- **BuzzSumo.com:** This site allows you to search by topic and will also show the stats of social shares for your social media accounts or a URL.

With research, you can find out everything you need to know about your industry and the behaviors and preferences of your audience on social media. Knowing this information allows you to engage with and learn about your audience so you can communicate with them in the most effective way possible.

Step 4: Finding and Engaging

Now that you've set up your Listening tools, Lurked around on select social media networks for a while, and Learned from the various conversations, you should have a pretty good idea of where your ideal prospects hang out online. You should know who the influencers are, what the trending topics are, when and how often people engage on social media, what types of posts get the most engagement (articles, quotes, videos, etc.), and which follow-

A Picture Is Worth a Thousand Posts

Myra McElhaney is known around Atlanta, Georgia, for posting pictures of the skyline from her high-rise condo in the heart of Buckhead. Rain, snow, sunshine, or sleet, on any given day, Myra's Facebook page reveals beautiful photos. Each of her photo posts receives lots of engagement and activity. In fact, her photos have stirred up so much online conversation among her followers that she has been invited to participate on several panels to discuss her social media strategy.

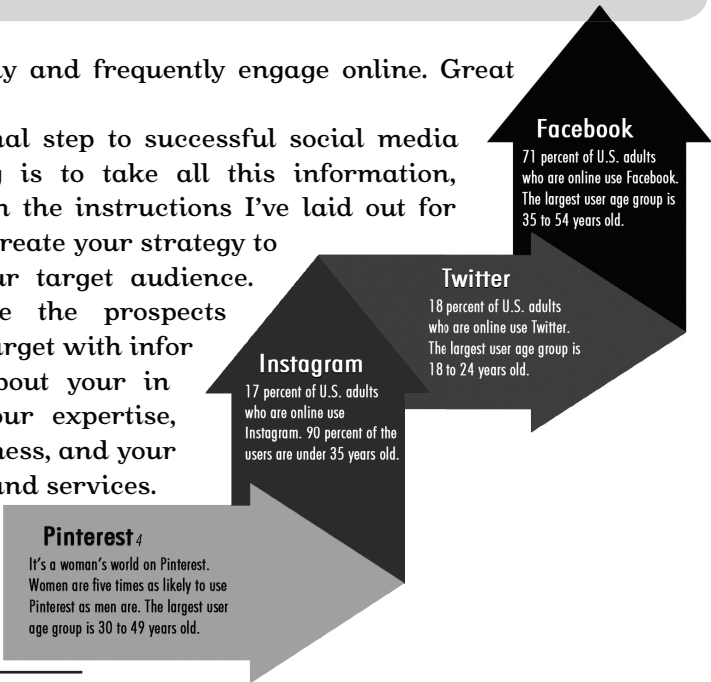
When she launched her 4th book, *Building a Life You Love After Losing the Love of Your Life*, Myra created a marketing campaign that included social media and a picture of her looking out her now famous window. Prior to the book launch, she had become so active on social media that she was confident the foundation she had laid would ensure success.

Myra hired me to create two video marketing campaigns for her. The first was a series of short (two to three-minute) video vignettes in which she talked about her previous books, her point of view, a tribute to her late husband, Phil, and her efforts to help widows move forward after losing a spouse. We released the videos on YouTube, Facebook, and Twitter. What a powerful point of view Myra has on life, and she generously shares it with her audience.

The second campaign was for book launch. We did some live-streaming using Periscope. At her book launch event, I interviewed Myra’s family, friends, and supporters on camera. I later blended all of the footage together to create several informational and entertaining videos that showcased her successful book launch. Not only was she able to light up social media during the live streams, but we also repurposed those feeds into the videos that Myra posted on several social media platforms for months following the launch. And she gained dozens of new followers who now enjoy all the new photos she posts from her Buckhead condo—a room with a view that created a social media buzz.

ers actively and frequently engage online. Great going!

The final step to successful social media marketing is to take all this information, along with the instructions I’ve laid out for you, and create your strategy to locate your target audience. These are the prospects you will target with information about your industry, your expertise, your business, and your products and services.



⁴“Social Networking Fact Sheet,” Pew Research Center, accessed December 19, 2016, <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

You'll share relevant information about industry topics and trends, and you'll share engaging videos, tips, quotes, and articles, and lead your followers to your hub—your website—so they can subscribe to your list, become familiar with your products and services, and hire you, buy from you, and refer new people to you over and over again.

That's the exact way this should work for those of us in the UN-Marketing Nation.

Choosing the right social media networks for your business is essential to reaching your ideal prospects. Consider the following data to help you make the right choice.

YOU'LL KNOW IT'S WORKING WHEN

A surefire way to know your social media marketing strategy is working is an increase in new followers and friend requests. There isn't an exact number to look for, but you should see at least one new request every couple of days, if not more. But numbers aren't everything.

You can have thousands of followers, friends, and likes, but no business or money in the bank. So the absolute best way to know your plan is doing what it's supposed to do is to see your followers taking the next step, beyond social media. They do this by subscribing to your list. Once they are on your subscriber list, you can continue the conversation with offers, blog posts, complimentary consultations, tutorials, and other content that your other social media followers don't have access to until they subscribe to your list.

This is the time to make your subscribers feel super special, because they took the extra step to get to know you. Now you can roll out the red carpet and give them the service they crave so they keep coming back for more, become raving fans of your brand, and spread the news of your goodness everywhere.

YOUR GET IT DONE CHECKLIST

- Choose your reason(s) for using social media marketing.
- Make the commitment to be active and consistent.

- Set up your listening devices.
- Listen for two weeks and take notes.
- Lurk for two weeks and take notes.
- Use your learning skill of asking questions to find out more about your ideal prospects.
- Answer the 411 questions—Step 3 in this chapter.
- Choose one or two social media platforms to engage on consistently, and put your plan into action.

RESOURCES AND HELPFUL TOOLS

Download the Social Media Breakdown guide from esicorporation.com/UN-Markettools.

- ⑤ Increase Subscribers
- @ Build Brand Awareness
- © Create Authority
- ⓑ Build Trust

Chapter 7

GET BEHIND A CAUSE

The key to your success in business, in relationships, and in life is your happiness. Master that skill and you have everything you need to succeed.

*Sandy Weaver
"Happiness is Job One"
keynotes & workshops*

In 2011, I received the devastating news that I had a lump in my left breast. Shocked and speechless only touch the surface of the many emotions I felt after learning of my breast cancer diagnosis. Throughout two years of tests, surgery, prayer, chemotherapy, prayer, therapy, and recovery (did I mention prayer?), I learned more about this disease than I'd ever wanted to know.

In the years since my recovery, I have developed a passion for the cause of breast cancer. At every opportunity, I support patients and survivors in hopes that my story will inspire them and their families.

Do you have a cause you feel as passionate about? If so, that passion could become one of your UN-Marketing strategies as you build your presence.

Perhaps you have a soft spot for pets and have volunteered at your local animal shelter or donated money to the Society for the Prevention of Cruelty to Animals (SPCA). Maybe your heart warms whenever you think of senior citizens. You might teach a

course at the local senior center or even speak on subjects related to the rights and protections of seniors. Or perhaps you have always loved the great outdoors and you sit on the board of directors of a community group that picks up trash at local parks each week and plants trees each year on Earth Day.

CAUSE MARKETING AS AN UN-MARKETING STRATEGY

As defined by www.Marketing-Schools.org, cause marketing is the cooperative effort between a for-profit and a non-profit for their mutual benefit. Supporting a cause that touches you at the soul level is important for this UN-Marketing strategy to work for you and for the cause.

Starting a cause, or being involved with an existing cause (i.e. volunteering or sitting on the board of directors), can increase your exposure to your local business community. But this doesn't happen overnight. Getting involved in a cause is one thing; using it as a marketing strategy that boosts your visibility is quite another.

In order for cause marketing to be most effective for your business, you have to be passionate about the cause and choose a project that is in alignment with your business. You'll also want to consider if this project will resonate with your ideal prospects or not.

UN-Marketing Secret Ninja Tip

To be effective, cause marketing requires you to connect your cause with what's relevant to your ideal prospects and to you. Survey your audience to see what causes and issues resonate with them and what organizations they support. Determine if any of these align with your business, personal mission, or passion. Then take that information into consideration when you choose a cause to support.

6 STEPS TO CAUSE MARKETING SUCCESS

Step 1: Find a cause you're passionate about.

Search online by typing your category of interest into a search engine (e.g. environment, clean drinking water, com-

munity gardens, reading to children, heart disease, Alzheimer's, save the libraries, protect the bears, etc.).

Step 2: Research the organization.

If the organization that represents your cause is new to you, be sure to learn all you can about its staff and directors, funding sources and fundraising efforts, activities and events, and those who have benefited from its efforts. Be sure to review its online presence, research its spokesperson(s), and investigate any negative publicity the organization has received. Take all the information you find into consideration to determine what your next steps will be to support your passion.

Step 3: Connect with the cause.

If you're not already connected with a local organization, find one and connect with it. Visit the office, meet the director or other representatives, find out how you can help, and ask about any restrictions they have for using their name, logo, or photos online. It's better to be well informed in the beginning so you can craft a plan that works for you and the organization. Some organizations have specific ways they accept assistance. Others are just grateful for any help they can get.

Step 4: Define your goal.

Determine the purpose (your why), length of time, and results you want from your cause marketing. For example, maybe you want to volunteer at the local homeless shelter because you were once close to being homeless. You have a story to tell or a passion for this cause. You can commit to serving one hour per week for six months, and you hope to raise \$1,000 from your followers.

Step 5: Get involved.

Start or continue your involvement by volunteering at events, raising funds, donating money or items, serving on the board, contributing your expertise to assist with operations or administration, or other ways the organization needs help.

Step 6: Share.

Let your followers know what you're doing. Think about Myra from chapter 6 for inspiration for this step. Post pictures, updates, and results on social media and in your newsletter to let your friends, fans, followers, and subscribers know that your involvement is contributing to the success of this cause. This is a great way to influence your followers, to raise funds or awareness for the organization, and to position you and your business as an influencer who cares.

Remember that, even though you are talking about the cause or organization, a great side effect of your work is that you and your business will also be in the spotlight because you are actively involved in a project that impacts people—hopefully the same people you wish to impact through your business. You get your message out, the cause gets more awareness, and your business gets noticed. It's a win/win/win endeavor.

Old Friends, New Purpose

You never know who you'll meet at a networking event or how they will impact your life. I met Annette Hughes at a function celebrating the beauty of my husband's homeland, the U.S. Virgin Islands. While my husband, Alvin, and I were sampling the delicious dishes, taking in the rhythmic sounds, and having fun chatting and dancing, we met several other business owners, including Annette. At the time, I was very focused on promoting my business as a personal trainer. When Annette found out what I did, her eyes lit up. She explained that she was in the midst of planning a Wellness Day fundraising event and needed my assistance. Annette had hosted this event for the past several years, and in 2016 she was honored with the Community Champion Award for creating the event and touching so many lives.

I agreed to take over as the coordinator of an event. I had never coordinated a 5K race before, but I wanted to be involved in this project because health and fitness were important to me and to my audience. My volunteer contribution included creating the website for the project and automating

the payments, coordinating the sponsors, and managing the vendor sign-up process through the website. The most inspiring part of the race was seeing Deena, a wheelchair participant, cross the finish line after completing the entire course and coming in ahead of several participants who chose to walk.

Among the results of the project, the organization realized a profit, signed up almost fifty vendors (double the previous year's results), witnessed an overflow crowd, and welcomed the attendance of elected officials, educators, and community leaders at the event. Alvin and I felt blessed to participate and to give of our time and resources. And we were able to share with our online followers the contributions we had made to this worthy cause.

YOU'LL KNOW IT'S WORKING WHEN

Once you put your plan in motion, and share your involvement, you'll start to see actions and reactions. You should see higher traffic to your website, increased opt-ins to your mailing list, greater social media engagement in the form of likes, comments, and shares, and phone calls and emails from interested parties. People like doing business with people who are doing things to make the world better.

YOUR GET IT DONE STRATEGY

- Define your goal for using cause marketing.
- Find a cause you're passionate about.
- Research the cause (if it's new to you).
- Connect with the cause.
- Get involved (or continue your involvement).
- Promote and share.

RESOURCES AND HELPFUL TOOLS

Download my Cause Matcher Cheat Sheet. Use it to search for a cause to support and integrate into your business. esicorporation.com/UN-Markettools

- ⑤ Increase Subscribers
- @ Build Brand Awareness
- © Create Authority
- ⓑ Build Trust

Chapter 8

SPEAK OUT

Matthew 6:33 - "But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you."

*Submitted by
Kim M. Martin Spiritual Coach,
Co-founder of AuthenticFaith.US*

Butterflies are real. No, not the kind of butterflies that whiz around flowers and flutter through the wind like pollen on a joyride. The butterflies I'm talking about are the ones you get in your stomach. You know that nervous, queasy, excited, almost sick feeling you get when it's your turn? Well, that's what I felt when the emcee began introducing me.

I had written every word of the bio she was reading. Dropped in all the right points to emphasize my years of experience, the top clients I had worked with, my education, years in the industry, and even a few personal points to keep it fun. But there's something about hearing someone else read your bio in front of an audience, as you await your time to approach the stage, that is just nerve racking. I almost wondered who she was talking about.

This was my first official speaking gig, and I was anxious as all get-out. A combination of excitement and nervous energy had my stomach twisting in knots. But by the time she said my name

and the audience began to applaud, I was ready to give them all I had.

Speaking gives you the opportunity to get in front of your ideal prospects so they get to know, like, and trust you, and then start buying from you with smiles in their hearts and credit cards in their hands.

WHY SPEAKING IS AN UN-MARKETING STRATEGY

Speaking from the stage or from the front of the room is one of the best ways to get up close and personal with your audience. Giving live presentations allows your audience to see you as a knowledgeable business leader, expert, and authority.

In this age of instant messaging, email, and selfies, people crave a personal connection. Sure, you can connect through social media, blogging, articles, ebooks, podcasts, and videos. But the true connection—the personal connection offered through a live visual and auditory experience—only comes when you connect with them through a talk or speech that you give live and in person.

Speaking as a profession is great. And if you aspire to do that, perfect! It's okay if some of your presentations are unpaid. Getting started is the first step. After your first couple of speaking gigs, you'll be able to confidently establish your speaking rate and increase it over time.

The secrets to making speaking work for you are preparation, confidence, and consistency. Being prepared with topics that are relevant to what your ideal clients want to know more about is key. Having the confidence to stand in front of people comes with time and practice. The more you speak the better you'll get. The final piece is to consistently seek out opportunities to get in front of your ideal clients. Practice these three points, and you will definitely see results.

Follow the steps below to use speaking as an UN-Marketing strategy to boost your visibility and your profits as you grow your core business.

Step 1: Decide what to speak about.

This is the part that gets most people. It's the same stumbling

block my clients complain about when we talk about getting started with social media. They don't know what to post about. The answer: the same things you tell your clients when they ask you a million and one questions about you, your business, and how you can help them.

It's time to perform a brain dump. Think of all the questions your potential, past, and present clients have asked you, and write them down. Don't stop the flow; just write.

After you've written out the questions, write the answers, the complete and long-winded ones. Don't edit or stop; just write.

You'll probably need several sheets of paper since there will be a lot of knowledge flowing from your brain to your pen. I say pen because, as you know, I use pen and paper. Follow my example for this exercise. There's something about the act of using a pen that helps activate your brain to release ideas onto the paper.

Now that you have plenty of content to work with, pick one to three subjects to use to create a 20-minute to 30-minute presentation. As you follow the steps

below to structure your talk and create an outline, keep in mind that you will be speaking to people who want to know about your subject matter. You are the expert. You got this!

“Think of all the questions your potential, past, and present clients have asked you, and write them down.”

Step 2: Structure and lay out your talk.

Wake them up! When you take the stage, you want to grab the audience's attention right away. You don't have time to waste. You don't want to give them a chance to begin to think, “And why I am here, listening to this person?” Once you step on the stage, you'll plant your feet and hit the audience right between the eyes with a surprising, eye-opening statistic or a controversial statement. Now that you have their attention, you may proceed.

Tell them what you're going to speak about. Lay out your subject, the objectives for your speech, and the results you want your audience to walk away with.

Show them how you will solve their problem. This is the body of your speech where you present to your ideal cli-

ents the main problem they are suffering from right now. During your talk, present three ways that you solve their problem with your customized solutions.

Summarize. Reiterate what you talked about and bring the speech to a conclusion.

Once you have the outline, you can fill in the rest of the content and write each talk so that you are ready to go when the next invitation comes in.

Step 3: Find out where to speak to your ideal client.

In chapter 2, you learned how to profile your unique perfect audience and discover where they hang out. Since you’ve created your client avatar and know so many things about her, head over to Google (or Bing, if you prefer) to get started. In the search field, type one of the keyword phrases from the list you created, plus the city or state where you want to speak.

1	NAME OF Organization	Submission Deadline	date of event	Submission email	CONTACT NAME	CONTACT PHONE	CONTACT EMAIL
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							

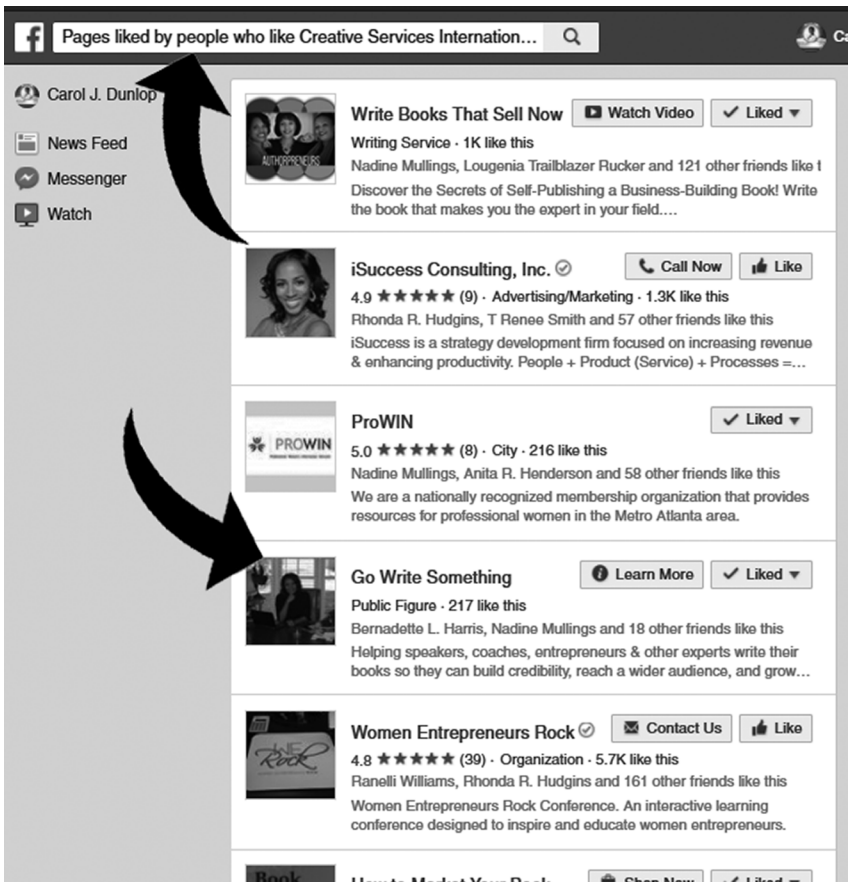
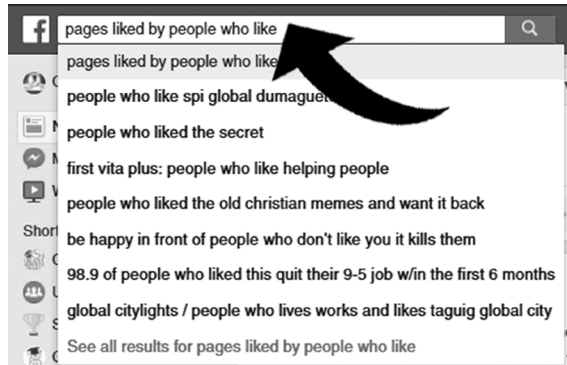
1	NAME OF GROUP	WEBSITE	MTG. LOCATION	WHEN THEY MEET	NOW MANY PEOPLE	CONTACT NAME	CONTACT PHONE	CONTACT EMAIL
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Depending on the popularity of your keyword phrase, you could get lots of search results. Research the top results on the list to find the organizations that your ideal prospects are members of or the events they attend, and then contact the organizations or event organizers.

Search Facebook and Twitter

Social media platforms provide another great resource for finding groups and events where you can speak. In the Facebook

search bar, type in this phrase: “pages liked by people who like _____” (insert your page name or the name of a page you follow). This will bring up a list of all the pages that are liked by the people who follow your page. By reviewing this list, you will get an inside look at the people, topics, and events that interest your followers. Look through the list and then like or follow





Twitter search screen

the pages that are most relevant to your business goals.

On Twitter, search using the keywords and hashtags you've created, or those that are most popular in your industry. In the resources section of this book, there is a list of the places to find relevant hashtags.

Among the search results, you will most likely find organizations or groups that would enjoy hearing you speak.

Locate the contact person for each group, event, or organization. That's who you will send your pitch to in order to introduce yourself.

Step 4: Create your pitch letter and speaker sheet.

A pitch letter introduces you to your "Wish List" organizations. You will send this brief letter or

Speaking Pitch Template

Dear [name],

My name is [name] with [yourwebsiteurl]. I work with [who you serve] and help you help them to do and what problem you solve).

After doing some research on [their topic of interest] I've found that your target audience is [their target audience] who want to [need] to [their problem], is exactly the audience at [your company, organization, or brand].

I'd like to [speak on your show, speak at your event] to address [your proposed headline or topic].

... for a podcast or radio interview
 We could talk about the following: (include possible talking points bulleted)
 ... (for a speaking gig)
 One of my most requested talks is: [name of your talk and why it fits in this situation]

I have written on this topic: [link to article] and [link to article]. I've also been interviewed/appeared on the following shows: [link and name of podcast/show], and [link and name of podcast/show].

After my interview your audience will describe 2-3 points the audience will walk away knowing or having learned)

- 1.
- 2.
- 3.

[Insert any relevant details about yourself here that make you perfect to address this topic.]

For more information about me, please visit my website at [link to a specific page where they can get details about your other interviews and appearances and testimonials].

I look forward to speaking with you further.

Please let me know if you would like to book this interview. Thank you so much for your time.
 [your name]

©2015 George Buzby-Pruy, DA-11324, Kennerly, GA 30144 | 404.551.5150 | www.georgepruy.com

email to the contact person of the organization where you want to speak. You want to let them know why you want to speak to their group, what you want to speak about, and how your message will help their group.

Attach your speaker sheet to the pitch letter or email. Your speaker sheet spotlights your area of specialty, lists your presentation titles, includes your bio, provides a few testimonials of hosts or audience members who have heard you speak, and mentions other groups and events where you've spoken.

Step 5: Strategize to get clients from speaking.

Oftentimes, organizations and event organizers request that speakers not sell from the stage. This means you are discouraged from pitching your products, services, and programs in a salesy way to your audience during your speech. So how do you turn a room full of eyes and ears into paying clients?

Include a call to action (CTA) at the close of your presentation. Essentially, the CTA tells your audience exactly how they can get more of what you just presented to them. Even if your content and delivery earn you a standing ovation from your audience, you'll never be able to help them if you don't invite them to work with you.

In order to get clients from your

CAROL JOYCE DUNLOP
SPEAKER • AUTHOR • BUSINESS

How Carol J. Dunlop, the Ohio WOYD Strategic Marketing, B2B & B2C CEO, helped your group or organization to secure additional revenue.

Embracing Online Marketing is Easy...
It's Just Not Your Problem.

Carol is the catalyst you're seeking
to change confusion into confidence.

Organizations that have worked with Carol experienced more growth than competitors because of her expertise and her ability to identify and leverage their strengths. She works with, helps, and motivates organizations to work together to grow their business through her expertise and her ability to speak at your next conference or meeting.

You'll find out all with every hearing how to use all of the tools and techniques available to you to increase your reach and to see that your goals are being met, one purchase and sale at a time.

Carol is a great fit for businesses that are in the process of transitioning from traditional to digital marketing. She can help you identify the right marketing strategy for your business and help you implement it.

As an internet marketing expert of over 20 years, Carol has provided the know-how to help entrepreneurs and small business owners grow their businesses and reach their goals through digital marketing techniques.

4 WYNN | 4 WYNN | 4 WYNN | 4 WYNN
blogtalkradio | 4 WYNN | 4 WYNN | 4 WYNN
THE 101 | 4 WYNN | 4 WYNN | 4 WYNN
4 WYNN | 4 WYNN | 4 WYNN | 4 WYNN

Book Carol Today! Call (419) 882-2918 or visit caroldunlop.com/umarketing

UN-Marketing Secret Ninja Tip

Toward the end of your talk, before you open up for questions and your final story, ask for a show of hands as to who would like to receive an article, cheat sheet, or resource that summarizes the subject matter you just presented and acts as a refresher for what they experienced from you. Next, ask them to go to the web address that is either on a handout or on screen. This is a perfect way to collect email addresses and contact information from people who are interested in learning more about you, without having to sell them.

This tip comes from my colleague, Tricia Molloy, Working with Wisdom www.triciamolloy.com

speaking opportunities, you have to incorporate your process, system, method, or brand into your talk and make it plain to people how they can work with you. The key is to think of this piece of the puzzle as a way of helping your ideal prospects get what they want, instead of thinking about it as a sales conversation. No one wants to be sold to, and you don't want to be the one looked at as being the pushy saleswoman. Show your audience how to engage with you further by taking one of the following actions:

- Set up a strategy call.
- Download a free report, ebook, cheat sheet, or resource list.
- Complete a survey.
- Subscribe to your list.

You aren't trying to sell them anything. Remember that most event hosts don't want you to sell from their stage. Plus, no one wants to be sold to when they really thought they were coming to learn something from the speaker. What you are doing is offering your audience the opportunity to engage with you further so you can help them solve their problem. You are showing them that you and your business are the answer to their problem, the solution they've been seeking.

At the end of your talk, pass out or make available an evaluation form. Essentially, you're asking the audience which points in your talk resonated with them most, what new information they learned, or what strategies you shared that they plan to implement right away. The feedback you receive will help you determine if these people are really your ideal clients.

On the form, request each person's name and email address. Mention that you'll email them your free gift, and include a note at the bottom of the form stating that they'll be added to your list, which they can unsubscribe from at

Example Survey Form

Overall, how would you rate this presentation?

Excellent Very good Good Fair

What adjectives would you use to describe the speaker, Carol J. Dunlop?

What's your biggest Aha! Moment, insight, or new idea you gained from this presentation?

What's one strategy you learned that you will infuse into your marketing plan?

What topic(s) are you most interested in learning more about from Carol?

What service would you like to learn more about?

To select more than one topic, hold the [Ctrl] Key while Right-Clicking your Mouse

I'm interested in the following service(s):

WOW! Website design and devel
 Keynotes, workshops, or semina
 Social Media Marketing

any time. In a nutshell, by completing and returning the form, they're opting in to your list so you can communicate with them further. Use the example evaluation form and customize it to help your audience take the next step of becoming your client.

Step 6: Follow up and close the sale.

Speaking is great, but getting clients from using it as an UN-Marketing strategy is even better. The work doesn't stop when you step off the stage. That's when you continue the conversation you started onstage. Following up with everyone who spoke with you, gave you a business card, filled out your form, or asked you to contact him or her is the key to making this strategy work.

Your newsletter takes center stage here because you can use it to consistently communicate with everyone who showed interest during or after your talk. Remember that it can take as many as twenty-one touches for an ideal prospect to become a client or customer, so get to work.

Even with all your preparation, things can go a little sideways sometimes. Case in point, I was scheduled to speak to a high school group about how graphic design has enhanced my life. I was honored and a little nervous. After all, high school didn't hold my favorite memories. But speaking to future designers and artists, along with school faculty, was exciting. My speech was prepared, my suit looked great, and I was ready to roll with my talk, when I looked down at my feet. What should have been there were my sexy, patent-leather pumps. Instead, I was horrified to see flip flops, the shoes that I had worn for the drive. Yes, I saw shoes I would wear to the beach below my ankles!

“Even with all your preparation, things can go a little sideways sometimes.”

What did I do? I took a deep breath, said hello to the class, and immediately pointed at my shoes. I told them that in spite of what they saw at that moment, I do know how to dress myself. But life happens sometimes.

We all had a great laugh because it was something that helped break the ice and get everyone, including me, in a ready-to-learn mood. In the end, it was a great talk.

Funny, Not Funny

Life is funny, and so is my client June Cline, the “Southern, Sassy, and Savvy Harley-Riding Humorist,” but what isn’t funny is sending potential clients to an outdated, barely functioning website and expecting them to overlook your lack of attention to your online presence. June shared with me that she had searched for years to find the right web designer, someone who could bring her vision for her website to life.

Aside from needing a complete re-design and functionality overhaul, she also needed to capture the names and email addresses of her visitors and to showcase her ability to wow both corporate audiences and future attendees of her one-woman show with her humor and her signature IMOs (idiot moments) philosophy. Plus, the site needed to provide meeting planners with everything they needed to book June.

Working with June to first craft her vision for the website and then structure the content so that it created her “Online Irresistibility,” I completed her project in a mere six weeks.

Fans, followers, and meeting planners can now view YouTube videos of June’s performances and read testimonials from previous clients and show attendees. Since most people love quizzes and can’t seem to pass up the opportunity to participate in one, June and I created the “What’s Your Comedic Style?” quiz. It not only shows participants their unique comedic styles; it also instructs them on how to use the information to facilitate better communication skills in any instance.

Working with Carol J. Dunlop on my website continues to be a powerful blast of knowledge, expertise, and FUN. Not only does she listen to what you want, she knows what you need and gently, or sometimes not, guides you to the best choice for your desired outcome. The work on your website is never done. That’s why I highly recommend the expertise of my coach-turned-friend, Carol J. Dunlop.

*June Cline, CSP (Certified Speaking Professional),
the Southern, Sassy, and Savvy Harley-Riding Humorist
JuneCline.com*

YOU'LL KNOW IT'S WORKING WHEN

Getting another invitation, following each speaking gig, is a great way to remain relevant and increase your visibility to your target audience. It will also give you a steady source of potential clients and keep your speaking skills sharp and the money flowing.

At the start of this chapter, I related a speaking story to you. From that one speaking gig, I gained two new clients, added twenty subscribers to my newsletter, and secured another online speaking gig.

As you begin to spread your knowledge through speaking, you'll see a number of measurable indicators to illustrate that speaking is a great UN-Marketing strategy for you, including the following benefits:

- More clients, customers, buyers, and users of your products, programs, and services
- Increased sales and profits from sales of your products, programs, and services
- More prospective clients seeking information about you and your business
- Increased invitations to speak at other events because of your increased visibility and expert status in your industry
- More leads and referrals from your advocates
- An increased subscriber list
- More likes, followers, and friend requests on social media as you invite your audiences to follow you online

YOUR GET IT DONE STRATEGY

- Make a list of speaking topics.
- Create a list of organizations or events where you want to speak.
- Decide on three specific topics to speak on.
- Craft an outline for each topic to use for your speech.
- Choose a CTA (Call to Action).
- Create your evaluation form.
- Get booked.
- Follow up and close the sale.

RESOURCES AND HELPFUL TOOLS

Download my **Speaking Cheat Sheet** that takes you through all the steps needed to get you on the road to speaking success. You will also have access to my own speaker sheet and view Tricia Molloy's survey example. csicorporation.com/UN-Markettools

© Create Authority

ⓑ Build Trust

Chapter 9

RUN FOR PRESIDENT

Don't show out. No matter what. Be positive and you will be blessed.

*Adia Wright, Owner
It's Not About The Nails*

Junior high school is undeniably the worst time in any child's life. Between pimples, emotional breakdowns, trying to fit in, and being devastated because the one you have a crush on doesn't even know you exist—all the results of raging hormones—trying to find your personal mojo is kind of like rolling a snowball up a hill in July. Of course, at that age, you're not thinking about your personal brand or your marketing message. You can barely say hello in a crowded room without passing out. All you really want is to be liked. The same was true for me.

Somehow, at fourteen years old, I let my mother talk me into running for student body president. Your mom always thinks you're the best for any job, and mine sure thought I'd make a great president. So I ran. She helped me make posters and fliers. She even helped me with my speech. All the while, I thought I must be nuts for even thinking I could do it.

On election day, I was sick to my stomach. Why did this mean so much to me? Well, in the weeks prior, I had put a lot of effort into my campaign. In fact, as the campaigning wound down, I had almost convinced myself that I really wanted to be president.

I figured being student body president would give me the chance to let other students know what mattered to me. It would help me learn what was important to them, it would place me in front of the school administration and faculty, and as my momma said, it would build my leadership skills and teach me how to be a humble winner.

When the election results came in, I was speechless. The knot in my stomach disappeared, and the exhilaration of having won overwhelmed me to the point of tears. All of the hard work, the dedication, and the practicing had paid off. Momma was right. I felt great!

I went on to learn quite a bit as student body president. I met more of my fellow students, interacted with the faculty and staff, and even represented my school at district-wide events. I was on top of the world that year. Although my grades suffered a bit, my self-esteem received a much-needed boost, and being student body president turned out to be one of the best things I could have done for myself as a young student.

“Being president was, and still is, the pinnacle of leadership for me.

Ever since then, I've sought leadership positions, understanding the vital importance they play, not only for my self-image, but

also for the visibility and image of my business and myself as a businesswoman. Being president was, and still is, the pinnacle of leadership for me. And it's what I want for you as part of the UN-Marketing Nation.

When you think about the office of president, of any organization, there is an immediate respect and awe that comes to mind. Presidents are leaders, and leaders get noticed.

Becoming a president is truly an UN-Marketing cornerstone. The UN-Marketing Nation doesn't play by the same old, traditional rules; we change the course as we create our path to success. People want to work with and be around leaders and changemakers. The journey to your presidency will make people gravitate to you.

I truly believe that leaders are made. I'm not discounting the fact that some people are born with the ability to lead, but I think that the majority of people start out by going after something they want, and through the journey, they are molded into leaders.

THE ROAD TO THE PRESIDENCY

Becoming president has its greatest value in the learning and growing that takes place along the way. You will learn more than you can teach, and you will encounter people who have the power to change your outlook forever. Look at this as a journey of discovery, and embrace all that it involves.

Step 1: Find the group.

Find organizations you can get involved with, where your ideal clients are most likely to be. Is it a charity, business networking group, or the booster club for your child's school? There are business people and prospects everywhere, so be open to meeting them even in organizations that are not business focused. Identifying an organization that represents your most cherished values makes joining more fulfilling. Yet joining a group where your ideal prospects congregate makes it more profitable.

As an entrepreneur, you want to make your organization memberships as beneficial and successful for you as possible, particularly those for which you'll consider becoming president. I recommend joining at least one group in each of the following categories:

- **Business:** These groups provide general information, resources, programs, and support for business owners.
- **Industry-specific:** These organizations offer resources, professional development courses, networking, mentorship, training, and other opportunities for your specific industry (e.g. coaching, home daycare, beauty/health/fitness, insurance, real estate, or speaking).
- **Client-focused:** The membership of these organizations includes your ideal clients or customers. So if you want to work with mothers of pre-school-aged children, consider joining a local moms' group.

To find groups to join, search Google for local clubs, organizations, and associations in your area. Research the mission, the profile of the membership, how long they've existed, what programs they host, and the results they help members achieve.

You will probably find more than one organization that you can get involved with, but for this strategy to be successful in helping you UN-Market your business, focus on only one organization. You still have your business to run, and this strategy is designed

to help you build awareness and market your business, not put it in jeopardy by volunteering countless hours to a group or project that yields you little or no return.

Step 2: Make time for a visit.

Attend two or three meetings to see, up close and personal, how the group or organization runs. This is important as you narrow down your short list of organizations and decide which one(s) to target with your time and efforts.

I've been a part of quite a few organizations on my entrepreneurial journey. Some good, some not so good, but all different. Each group has its own personality. Ideally, that personality will fit with yours, because the more in sync you are, the more likely you are to commit to this journey to presidency.

Step 3: Make the commitment.

Congratulations! You're a member. Now that you are in the organization, make the commitment to get known, be heard, and stand out. This is the time to step up to the plate and volunteer for

UN-Marketing Secret Ninja Tip

While you are a member of one organization, continue to research others. What activities do they have for members? How do they promote their activities and meetings? Who are the board members? Staying aware of what other organizations do will help you showcase the value you bring to your organization so that when your opportunity to become president presents itself, you'll be a shoe-in.

a leadership position, such as a committee member or chairperson, a member of the advisory board, or a member of the board of directors. To be most effective in your new position, underpromise and over-deliver.

Step 4: Be a team player.

Unlike in your business, where you are the chief cook and bottle washer, you are now part of a group on a mission. Others should see you as a team player willing to help when needed, effective in your position and supportive of others. All of your efforts will shed positive light on you and your business, and hopefully they will lead you to greater opportunities within the organization.

Step 5: Do the work.

Holding a leadership role is powerful and brings instant respect, but there is work that goes along with it. Take it seriously and do each task to the best of your ability, no matter how menial. She who performs well at small tasks is likely to do so with greater responsibilities.

Step 6: Showcase your value.

During meetings or one-on-one interactions, be aware of the opportunity to share and showcase the value you bring to the organization. You don't have to continually brag about yourself and your accomplishments, but there will be times when sharing what you know will be of great value to the group or to an individual. Share it with a servant-leader attitude.

The servant-leader is servant first . . . It begins with the natural feeling that one wants to serve, to serve first. - Robert K. Greenleaf, founder of the modern Servant Leadership movement and the Greenleaf Center for Servant Leadership

Step 7: Move up through the ranks.

Every organization has its processes and procedures, especially concerning the road to the presidency. Find out how that works. Much like with your social media strategy, you'll get into the group and practice the listen, lurk, and learn approach.

Listen to the conversations and concerns of the leadership and the membership. Lurk, so to speak, as a member to understand the culture of the group, what's important to people, how assertive (or not) you can be with promoting your business, what opportunities exist for visibility, who the group leaders and influencers are, and who your advocates might be. And learn the history, goals, and opportunities of the group.

Since you are an UN-Marketer, and waiting isn't your favorite thing to do, you may find yourself as president of the organization much sooner that you had imagined. Along the way, you'll make great friends, learn lots of information you can use in your own business, and garner the respect and admiration of your fellow members, colleagues, and the community.

Presidency Has Its Benefits

Linda Collett and I met several years ago. She was a featured speaker at a networking event I attended. We've stayed in touch throughout the years and even co-hosted a business seminar to help other business owners make concrete plans for the new year.

For as long as I've known Linda, she's been a strong proponent and cheerleader for Professional Women's Information Network (ProWIN). She started with the group as a member, but decided early on that she was going all in to help grow the organization. I enjoyed watching her move from vice president of membership to president of the organization.

Linda shared with me that, during the year she served as president of ProWIN, her business grew immensely. She said the experience taught her team-building and collaboration skills, which she continues to use to expand her law practice.

8. Capitalize on your presidency.

Being president isn't enough. You have to capitalize on that status. Yes, the members of your group will know who you are, but others need to know also. This is your chance to publicize to your fans, followers, subscribers, prospects, clients, and advocates that you are a leader.

Mention your presidency in your newsletter. Post pictures on social media of yourself leading the board, a meeting, or a program at the organization. Share a press release with the media to announce your initiatives as president. Appear on podcasts, radio shows, blogs, and at other groups. Update your bio to include mention of your leadership role. You must share this leadership experience with your circle of influence in order for this to count as an UN-Marketing strategy.

YOU'LL KNOW IT'S WORKING WHEN

As you become known as a leader in your organization and elsewhere, you'll start to build a reputation of leadership. You'll

notice that members and others outside of the organization begin contacting you to ask for advice that falls within your area of expertise. You will also see fellow members become clients because they know you, like you, and have come to trust you. As a result of your efforts and accomplishments in your new role, you'll prove that you are the right person with the right skills to get the job done.

YOUR GET IT DONE STRATEGY

- Search for groups or organizations to join.
- Visit the organizations you have in mind.
- Narrow it down to one that resonates with you and which you could see yourself leading.
- Make the commitment to be a servant leader.
- Move up through the ranks.
- Publicize your presidency.
- Capitalize on your presidency.

RESOURCES

Download the tracking sheet to help you locate the right groups.
csicorporation.com/UN-Markettools

- ⑤ Increase Subscribers
- @ Build Brand Awareness
- © Create Authority
- ⓑ Build Trust

Chapter 10

COLLABORATE

If you don't have a seat at the table, bring yourself a folding chair and make a space.

Ms. Bridgette Y. Lewis

Author, Speaker, Media Personality and Business Coach

You are not an island, but you probably feel that way sometimes. It seems that everything that needs to be done to bring in more business has to be done by you, all by your lonesome. That is definitely a myth.

Having a partner to help you make decisions and to bounce ideas around with is priceless. And if you're truly a one-woman show, finding someone you trust to lean on to help in your business is essential. There's not one good reason to keep trying to market and maintain a successful business alone. The secret to your success is collaboration.

When I first started my business, I was fortunate to have my husband, Alvin, by my side as my partner in life and business. That, in itself, can be a blessing or a curse, but we've made it twenty-two years together so far. As a matter of fact, we incorporated our business five months after we said "I do."

Collaboration puts into action one of the most recognized principles from Napoleon Hill's book *Think and Grow Rich*—the power of the mastermind. Hill interviewed more than five hundred self-made millionaires, over a span of twenty years, to get their take

UN-Marketing Secret Ninja Tip

Don't be afraid to team up with people who can support you in serving your community. Which entrepreneurs do you admire who have a similar audience or a skillset that compliments yours? Reach out to them via email or social media messaging and explore how you can work together. Adopt the abundance mindset that there is no such thing as competition. Through collaborations you open yourself up to new communities and relationships that can support you on your entrepreneurial journey.

This tip comes from my colleague, Quanisha Green, MSS, Black Woman CEO Coach, www.QuanishaSmith.com

on what made them successful. The book has sold more than one hundred million copies worldwide.

As Hill explains, collaboration is part of the "Master Mind." "The Master Mind may be defined as 'co-ordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.'" ⁵ Think of how much you accomplish when you brainstorm with a colleague or a group of people who have

the same goal as you do. It's amazing what happens when you put minds together and allow them to work their magic.

I have practiced the concept of "one-mind consciousness" for several years. This means allowing yourself to be open to the thoughts of the group and to use those outcomes for the greater good of all involved. And you can practice it too, each and every time you reach out to another business owner to see how coming together can help you both succeed. Once you get that engine started, the sky is the limit.

One of the main benefits of collaboration with other business owners is the exposure to new audiences. The power of the one-mind consciousness allows you to create greatness, such as visibility, expert status, and business growth, that you may never have tapped into on your own. Collaboration works for me because I know that there are plenty of things I don't know. So rather than struggle to figure out these things, I align myself with others who already possess the knowledge I seek and simultaneously want to tap into the knowledge I possess. I've used this particular UN-

⁵ Napoleon Hill, *Think and Grow Rich*, Penguin Books Ltd 2005, pg. 195

Marketing strategy of collaboration for years.

In 2009, I created a business event called “Taking Back Your Power: A Symposium for Savvy Business Owners.” I partnered with two other entrepreneurs to create and execute this event to show business owners how they could still be successful in spite of the economic downturn that the U.S. was experiencing. Together, we created and presented the event to an audience of thirty women business owners. We took a chance on working together to create the event. Neither of us had ever done anything like that before, but it turned out to be a success. We made great connections, secured clients, and solidified our expert status with our collective audience.

“I align myself with others who already possess the knowledge I seek and simultaneously want to tap into the knowledge I possess.”

You too can share your greatness with your audience and present it to the audience of your collaboration partners. Not only will you be seen as the hero in your audience’s eyes, the new people you’re being introduced to will instantly label you as the expert.

Follow these steps and you can also experience success with collaboration:

Step 1: Define the project.

Determine what you want to do. Whether your collaborative project is a one-time event, like the one mentioned above, or an ongoing venture, you need to be clear about what the project is, who it serves, what’s needed to make it happen, and what you expect to get out of it. Your choices are limited only by your imagination. Use the questions below to help you get clear and assess whether a project is right for you.

- How well does the project align with your core business?
- Will the target audience for the collaborative project mirror or include your ideal prospects for your business?
- Is this a single project or a multi-phase project?
- What is the anticipated outcome of the project (networking, lead generation, revenue generation, etc.)?
- How will you measure the success of the project?

- Will this project be held live or recorded and presented at a later date?
- What is your budget?
- What is your startup capital?
- How will expenses be shared among the collaborators?
- What is the estimated time commitment for all partners in the collaborative effort?
- How will revenue be distributed among the collaborators?
- Do you and your collaborators possess all the skills needed for the project, or will you have to enlist outside assistance?
- Do you have the legal agreements in place to proceed with the collaboration so that all participants are equitably represented and all legal issues addressed?

There are other questions to consider, but start with these to ease into your collaborative project with confidence.

Step 2: Choose the right collaborators.

Who will go on this journey with you? Sure, it may seem like fun to collaborate with friends, but if you're not focused in the same direction, that partnership could lead to disastrous ends. However, having some familiarity with your collaborative partners is essential to success.

Begin your search for collaborative partners by considering your friends, colleagues, clients, vendors, and supporters. Your collaborators should bring different skillsets to the table. For example, in my symposium, we showcased social media marketing, promotional items marketing, legal aspects of business, and business planning. Each presenter brought something totally different to the table, but the overall theme was business success.

At the core of your decision to choose collaborative partners, you should:

- meet with your collaborators regularly, in person or online via a format like Zoom or Skype;
- know their skills, interests, abilities, and assets;
- like them on a personal level;
- respect their insight and point of view;
- and agree on the type, description, benefits, messaging, and audience for your collaborative project.

Step 3: Devise a plan of action.

Determine how you'll put this project together and get it to a successful ending. There are a number of activities or actions involved in executing any project. The key to getting it all done is knowing who will do what. So decide which partner will be responsible for each area, aspect, or phase of the project. You could go as far as creating job descriptions with titles or keep it as simple as recording (and agreeing to) who will do what.

Processes and systems beat winging it any day. So work with your collaborators to develop a structure for idea generation and testing, logistics, communications, administrative functions, marketing, meetings, tactical execution (actually doing the work, which might require subcontractors, employees, or volunteers), and reporting. Create a procedures manual by recording your processes for each function as you go along, even if you think this will be a one-time project. Having a procedures manual will be invaluable when you decide to set up another collaborative venture.

What gets measured gets done. I don't know who said that, but it's true. When you and your collaborators know what aspects of your project will be measured—such as metrics for sales, attendees, subscribers, shares, page views, cancellations, or revenue—you tend to pay very close attention to these things. So decide what you'll measure along the way to success.

Step 4: Create and sign a formal agreement.

After a year and a half of working together on a collaborative project with two phenomenal women entrepreneurs, we formed a legal business partnership. As our venture began to earn revenue, my partners at Write Books That Sell Now and I joked that “We like each other now, but . . .”

No one wants to think about a project or partnership going sideways, but it happens. Avoid headaches and hassles over who was supposed to do what, when, by putting an agreement in place at the very start of your collaborative project—before you create or solidify any plans. You can google “joint ventures” or “partnership agreements” and create your own agreement from the downloadable templates. Better yet, hire an attorney to draft one for you.

Step 5: Hold regular meetings and take notes.

Set up regular meetings so your entire team stays on track. Whether your meetings are by conference call, online (Skype, YouTube Live, Zoom, etc.), or in person, each meeting should include a start and end time, an agenda of items you will cover at that meeting, and notes or a recap of what was discussed and what action items each person is responsible for implementing. Recording your meetings can replace handwritten or typed notes.

Step 6: Use an online project management tool.

There will be multiple moving parts and actions to take for your project. An online project management system allows your collaborative team to know what's happening at every level of the project because each participant enters her project status regularly, helping everyone stay on track. There are several systems to choose from, including Asana.com, Trello.com, and Podio.com.

Step 7: Assign responsibilities.

You decided to take on this UN-Marketing strategy because you don't want to keep doing everything yourself. The strengths and skills of everyone involved are critical to your success. Make sure each collaborative partner has a set of responsibilities she is responsible for completing. If your project requires several people, you could form small workgroups with one leader who oversees progress and reports it to the primary collaborative partners. Each member who participates must agree to take on a set of responsibilities that makes your project work. Remember that, without teamwork, nothing works.

One Thing Leads to Another in UN-Marketing

I was once told by a good friend and mentor that I have a knack for meeting the right people and forming great teams. To be honest, I had never really thought about it. But after she said that, I began to purposely look for opportunities to use that skill to make things happen. Interestingly, the opportunities kept showing up for me, one after the other, with little effort. Here's an example of how one collaboration can lead to another and another on your UN-Marketing journey.

While surfing one of my favorite Facebook groups, Coach, Speak, and Serve Lounge, led by Aprille Franks-Hunt, I saw a post from Ranelli Williams. She had issued a call for vendors to submit items for the swag bag for an upcoming event she was hosting. Write Books That Sell Now contributed free access to our video training series. From there, Ranelli got on the mailing list for Write Books That Sell Now and attended the Book Marketing Mega Summit we produced in the summer of 2016.

Ranelli and I continued to stay in touch. When she decided to do a bi-weekly Facebook Live master class series for her group, she contacted me to start it off with a session about websites. As a result of our promos, Bernadette Harris, owner of By the Book Accounting, joined Ranelli's group and attended the presentation. Afterwards, Bernadette and I connected, and now I manage and produce her webinars, master classes, and other techie promotions.

Cheryl Jordan, owner of AskDrCheryl.com and a member of Ranelli's Facebook group, was unable to attend the presentation, but she did catch the replay. She was impressed with my knowledge and presentation skills, and she eventually contacted me about redesigning and launching her website.

Meanwhile, Ranelli had contacted me about assisting her with the Facebook ad campaign for her conference, L.I.F.T. (Ladies being Intentional about Finishing strong in 2016 & Transforming your Life & Business in 2017). Ranelli and co-host Kim Jones, of KimSpeaks, asked me to share the story of how the three of us became collaborators to show attendees at the conference a real example of how collaboration can benefit everyone involved. I also became a video sponsor.

Collaboration breeds success. My journey is proof positive.

YOU'LL KNOW IT'S WORKING WHEN

The biggest payoff you'll see for your efforts will come when the money starts rolling in. But every collaborative project doesn't generate revenue, and some don't earn a profit. This isn't necessarily a bad thing if, in the beginning, you've identified other measures of success. Those could include enhanced visibility for the

project or the individual businesses of each collaborative partner, more social media followers, increased subscribers, funds raised for a cause, more prospects or clients, or additional business opportunities. Your collaborative project is an UN-Marketing strategy, so you should see some result for your business visibility and growth as a result.

YOUR GET IT DONE STRATEGY

- Get clear on the project you want to undertake.
- Search for the ideal partners to go on this journey with you.
- Determine how you'll put this project together.
- Follow the steps to lay a solid foundation.

RESOURCES

Ranelli, Kim, and I created the Success Guide to show you how to make collaboration work for your business. Download the guide here, csicorporation.com/UN-Markettools

- ⑤ Increase Subscribers
- @ Build Brand Awareness
- © Create Authority
- ⓑ Build Trust

Chapter 11

SHOW OUT

“If women only knew the extent of their power” Alphonse Karr

*submitted by Britta Neinast
Britta Neinast Coaching Services*

Remember when daytime talk shows were all the rage? It seemed they were on every channel. Hardcore fans would even schedule their days around Oprah Winfrey and Phil Donahue.

The hosts were relatable personalities, and they knew how to bring out their guests' stories. Their topics were shocking, funny, or just plain interesting, and viewers tuned in by the millions to watch. Those talk shows turned their hosts into household names. People came to view Phil, Oprah, Sally Jesse, and others as experts and hung on every word they said. Lives and minds were changed as a result of those shows.

Imagine having that type of influence and ability to make a difference in the lives of others. Now, with the advances in technology, along with the accessibility that most people have because of the Internet, you have the potential to become a household name by creating your own Internet podcast or TV show.

There has never been a better way to showcase your talents as a business owner than to produce a podcast—a digital audio file made available on the Internet for downloading to a computer

or portable media player—or Internet TV show (a video podcast). Your show, whether audio or video, allows you to expand your reach to millions of people and increase your audience’s awareness of you and your business .

Here’s why:

- Apple has surpassed 1 billion subscriptions for podcasts via iTunes.⁶
- In an annual survey in 2014, 15 percent of adults reported listening to a podcast in the prior month.⁷
- 1 in 5 Americans makes podcasts a priority in their busy schedules.⁸
- 63 percent of listeners actually purchased something the host promoted.⁹

UN-Marketing Secret Ninja Tip

One of the best ways to promote your podcast is to appear on other podcasts and get in front of their audiences. People who listen to podcasts are always searching for other podcasts that provide them with valuable information. Search the Internet for podcasts similar or related to yours and put them on a “must listen to” list. It’s always a plus when you can contact a podcaster about appearing on her show and share insights that let her know you are already a listener.

Using podcasts as a part of your UN-Marketing strategy is a surefire way to solidify your Know, Like, and Trust Factor. There isn’t a better way to become part of your ideal prospect’s regular routine than to be invited into her world to teach her something. By consistently sharing your insights, opinions, and proprietary systems,

your ideal prospects will come to see you as the expert you are.

There’s no need to fear podcasting. It isn’t something that you must train to do. You don’t even need a credential, an advanced degree, or a great knowledge of technology. Of course, if you have a journalism background or speaker training, you could be ahead of the game, but that’s not a necessity. There will be a learning curve; that’s expected of any new project you take on. But it is doable, even if you’ve never heard of podcasting or listened to one before now.

⁶ “Podcasting, the Dark Horse of Online Marketing,” *The Kapost Blog*, accessed December 21, 2016, <http://marketeer.kapost.com/podcasting-stats/>

⁷ *Ibid.*

⁸ “Stats and Facts About Business Podcasting That Will Blow Your Mind,” *Spinweb*, accessed December 21, <https://blog.spinweb.net/facts-about-business-podcasting-that-will-blow-your-mind>

⁹ *Ibid.*

LET THE PODCASTING BEGIN

When I heard my first podcast, I was completely smitten. It was produced by a colleague of mine, Kia Smith. She and I had worked together to produce *Black Health Magazine*. She was the editor-in-chief, and I was the creative director. I had no idea she was doing this podcast project, but when I received the invitation to listen to the show, I didn't hesitate to click the link to investigate. Once I accessed the podcast, I immediately thought, "I need to be doing this!"

As I investigated what was required to produce a podcast, I learned that all I needed was my telephone and access to the Internet. Boom! In three weeks I had created my podcast—the *Fit4Life Radio* show—and chosen my first guest. My first episode aired in September of 2008. In hindsight, I realize that I had no idea what I was doing. I also had no idea if anyone would tune in. Jump ahead seven years, and over four hundred episodes later, and I'm still producing the podcast. It has brought me clients, credibility, joint venture partners, and opportunities to participate in panel discussions and other programs that I never could have accessed or been exposed to had it not been for the podcast.

I'll use several terminologies here that are interchangeable; radio show, podcast, audio podcasting, and Internet radio show all mean the same thing.

BROADCASTING CHOICES

There are two broadcast choices for podcasting: broadcast live or record and post later. Each has its advantages.

Doing It Live

When I started the *Fit4Life Radio Show*, I chose to do it live, using a popular platform called *BlogTalkRadio.com* (BTR) as my delivery platform. BTR is an excellent choice for podcasters who want the feel of producing a live show (complete with audience participation) and who want to create a show, store it, broadcast it in one place, and have the ability to share it with their social media followers. It's one of the simplest ways to begin podcasting, and it's still my favorite podcasting platform. This format is live

audio podcasting, meaning hosts can broadcast live, in real time, to an audience listening at the time the broadcast is being played (similar to regular, or terrestrial, radio). You have the option of taking questions from listeners during the show.

Once your episodes are complete, they are converted into MP3s (audio files that can be stored and played on the Internet) and are accessible for you, your guests, and your audience to download and listen to anytime. In addition, anyone who has the link to the show, which is generated automatically when you create the episode, can access the episode “On Demand” (anytime they want to) and share it with their community or embed it on their own websites with special coding and instructions that are provided to you. This sharing option leads to more sharing and more exposure for your show.

BTR has two options: Free and paid. Start with the free version, which gives you the option of using thirty minutes of broadcasting time every day of the week, and then move to the paid version once you get more comfortable with your show programming.

Create your account, and then set up your show profile. You will need your logo, marketing verbiage, and a show schedule. Invite guests and set up episodes as far in advance as possible. This way, you have upcoming episodes listed in your show profile so listeners can look forward to future episodes.

Promotion tip: When you first set up your show, be sure to check that you do want BTR to promote your show on Facebook and Twitter. Just check the boxes and you are all set.

The main drawback to live broadcasting is the one feature that makes it special: live broadcasting. You choose your time, schedule your episodes for the show, and make sure you’re ready when the “Live” button turns green. Here’s the thing; sometimes live broadcasting has quirks. Guests don’t show, connections drop, “ums” and “uhhs” prevail, there’s the chance of the dreaded silence, or “dead air,” and there are times when you or your guests will be unprepared or extremely nervous. But these same elements are what make live podcasting exciting and fun.

Recording and Posting Later

If you don’t want to host your podcast live, recording it and posting later is another option. You’ll use the same equipment as you would when hosting a live show, except now you have the

UN-Marketing Secret Ninja Tip

Tips for successful live podcasting:

- Have back-up content prepared just in case a guest doesn't show or you need to quickly pivot to another topic.
- Be prepared to coach nervous, unsure, or timid guests with easy-to-answer questions that put their minds at ease and allow them to speak confidently.
- Relax and roll with the punches. It's live, and things will happen that are beyond your control, but the show must go on. It will all work out in the end.

opportunity to edit mistakes and “dead air” or long silences. Audacity is the ideal editing software for beginners, and at the time of this writing, it's free to download. There is a slight learning curve, but once you get the hang of it, you'll be good to go.

The main drawback of publishing your show later is that you have to choose a place to store the recordings so they can be ac-

cessed by one or all of the three popular, no-cost services used to house and distribute your podcast: iTunes, Stitcher, and SoundCloud. These services help you promote your podcast to the world and keep track of who listens. They also offer you an alternative home for your show, where your audience can visit, listen, and download to their heart's content.

Amazon S3 is an excellent storage platform. The service is free for the first 12 months, and then charges a minimal amount monthly.

SUBJECT MATTER

One of the first questions new podcast hosts ask themselves is “What will I talk about?” That's a valid question, but the answers are already inside your head. Don't discount the knowledge and experience you possess by thinking that no one would sit through a podcast to listen to you talking alone. You have a wealth of experience, and there are plenty of people who wish they knew a fraction of what you know. Don't hold it in; share it with the world.

audio podcasting, meaning hosts can broadcast live, in real time, to an audience listening at the time the broadcast is being played (similar to regular, or terrestrial, radio). You have the option of taking questions from listeners during the show.

Once your episodes are complete, they are converted into MP3s (audio files that can be stored and played on the Internet) and are accessible for you, your guests, and your audience to download and listen to anytime. In addition, anyone who has the link to the show, which is generated automatically when you create the episode, can access the episode “On Demand” (anytime they want to) and share it with their community or embed it on their own websites with special coding and instructions that are provided to you. This sharing option leads to more sharing and more exposure for your show.

BTR has two options: Free and paid. Start with the free version, which gives you the option of using thirty minutes of broadcasting time every day of the week, and then move to the paid version once you get more comfortable with your show programming.

Create your account, and then set up your show profile. You will need your logo, marketing verbiage, and a show schedule. Invite guests and set up episodes as far in advance as possible. This way, you have upcoming episodes listed in your show profile so listeners can look forward to future episodes.

Promotion tip: When you first set up your show, be sure to check that you do want BTR to promote your show on Facebook and Twitter. Just check the boxes and you are all set.

The main drawback to live broadcasting is the one feature that makes it special: live broadcasting. You choose your time, schedule your episodes for the show, and make sure you’re ready when the “Live” button turns green. Here’s the thing; sometimes live broadcasting has quirks. Guests don’t show, connections drop, “ums” and “uhhs” prevail, there’s the chance of the dreaded silence, or “dead air,” and there are times when you or your guests will be unprepared or extremely nervous. But these same elements are what make live podcasting exciting and fun.

Recording and Posting Later

If you don’t want to host your podcast live, recording it and posting later is another option. You’ll use the same equipment as you would when hosting a live show, except now you have the

them also introduces the other to his or her audience. They are leveraging the power of someone else's audience to expand their brand and gain more visibility. The same thing happens when you interview guests for your podcast.

EQUIPMENT

The beauty of podcasting via the BTR platform is that you only need three pieces of equipment: a telephone, a connection to the Internet, and your computer. That's why it's my top recommended platform for getting started with your podcast. Your computer can be a laptop, tablet, desktop, or even your smart phone. Everything else, including the interface that broadcasts you to the world, is handled by the BTR system.

When I first started with BlogTalkRadio, I used the following equipment (and actually still use it today): a telephone (my cell or my landline, depending on the day), computer, and internet connection service. That's the complete list. The only change that I've made to my equipment list is to add a noise-cancelling headset by Plantronics. I upgraded so that I would have a crisper sound than what the phone or cell phone could give me. I would be remiss if I didn't add that I have upgraded my internet speed over time. This is important because, as technology changes, you will have to change also. Staying on top of the changes in order to deliver the best experience to your listeners will be one of your biggest challenges.

YOUR GUESTS

Invite guests who you've heard on other podcasts or those you've heard speak at events. Also consider subject-matter experts and up-and-coming leaders who have unique solutions, interesting perspectives, and an energetic approach to their own business or area of expertise.

Invite potential guests by sending an email detailing the following:

- Your name and bio
- The name and focus of your podcast

- Why you want this person to be a guest
- The topic you want the guest to discuss
- A brief profile of your listening audience (gender, interests, age range, concerns)
- Available dates for recording or live broadcasting

Plan to follow up with certain guests you really want on the podcast. Once the guest has agreed to be on the show, set up a time to speak with her or him to answer any questions, and go over the particulars for the show and the episode they will appear on. Follow up by sending a confirmation email. Next, set up a series of reminder emails using a service like Calendly to keep your guests on track for their appearance. I like to set up at least three reminders: twenty-four hours, twelve hours, and one hour prior to the air time or recording time. In your confirmation email, include useful tips to help the guest prepare, such as instructions for being in a quiet space, using a headset or other noise-canceling microphone, how to promote the show before and after their appearance, and how to contact you.

Download a sample guest invitation letter and a show checklist from the link in the resources section at the end of this chapter. The checklist explains what your guests will need to do before, during, and after the episode to ensure maximum exposure for their guest appearance.

SHOWTIME

You've set the date, secured the guests, and now you're ready for your very first broadcast. To make your podcast not only entertaining for listeners, but also valuable for your guests and enjoyable for you, be sure to relax. Sounds simple, but it's not always easy to do. Remember to have fun and go with the flow. Allow your personality to shine through.

My first podcast was truly an experiment for me. For the first month, I logged on, did the show, and logged out. I promoted the show on social media and in my weekly newsletter. I even allowed BTR to promote it on Facebook and Twitter. But the one thing I didn't do was look at the statistics for the show. These metrics consisted of the following:

- how many live listeners I had for each episode

- how many downloads I had per episode
- which websites were sending listeners to my podcast
- whether the listeners clicked directly on the show link or came from a particular website

I have to admit I really didn't want to obsess over the numbers. But after about a month of doing my show, I curiously peeked at my stats. To my surprise, each episode was getting two hundred to five hundred downloads! This meant that real people were listening.

Once your first podcast episode is done and over with, you can relax a bit. Take an assessment of how it went and what you can do to improve. You will never get it perfect because you will always be growing, changing, and adjusting, but you can make it better each time. After a few episodes, you will feel much more comfortable with everything and the real, confident you will come through to your listeners and guests loud and clear.

VIDEO PODCASTING

With the popularity of online video, it makes sense that video podcasting (also called Internet TV) has become more accessible, grown in popularity, and improved in ease of production.

The main difference between creating an audio podcast and a video podcast is production and prep time. To get your audio on, all you need to do is roll out of bed and into your "studio," which could be your favorite chair, pick up the phone, log on to the Internet, and start talking. But with video, there are several more factors you'll need to take into account, including lighting, sound, webcam, and your Internet bandwidth, or rather how much data your Internet access can accommodate when streaming live video from where you are.

Below are some tips and equipment to help make your video podcast the best it can be.

Webcam

The absolute best webcam on the market to use for your podcasting project is the Logitech C920 HD 1080p Pro Computer Webcam with Dual Stereo Microphones, cost \$99.

Video storage

Since your podcast is an UN-Marketing tool, and you want it to be discovered and viewed by your target audience, there is no better platform than YouTube to both record and store your live show, or simply store your pre-recorded episodes for viewers to check out later.

Internet connection

Let's face it; with live video, you need speed and bandwidth. You want to put out a great product and not drop connectivity while you're on air or recording. Optimally, you should be broadcasting from a high-speed connection. Here is a list of the different types of Internet connections that may be available in your area:

- **Digital Subscriber Lines (DSL)** transmit data through phone lines but do not interfere with your telephone service.
- **Cable modems** provide access to the Internet through cable lines but do not interfere with your cable TV service.
- **Fiber optic** service provides everything you need in one fiber optic line simultaneously: Internet, phone, and TV services.
- **Satellite Internet** service is available in most areas, but be cautious about using this type of service. Extreme weather conditions will affect service quality.
- **Mobile wireless** services are accessed through your mobile device, and are often referred to as 3G or 4G networks.
- **Fixed wireless broadband** connects your home or business to the Internet via a radio link that runs between your location and the service provider's tower.

If this all seems like “geek-speak”, put in a call to your Internet Service Provider (ISP), such as Comcast, Xfinity, AT&T, or whichever service you currently have, and ask the following questions:

- **What Internet speeds do you offer?** Keep in mind that fiber is faster than cable; cable is faster than DSL.
- **What types of Internet access do you offer?** Know what you are getting up front.
- **What are the peak usage times?** You want to know this so you can plan to record or upload your show during non-peak times.

Lighting

No one wants to look through a dark shadow or squint to make out your face in horribly bright lights. So yes, you can say lighting is important. But you don't have to break the bank with an expensive lighting set up. You can accomplish everything you need for around \$50. Check out my studio setup for lighting that I created for under \$50. Here are the basics of what you'll need:

- **Two 150-watt clamp lights.** \$8 to \$10 each. You can find these at your local hardware store.
- **Two light stands.** I use a couple of camera tripods that I clamp the lights onto. \$10 each online. <http://www.frys.com/product/6100149>

Once you have these items in place, you're ready to go. Follow the same steps you would for audio podcasting to develop topic ideas and secure guests for your video podcast. The main difference is that you will use YouTube for either live streaming or housing your recorded video.

Recording Your Video

Using live streaming: Sign into your YouTube account. Locate the "Upload" button in the top-right corner of your YouTube page, click "Live Streaming", and follow the prompts.

Using your computer: Use the Logitech webcam I mentioned earlier to make the most professional looking recording you can. Once you complete your recording, sign into your YouTube account, locate the "Upload" button in the top-right corner of your YouTube page, and follow the instructions to upload your video.

UN-Marketing Secret Ninja Tip

Get the biggest bang for your efforts.

Get maximum exposure for your show by converting your video podcast episodes into audio podcasts and sharing both versions in a single blog post. You can also gain additional exposure for your show by uploading the videos to as many video-sharing sites as possible. Also, upload the audio versions to distribution platforms like Stitcher, SoundCloud, and iTunes. Add a transcript or written synopsis of the show to provide another way for your audience to consume your content.

Enhancing your video: After you have uploaded your video or completed your live stream, you will need to enhance it with various editing features to make it more entertaining to watch. Here is a list of features you may want to add:

- Your name and company at the bottom of the video, known as the “lower third”
- Captions or text that directs users to download, subscribe, or watch this video and others on your channel, known as a CTA or Call to Action
- Graphics, intros, outros, and other effects

You don't have to do all this yourself. Sign up for an account on [Fiverr.com](https://www.fiverr.com), and hire one of the contractors there to take care of the enhancements. Prices start at \$5. Interview potential hires, and look over their 5-star reviews before making your final decision.

Helping Others Expand Their Businesses

While producing my radio show, I booked more clients, met joint-venture partners, and connected with people from all over the world to share tips for living a better, healthier life. One of the things I am proudest of is helping other entrepreneurs see podcasting as a way of getting the word out about their businesses. I have helped several entrepreneurs start their own podcasts as a way of expanding their brands and gaining visibility as expert.

Susan Stukes, DDS, is a dentist, health coach, and owner of SevaLife, Inc. She reached out to me just as she was beginning her career as a health coach. Dr. Stukes had been a dentist for over twenty years and was ready to start a new adventure. She told me that she had been listening to my show for a while and following my fitness and health advice. Because of that, she wanted me to help launch her radio show.

I helped her create a successful podcast, Seva Radio, which is presently running on the [BlogTalkRadio.com](https://www.blogtalkradio.com) platform, for her new brand and coaching practice. Dr. Stukes is still in dentistry and has been able to incorporate all that she learned in our time together to help her patients be healthier. Hosting the show has helped grow her practice and her coaching business.

YOU'LL KNOW IT'S WORKING WHEN

As you review your stats each week, you will begin to see your listening and/or viewing numbers rise. Yes, this takes time, but your personality and content could resonate with your audience so quickly that you become a viral success.

YOUR GET IT DONE CHECKLIST

- Decide if you will you go live or record and post later.
- Create a name for the show.
- Create a list of topics to explore.
- Create a list of potential guests.
- Purchase equipment.
- Create accounts on listed platforms.

RESOURCES AND HELPFUL TOOLS

Download these resources to get your podcast started on the right foot, esicorporation.com/UN-Markettools

- Sample guest invitation letter
- Show checklist
- Equipment list

Ⓢ Increase Subscribers

Ⓒ Create Authority

Chapter 12

GET INTIMATE WITH HARO

Your business will never outgrow your mindset, you must first do the inner-work before you see the outer results.

*T. Renee' Smith
Best-Selling Author and
Certified Business & Life Coach,
CEO iSuccess Consulting, Inc.*

Imagine waking up after a restful night's sleep, going through your morning routine, getting to your desk, and then opening your email to find your inbox overflowing with requests for interviews, sound bites, and other opportunities that will showcase your expertise. This isn't a dream. It could be your reality if you invest time and effort into getting the most out of HARO.

HARO, or Help a Reporter Out, was started by Peter Shankman, an author, entrepreneur, and corporate keynote speaker who saw the need for a service and created it. An UN-Marketing move if ever I have seen one. HARO began as a simple way to connect journalists, who are always looking for good story material, to the story sources, business owners, and experts like you, who have great stories to tell and are ready to share them.

HARO is used by reporters, authors, writers, experts, and others who want visibility. Reporters are looking for experts to inter-

view and quote. Experts are looking to be interviewed to increase their visibility. You'll fall into the expert category.

According to HARO, the service reaches more than 475,000 sources and 35,000 journalists, making it a vital tool for brands and reporters alike. Using HARO puts you, your business, and your ideas in front of the people who can broadcast them to the world, literally. By using HARO, you could be interviewed by a writer from Huffington Post or the author of the next best-selling book.

GETTING STARTED

Sign up for a free account. There is also a premium or paid service, which allows you to select specific topics to be contacted for, but the free service works just fine.

HARO sends out three emails per day at 5:35 a.m., 12:35 p.m., and 5:35 p.m. Eastern. Each email contains descriptions of stories that reporters and writers are working on. The story descriptions

“According to HARO, the service reaches more than 475,000 sources and 35,000 journalists, making it a vital tool for brands and reporters alike.”

are categorized by topic, and can range from biotech and health-care to education and finance. Each story description includes the type of expert, information, or data needed to help round out the story, plus the deadline to respond. The emails include all the information you'll need to determine if the request is a good fit for your expertise.

The requestors are mainly journalists, reporters, and subject-matter writers who are seeking information. They may want to do interviews with experts who can offer a fresh perspective for articles, books, television show segments, research documents, and even speeches. They may simply want a quote. Just as you never know what topics will be in each email, you also never know which journalists, bloggers, or writers will be looking for your area of expertise.

Each email contains a list of requests from various media outlets. Choose a topic that interests you and click on it to view all the

details needed to submit a query (the information from you that contains the answers the source is looking for). Pay particular attention to the deadline and the specifics of who the source needs information from. Reporters and journalists are usually on deadline. That means you might have only a couple hours, sometimes less than that, to submit your information.

SUBMITTING YOUR PITCH

Once you've chosen the topics you're interested in, craft a brief, precise reply that gives the requestor three main pieces of information (your pitch):

1. Who you are
2. Why your information is what they need
3. How your information answers their question

In addition to covering the three main points listed above, include everything the source requested, and submit your pitch before the deadline. I can't emphasize enough that the inbox where your pitch arrives will be overflowing. Even though the source will expect the overflow, he or she will skim the pitches for the best responses to their questions. Be sure your pitch is the one chosen by submitting your best work, in the timeframe requested.

AVOID OVERWHELM

Once you sign up for HARO, you will start receiving the emails three times per day. Those daily emails will contain a lot of information. You might start out reading each email carefully, but then get behind. Eventually, the emails will pile up in your inbox and remain unread. You know what that means: missed opportunities. To avoid HARO overwhelm, follow my strategy to achieve the results you want.

Expect and inspect. Since you know approximately when each email will arrive, set up a reminder to stop working and browse the email once it arrives. By browse, I mean that you will skim the story topics to find those of interest to you. Then quickly inspect only those topics for stories where you might be a good fit. Don't overthink your decision to respond to a story. The quicker you

make a decision, the quicker you can get through the HARO email and get back to your busy day.

Be prepared. It only takes a few minutes to browse the email and decide if a topic is right for you to respond to. Some of the emails will contain topics that are an exact match for your expertise, and others won't match anything you do. When you do find topics to reply to, you should have your standard pitch ready to go. Create a template for your pitch that covers the three main points mentioned earlier. Customize your pitch for each topic you respond to. Do not skip this step. It is extremely important to answer the source's questions specifically and include all the information they're re-

UN-Marketing Secret Ninja Tip

Leverage the exposure you get from using HARO. In your media kit and on your website, list the media outlets, stories, articles, and interviews where you've appeared. The exposure you receive will pave the way for other media outlets to contact you for your expertise.

questing. Otherwise, you're basically wasting your time.

Submit and "fuhgeddaboutit." Once you submit the pitch, you're done. The end. Don't think about it anymore. Move on to the next topic or email. The reason? It is strictly

forbidden to follow up with sources at HARO. You submitted, they received, end of story. If they choose to use your information or contact you, they will do so. It might seem as though you're submitting to a black hole. But rest assured that your information is reaching the intended target.

Wheels up. When you're taking off in an airplane, and the wheels go up, you know you're in the air and quickly headed to your destination. It's the same with HARO. When a journalist, reporter, or other recipient of your pitch chooses you, it's "go time!" They will contact you, get the needed information, and proceed with publishing their story or scheduling you for the television show or podcast episode. Sometimes they may not contact you at all, but they may still use the quotes or other information you sent them, with proper credit of course, to complete the project they specified. Whatever the project is, once it's out there, you reap the benefits of exposure as the expert.

THE ONE

“It only takes one.” That’s the saying, right? The one entrepreneurs wait for and watch for, the one interview, project, or viral post that catapults them into the stratosphere of success. We all want that. But if you’re waiting or wishing for that to happen by using HARO, I hate to burst your bubble, but it may be a long wait.

Although you could hit the jackpot with one response, those odds are similar to hitting the lottery. The real success with using HARO comes with consistency. That means consistently checking the emails for topics about which you can showcase your expertise, consistently submitting pitches that reach your target audience, and consistently tweaking your pitches to make sure the people seeking the information see you as the expert with the answers.

Some of the reporters and journalists who use HARO have done so for a number of years. When they submit their topics and get answers, they notice an expert who consistently submits re-

Will It Really Work?

Suzanne needed help setting up an online panel discussion for her podcast. She needed experts to explain changes to health care records that doctors would have to incorporate to be in compliance with the Affordable Care Act. She had no idea how to find experts to participate on her podcast, so she hired me to help. Together, we created a HARO query and waited for a response. Within an hour, we started receiving pitches from reputable expert sources: physicians, nurses, other health care professionals, and industry professionals.

By the time our deadline hit, we had received over one hundred pitches. Suzanne was thrilled. The panel discussion was a success. Because of the caliber of experts on the panel, her episode was exposed to over ten thousand listeners and she had a lively, informative discussion with people she had met only weeks before. She solidified her expertise by connecting with other industry leaders who provided the quality information her podcast listeners needed to make informed decisions about their healthcare.

sponses. You could become the go-to expert for them. This means that when they need an expert for a story, they turn to you, without even going through HARO.

YOU'LL KNOW IT'S WORKING WHEN

Proof of the effectiveness of this UN-Marketing strategy shows up when you start to see your inbox come alive with requests from reporters and journalists. You'll also notice more subscribers to your email list and more social media followers.

The mentions, stories, and appearances you'll enjoy as a result of your submissions to HARO are the stamp of approval some people and businesses need to assure themselves that you are the one they need to solve their problems.

YOUR GET IT DONE CHECKLIST

- Sign up for H.A.R.O.
- Browse through the emails to find stories that fit your expertise.
- Create your standard pitch to answer the three most important questions.
- Customize your standard pitch for each query you respond to.
- Submit your pitch.
- Look for other stories that fit your expertise.
- Be consistent by submitting pitches at least three times per week.

RESOURCES AND HELPFUL TOOLS

Download your Perfect Pitch Formula, created by David Wright, to get your HARO strategy started quickly. www.esicorporation.com/UN-Markettools

Ⓢ Increase Subscribers

Ⓒ Create Authority

ⓑ Build Trust

Chapter 13

TREASURE HUNT IN GROUPS

“Your “why” should make you cry.” –My “why” was my daughter, I wanted to show her that she could do anything she set her mind to. Not because I said so, but because I did so.

*Bernadette L. Harris, MS, MBA, CFE
Accountant | Author | Business Strategist*

The game of treasure hunting has long been one of my favorites. There’s something about venturing into a new place or area of knowledge that excites me. When you know what you’re looking for, you’re laser-focused on that one thing. And when you achieve your goal or locate your prize, a feeling of accomplishment and satisfaction sweeps over you. Along the way, there are hints that lead you to find exactly what you are looking for. These are the breadcrumbs or clues that will lead you to successfully complete your mission.

You can use this same concept for finding hidden treasure in groups that you can join on different social media platforms. This type of treasure hunting is a unique UN-Marketing strategy that I have used successfully for the last few years. The hints are the groups and the information they provide. Those groups lead you along a path towards the ultimate prize: your ideal prospects. Once you connect with them, you are well on your way to completing your mission: converting them into your clients or customers.

I’ve been using this strategy to get new clients for some time

now. I refer to it as the OPA (Other People’s Audience) concept. Using other people’s online groups to get clients for your business is an UN-Marketing way to solidify your expertise and get in front of people who need the services and products you provide. I learned this strategy from my mentor, Rob Schultz, a business coach, speaker, and online strategist, who suggested using it for popular online forums. I liked the idea so much that I took it and applied it to the types of groups and online communities that I frequent on Facebook, LinkedIn, and Google Plus.

This group treasure hunting strategy is a perfect fit for an UN-Marketer like yourself because it’s subtle, easy to implement, helpful, and shows off your expertise without being overly aggressive.

FIND YOUR PEEPS

“Using other people’s online groups to get clients for your business is an UN-Marketing way to solidify your expertise

Research groups to join on the social networks where your ideal client hangs out. Read the description of the group in the section that explains what to expect as a member. From the description, you should be able to determine whether the group includes your ideal cli-

ents.

You want to be a part of groups that explain their purpose and posting rules. This attention to detail indicates that the group leader or creator has a clear vision for the group and wants to keep group members focused while avoiding salesy posts. It also means that members and moderators are active, which helps ensure a great experience for everyone.

Search for groups with one-hundred fifty or more members to make sure your posts, likes, and comments reach an adequate number of people. Since you’ll be spending a good deal of time in there, make sure the members actually participate. Notice how frequently members post, like, and comment and when the most recent posts were made. If no one has posted in weeks, that is an indication that the group isn’t very active and your engagement might go unnoticed.

Use the keywords that you created in chapter 2. Type your keywords, along with the word group or groups into the browser search area for each platform.

The image shows a Google search interface with the query "weight loss groups" entered in the search bar. Below the search bar, the results are displayed. Two large black arrows point from the search bar area to specific search results. The first arrow points to the first result, "Support Groups - 3 Fat Chicks on a Diet - Weight Loss Community". The second arrow points to the third result, "Weight Loss Meetups - Meetup".

Google

weight loss groups

All News Images Videos More Settings Tools

About 108,000,000 results (0.91 seconds)

Support Groups - 3 Fat Chicks on a Diet - Weight Loss Community
www.3fatchicks.com/forum/support-groups-12
 Support Groups - ... Sub-Forums : Support Groups ... Weight loss over 50-in for... by LurchMomma. 10-04-2017 10:46 PM Go to last post. 759, 46,733 ...
 100 lb. Club - Chicks up for a Challenge - Age 50+ - Featherweights
 View Similar Sites

Weight Loss Support Meetups - Meetup
<https://www.meetup.com/topics/weight-loss-support/>
 Find Meetups about Weight Loss Support and meet people in your local ... Find out what's happening in Weight Loss Support Meetup groups around the world ...
 View Similar Sites

Weight Loss Meetups - Meetup
<https://www.meetup.com/topics/weightloss/>
 Find Meetups about Weight Loss and meet people in your local community ... 1 OC HIKING CLUB: Orange County's Hiking & Backpacking Group 15,319 OC ...
 View Similar Sites

Weight Loss | Support Groups
<https://weight-loss.supportgroups.com/>
 The Weight Loss Support Group is here for anyone looking for support in dealing with Weight Loss. Join the Weight Loss Support Groups here for free.
 View Similar Sites

How social support can help you lose weight
www.apa.org > Psychology Topics > Obesity
 On average, the Weight Watchers group lost almost 10 pounds compared to three pounds in the self-help group. By the end of the second year, both groups had regained weight. But while the self-help group returned to their starting weight, the average Weight Watchers participant kept off more than six pounds.

Use this formula in search engines and also in the search areas in Facebook and LinkedIn. In addition, all platforms have a search feature where you can find specific groups by name.

Choose the top two or three groups on each platform that match your criteria for your ideal prospect. Limit yourself to no more than ten groups so you can stay focused, engaged, and of service to other members.

HASHTAG #HELP

As you become familiar with the group rules, pay extra attention to their hashtag strategies. Group owners anticipate that their members will ask questions, will need some sort of assistance,

and will want to share their successes, so they usually create an accompanying hashtag strategy to make it easier for members to search for these types of posts. For instance, the hashtag for needing help or assistance could be #HELP, but there are variations depending on the group owner. If the “help” hashtag isn’t mentioned in the group description, scroll through a few posts to search for the specific help hashtag used in that group. I call it the “designated help hashtag,” or DHH, and it’s your secret weapon to making this UN-Marketing strategy work for you.

Once you find the help hashtag, go to the search area for the group and type in the DHH. You will receive a list of posts from various group members who need assistance with a variety of things. If you’ve chosen the right group for you, many of the requests for help will match your expertise. If not, then you may need to rethink being a member of that particular group.

“When people reply, ask permission to add them to your subscriber list (or share the link so they can subscribe) so you can continue to build your Know, Like, and Trust Factor.”

When you see the posts asking for help, look them over carefully. Determine what type of help the poster needs, review any previous replies, and decide if you want to respond. Make sure that your answer is clear and that you showcase your expertise.

Sometimes, your answer may be too lengthy for the comment box. In this case, give a brief summary of your answer, and then let the user know that you will send her or him a Private Message (PM) or Direct Message (DM) so she or he can look out for it. Share more detail in that PM or DM, and check back for a response. This is a great opportunity to direct the person needing help to visit your website, subscribe to your list, schedule a call, or purchase a program or product to get more of your expertise.

Make note of who you replied to so you can follow up with them. Some people will respond to you right away. Others may take hours, days, or even weeks to reply, and sadly, some never reply at all. Of all the people who respond to my comments, about thirty percent of them become clients.

When people reply, ask permission to add them to your sub-

scriber list (or share the link so they can subscribe) so you can continue to build your Know, Like, and Trust Factor. At this point, it's only a matter of time before they become clients.

IS ANYONE OUT THERE?

Have you ever visited an online group only to find that the most recent post was two weeks ago (or longer)? That kind of group is a waste of your time.

Join groups that are active, which means people are posting, asking questions, and commenting throughout the day, every day. The comments and posts should be helpful and focused on what the group is about. If the posts are mostly promotional, this is probably not the group for you because you, as an UN-Marketer, want to build relationships, not read or post business ads.

Be on the alert for people who need help. Also, look for the most active posters in the group, as these could become contacts for you to consider later as advocates, partners, vendors, or subcontractors.

Treasure hunting is not an open door for you to work for free. In other words, you're not giving away your high-value strategies and systems in these groups. Instead, you are simply offering advice, resources, your opt-in gift, and an opportunity to get more information about working with you.

UN-Marketing Secret Ninja Tip

Create ten posts that showcase your knowledge and expertise. Choose five groups to post to daily for five days. During the five days, post to each group twice daily, using two of the ten posts. Do not include a link to your website, this is strictly information for people to use. However, do include a graphic with your logo on it if that is allowed under group rules.

For a complete explanation on how to do this effectively, check the Resources and Helpful Tools section for a great tool created by my friend Haley Dale, who I met in a Facebook group.

TYPES OF POSTS TO SHARE IN SOCIAL MEDIA GROUPS

Advice or tips

Create posts of seventy-five to two hundred words that broadcast your expertise by showcasing a problem your ideal prospects have, and offer your advice on how to solve it. Here's an example of a post that created buzz and brought in a new client.

 Carol J. Dunlop Williams
November 7, 2016 · 🌐

#legacyresource The best way to build your business is to get more clients right? OK so that's a no-brainer, but how do you get those clients? . . . By using your website as your business hub. Create a surefire path to working with you by using an Optin or Lead Magnet that makes your ideal prospect want to know more about you. They come to your site, download the Optin, find out more about you and then move forward with working with you.

The step a lot of entrepreneurs miss is how to create the Optin that gets the clients in the first place.

Here are 4 Steps that will help you gain more clarity;

- 1) Narrow down the ONE problem your ideal prospects want a solution for
- 2) Answer the question of how your solution solves their problem
- 3) Create a resource that will help them take action quickly: checklist, tutorial, video, cheat sheet that showcases your answer
- 4) Add this resource (lead magnet or optin) to your website as a free download in exchange for their name and email address



 Bernadette L. Harris, Telisa Moore and 2 others

website and opt in to your subscriber list. Then, you can communicate with them further.

Resources

These posts can be links to articles, productivity tools, or tutorials. If your blog posts fit into this category, it's fine to include them, but remember to stay within the guidelines of the group.

Your opt-in gift

The group owner or manager will usually offer the opportunity for group members to showcase their opt-in gift or a product or service. Since the goal is to get people on your list so you can then sell to them, the best choice is to showcase your opt-in gift. This way, group members can follow the link to your

Use this contact tracker to keep track of the contacts you make.

	Name	Group	A Little About The Person	Date	1st Follow Up	2nd Follow Up
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

You Have to See It to Believe It

Cynthia and I met in a Facebook group for entrepreneurs. Unfortunately, she had never considered putting her energies into getting clients from her online engagement. That is, until I shared with her how I treasure hunted in Facebook groups to find my ideal clients. I explained how this strategy made it virtually impossible for my prospects to fail to notice me, and it led them to want to learn more about how I could help them.

She hired me and agreed to try out this UN-Marketing strategy, so we created a plan of action for her. Cynthia decided that she would focus on five Facebook groups that she had already joined. She was pretty certain she could connect with her ideal prospects in any or all of these groups. She followed my instruction to seek out people who were asking for the type of help she provides in her business.

In less than a month, Cynthia had acquired a new client and had three prospects on her schedule for strategy sessions. She was so amazed at how simple the process was. In fact, she was able to convert some of the time she spent surfing the Internet for fun into time that she spent surfing for new clients.

YOU'LL KNOW IT'S WORKING WHEN

The entry point of this UN-Marketing strategy is to position yourself as an expert and trusted resource for your qualified ideal prospects so they'll eventually become clients or customers.

There's a process to reach this end result, typically known as a sales funnel, where one action leads to another until you finally see your anticipated result. When you see more requests for connections filling your inbox, your subscriber list increasing, and more of your ideal clients being added to your roster, you'll know this strategy is working. That's my kind of treasure hunting!

YOUR GET IT DONE CHECKLIST

- Search for groups with one hundred fifty or more members on the platforms where your ideal clients hang out.
- Use the keywords you created in chapter 2 to search for the right groups.
- Read the group rules.
- Become familiar with the DHH.
- Offer advice, tips, resources, and your opt-in (when appropriate) within your posts.
- Always include the link to your online scheduling software in your PM or DM to users who ask to be contacted.

RESOURCES AND HELPFUL TOOLS

Online scheduling software

- [Calendly.com](https://calendly.com)
- [vCita.com](https://vcita.com)
- [Acuity.com](https://acuity.com)

Download your Contact Tracker and Facebook Group Marketing Breakdown by logging on to esicorporation.com/UN-Market-tools

- ⑤ Increase Subscribers
- @ Build Brand Awareness
- © Create Authority

Chapter 14

TRENDING FOR DOLLARS

Marketing is no longer about the stuff that you make but about the stories you tell.

Seth Godin

What is the first thing you see when you power up your browser on any device? "What's Trending Now," a list of the top stories of the day, is placed right in front of you as soon as the page finishes loading. Why? So you can stay on top of what's happening in the world and choose which stories you want to share with your friends and followers.

It is fun to follow the trends for your own entertainment, but this UN-Marketing strategy involves doing what the big brands do, using the trends to determine where to invest their time and money to get the most visibility.

Think about the Olympics. There's a huge excitement over watching the best of the best athletes in the world showcase their skills right in front of your eyes. Throughout the 10-day broadcasts, the trending topic of every network and media outlet is the Olympics.

Not only are the media outlets talking about the Olympics, companies and organizations are also talking about the games. But they're making what they do seem relevant to the overall theme of winning, competing, and going for the gold.

You're probably thinking, "Okay, that's great for those advertis-

ers and companies that have millions of dollars to spend on this stuff, but what about me?”

This UN-Marketing strategy of tapping into the trends will help you take your business to a whole new level without breaking your bank. When you're trending for dollars, you insert your company, your relevant information, and your ideas into what people are talking about most, right now, and you reap the benefits of brand exposure, just like the big brands do.

To understand what it means to be trending, take a look at the mother of all trendsetters, Google. Visit [trends.Google.com](https://trends.google.com) to see what everyone is searching for on the Internet right now. You can segment your search for trends over time—today, yesterday, and even a week ago. For now, focus only on today. That's what's hot right now and the most likely topic to be picked up for Internet searches.

“Once you decide which trending topics you could tie in with your business or expertise, write an article, blog post, Facebook post, tweet, or even a create a pin on Pinterest.”

As you browse through the topics, you will see familiar people and subjects, such as entertainers, athletes, corporate moguls, politicians, news items, and current events. You'll also see obscure topics that are in the news or trending right now.

Once you decide which trending topics you could tie in with your business or expertise, write an article, blog post, Facebook post, tweet, or even a create a pin on Pinterest. Use whatever your audience can relate to; just choose a trending topic and insert your business into it in a relevant way.

For example, I met a young lady who owned a hospice right about the time that Bobbi Kristina (Whitney Houston's daughter) was being transferred to hospice care. This new acquaintance told me that she was trying to figure out a way to let people know that hospice care is about more than caring for the dying. They also perform managed care duties for diabetics and patients with chronic diseases. I told her that since everyone was fascinated with the Bobbi Kristina story, it would be a great time for her to create blog posts, Facebook posts, and Tweets about what hospice care includes, and share little-known stories, so readers could get

a better understanding of her industry and her business, not just a one-sided representation of her industry.

HOW I LEARNED TO USE TRENDS EFFECTIVELY

After a couple years working with DietsInReview.com (DIR) as a guest blogger, in 2012, I was asked to come on board as a regular contributor and be a part of their content creation team. Needless to say, I was thrilled. Managing Editor Brandi Koskie had turned a small blog into a thriving business in just a few years by tapping into the power of using trends to create the content that brought millions of visitors to the website each month.

As part of the team, my first order of business each day was to log in to sites like Google, Bing, and Yahoo, go to the trends section, and check out the most popular topics as of that moment. The next step was to choose the trending topic that was most relevant to our audience—women who wanted to lose weight—and craft a story around that subject. DIR’s UN-Marketing strategy involved concentrating on the diets the stars were using because their audience was obsessed with what the female stars were doing to drop weight for a particular role or appearance.

Of course, we reported on other health-related stories, including a piece on legalizing marijuana when individual states first began considering new laws regarding marijuana’s recre-

ational and medical use. But nothing received more engagement than our stories about the stars and their diet choices. These were the stories that put Diets in Review on the map and led the site to become the online authority for locating information, reviews,

UN-Marketing Secret Ninja Tip

A word of caution about trending news. Be careful about connecting your brand or business with controversial topics and figures. Although you might have an opinion about a current news story or have an emotional connection to a trending topic, you do not want to alienate ideal prospects by sharing opinions that might be offensive. So keep your posts positive and neutral. Above all, make sure they’re relevant to your business.

and commentaries on various weight loss methods and programs.

Tying your business in with popular trends connects you to the exact news that people are searching for online. Making your tie-in relevant to your brand or services enhances your visibility because, as people search trends, they will find your business among the search results.

UN-Marketing Secret Ninja Tip

Get the jump on the trends and put your business out front as quickly as possible. Check out the popular daytime talk shows for content. That's right, the talk shows. You don't have to watch all of them, but you do need to know what they're talking about on a particular day. Browse their websites to see what their upcoming show topics are and when each topic airs. When you see something that you like and can weave your business into, check out the time slot and make it a point to view the episode.

GETTING STARTED

Create a folder in the bookmarks section on your favorite Internet browser. My first choice is Chrome, especially since it's a Google product and Google is the reigning king of search engines. But you can also use Firefox or Safari. And of course, there's Internet Explorer and Bing. Name the

folder "Trends."

Visit the following websites, and then bookmark and save them in your Trends folder.

- Trends.google.com
- Twitter.com
- Facebook.com
- Reddit.com
- Hacker News (<https://news.ycombinator.com/>)

Use your notes from your trend sites to create a post, article, or video and post it to your blog right away. Share your content using your social media channels. The urgency to post right away is so that you will be included in the trend. The reason news is called news is because it's new. And the reason trends are trends is because they pass quickly. So get in the conversation early.

Depending on how often you post to your blog, you'll want to

track the trends, by reviewing the sites that I mentioned above, once or twice per week. It takes time to search for the information, put it together, and then post and promote it, but it will be well worth it. Check out a couple of examples of stories that I created that tapped into trends, in the resources section below.

Trending Her Way to the Bank

Anita wanted to create a stream of monthly recurring income for her coaching business. Although one-on-one client work was her bread and butter, she knew she could coach only so many individual clients in a month. Besides that, she billed clients bi-monthly, so she needed some income to fill the gaps. Her solution: an online membership community.

After researching a group of ideal clients specific to her targeted industry, otherwise known as a vertical market, she decided that this group indeed needed the services she provided. Anita had been observing this group for some time and she had been a presenter at several conferences over the years. She knew what this niche audience needed and wanted, had great insight into their challenges and figured out a solution that would solve their problem. She searched trending topics and discussions, joined groups on Facebook where she knew this audience was active, and even reviewed her subscriber list for individuals she knew were in the niche market she had identified.

With that information, Anita set out to create a platform to share her knowledge and insight in a private online group setting, provide solutions, allow for member engagement, provide lessons and assignments, and charge a monthly fee.

She hired me to create a membership website and train her to launch and use it. We discussed her pricing for the membership group, the content she could provide, how to keep members engaged, and her strategy to attract prospective members through Facebook. She created a Facebook group, and hosted a live interactive webinar on WebinarJam, one of my favorite platforms, where she shared the benefits and activities members could expect.

Focused on ensuring that the launch of this group wouldn't become busy work for her, Anita wanted to measure the suc-

cess of her launch. Because she followed my approach for this UN-Marketing strategy, she posted amazing stats for her webinar sign ups and engagement.

I knew she had a hit on her hands when she got one membership sign-up before she even went live with the webinar, and several others signed up before the webinar was complete. Since the launch, she has had a steady stream of new members and a growing stream of monthly recurring income, which goes to show that following the trends equals dollars in your pocket.

YOU'LL KNOW IT'S WORKING WHEN

You'll know this is working when you start seeing sign-ups to your mailing list along with inquiries about your business. It's hard to say exactly how long it will take because, depending on the trend and how many people land on your information, it could be immediate. But even if it takes a while, you're still building your audience and expanding your reach by being aware of, and taking action on, the latest trends.

YOUR GET IT DONE CHECKLIST

- Search for trending topics.
- Choose a trending topic to tie your business to.
- Decide which method you will use (article, blog post, Facebook post, tweet, or pin) to connect your business to the trend.
- Create your post (tweet, pin, article, Facebook post, or blog post), and put it out to the world.

RESOURCES AND HELPFUL TOOLS

- Hot Trends Marketing Strategy
www.esicorporation.com/UN-Markettools

Part 3

THE FOLLOW-UP

Chapter 15

WHAT'S NEXT?

Marketing isn't magic, there is a science to it.

Dan Zarrella

Although predictions for the future of business are, at best, fickle, I'm going to reveal a few that might help you continue along the path of success in your UN-Marketing journey. Within those predictions and “guesstimations” of what could happen lies what keeps us going. It's the hope of what could be that influences what we do right now.

Throughout this book, you have seen how I've utilized unique marketing strategies to propel my business, and my clients' businesses, to new levels. But what's the next hot strategy you can use for your business?

To answer that question, I turned to one of my favorite resources for up-to-the minute information: HARO. I polled experts for advice they would offer entrepreneurs to assist them in getting their businesses on track for success. I also turned to the ultimate source for all the information you ever need to find, the Internet itself, to get predictions about what is on the horizon for businesses that want to stay out front and relevant well into the future.

Use the results of my queries to create your winning UN-Marketing plan for moving forward into success.

LEARN THE ART OF STORYTELLING.

To me, the future of marketing is about storytelling. Use stories to captivate the attention, the hearts, and the minds of your target market—to touch them and provoke an emotional reaction. This is the type of call to action that will bring them in to your business not only once, but over and over again.

Rachel Young, Owner & Cupcake Magician
Miss Moffett's Mystical Cupcakes
mysticalcupcakes.com

WORK AS IF YOUR MOTHER IS LOOKING OVER YOUR SHOULDER.

Consumers have higher expectations of real fairness and responsiveness to complaints. It's less and less easy to get rid of people with legitimate complaints by ignoring them or handing out a coupon. In a nutshell, business owners will have to run their businesses as if their mother were looking over their shoulder, because she likely will be.

Mark Deutch, CEO
PeopleClaim
<http://www.businessnewsdaily.com/7605-business-trend-predictions.html#sthash.u0T7OGSp.dpuf>

DO WHAT YOU DO WELL; HIRE OUT THE REST.

The best lesson I learned, albeit the hard way, was to do what you do well. Although it sounds like a simple statement, concentrating on what I do well and then doing it was the turning point in time management for me.

Initially, as a solopreneur, the tasks of getting all my ducks in a row fell only to me, and I found myself working at everything from creating a website to reading up on accounting terms. The tasks seemed overwhelming and cumbersome. I realized that I needed help.

Slowly, I created a team for myself. I added an accountant, a lawyer to draw up initial documents, and an IT company that not only created my website but also managed social media for me. I

eventually contracted out the jobs that I did not particularly enjoy and concentrated on the skills I had honed for twenty years.

Save time for what you do well and use the time saved to build relationships.

Rachel Varghese
 Reel Volume Promotions, LLC
 reelvolume.com

LEARN THE INS AND OUTS OF SOCIAL MEDIA.

Without question, the future path to success for small business owners is social media. Never before has so much commerce been driven through a single medium. The winners will not only engage these platforms; they will become experts. Their ideas, products, and services will spread exponentially with unlimited opportunities for business success. The current phrase for this is “going viral.” Just as biologically driven viruses infuse our world, so too does this driven information.

Advice for the new solopreneur, or anyone who simply wants to be successful in business: learn social media inside and out.

Daniel Kopp, author
 Let The Big Dog Run

OFFER MORE PAYMENT OPTIONS.

Consumers will demand easier and faster payment options. Businesses that are equipped to accept payments using solutions like Apple Pay, Google Pay, Samsung Pay, and even PayPal check-out options, will benefit the most.

According to a study by CreditCard.com, 11 percent of consumers in the U.S. prefer to use their smartphones to make in-store purchases. But with 71 percent of consumers owning Internet-enabled smartphones, the market is ripe for making payments easier.

By offering easier payment options for customers, small businesses can reap the rewards found in the influx of sales they generate.

Michael Lazar, author

https://www.insight.com/en_US/learn/content/2016/07212016-4-small-business-it-solutions-and-tech-predictions-to-watch-for-in-2017.html

CONNECT TO YOUR AUDIENCE.

More business owners will begin connecting with customers using video via livestreaming platforms like Facebook Live, YouTube, and Periscope, according to Gwen Jimmere, CEO of natural hair care product manufacturer Naturalicious.

“Small businesses have hopped on the bandwagon,” she says. “But big brands aren’t doing it yet, and they’re missing a huge opportunity to convert sales. Live streaming is one of our main social media tools; it helps us make sales and build real, solid relationships with customers who become like friends.”

Gwen Jimmere, CEO
Naturalicious

KEEP THE IOT, OR INTERNET OF THINGS, IN MIND.

The Internet of Things (IoT) is drastically changing how we think of marketing. Consumers are becoming used to having everything immediately accessible to them, and the solopreneurs and SMB (small-to-medium business) owners need to identify how to use this to their advantage. IoT opens up the ability to gather user data to determine trends and predict future needs. Business owners unable to get in on the IoT revolution will need to find another way to make their product or service more accessible.

Constantly immerse yourself in popular and new marketing trends. Investigate free or low-cost ways to deliver your content. Try everything you can to find what your customers and prospects respond to. Only after the successful method is identified should you start investing money into it. Then start the process all over again with researching trends.

Kathy Powell, Marketing Manager Direct
TIE National, LLC
tienational.com

FOCUS ON PERSONAL BRAND-BUILDING AND POSITIONING.

The future of marketing for solopreneurs and small business owners is to focus on personal brand-building and positioning yourself as the authority in your industry. The playing field has been leveled with everyone having access to nice looking websites, social media tools, and business-building tools using the Internet. So how are you going to stand out?

You need credibility and to be known as the expert in your field. Becoming a Celebre-preneur (celebrity entrepreneur), a phenomenon started with Shark Tank and other popular business reality shows, has elevated expectations in the mind of the consumer. People expect to do business with thought leaders and high-profile professionals.

Develop your claim to fame by answering this simple question:
 _____ (your name) is the only
 _____ (your profession) who has
 _____ (major accomplishment/proven process/
 award won)

Jen DeVore Richter, coauthor
 Amplify Your Business
 rockmyimage.com

CREATE YOUR BRAND, AND THEN PROTECT IT.

As business owners create a brand for themselves that will carry their businesses into the future, they must incorporate and form LLCs (limited liability corporations) to protect their personal assets and legitimize the company. It's also important to file for a trademark or copyright to retain exclusive rights to their original works of authorship in order to keep anyone else from plagiarizing or copying their unique assets.

Deborah Sweeney, CEO
 MyCorporation.com

MAINTAIN THE HUMAN CONNECTION.

The convergence of companies turning to technology to cut

costs and consumers having access to multiple options will create a chasm where brand loyalty does not exist. The key to highly sought-after repeat business will be to establish and maintain the human connection. It is essential for any company to show their customers that each specific visit matters and to continue to be relevant beyond the sale.

Richard Shapiro, Founder and President

The Center for Client Retention

<http://www.businessnewsdaily.com/7605-business-trend-predictions.html#sthash.u0T7OGSp.dpuf>

EMBRACE HONESTY IN YOUR MARKETING.

Gone are the days of creative liberties. “Transparency in brand marketing is paramount,” says Anne Pritz, CMO for fast food restaurant Sbarro. “Consumers expect—no, demand—honesty in all marketing efforts and believe in brands that ‘tell it like it is,’” she told *Forbes*. “So stick to the facts and seamlessly integrate these facts into your advertising. Communicate openly and make it extremely easy for guests to have a two-way conversation with you in real time.”

Anne Pritz, Chief Marketing Officer

Sbarro

BE INNOVATIVE AND CREATIVE.

Digital marketing is the future of marketing. In fact, it is destroying traditional forms of advertising. Utilize a variety of social media platforms to reach target audiences. With so many different media channels, it is important to be innovative on all of them, as not everyone likes the same outlet. Targeting an older generation? Build a website. Targeting a younger generation? Invest in a Snapchat filter. There is a creative way to target audiences on a variety of outlets; you just need to be there when your audiences look for you.

Erynn Laflamme

ShoutyApp.com

EMBRACE LIVE STREAMING.

The mobile device is the new television, and live streaming is the way to best utilize this tool. If live streaming is not integrated into your communication strategy, you cannot scale your brand in today's marketplace. Go where the attention is, plan strategic content appropriate for the platform, and remain consistent.

Nicole I. Henderson, MBA CEO
Selsi Enterprises
selsienterprises.com

BEWARE THE DARK WEB.

The dark web will only grow in popularity as a marketplace for cybercrime, including hacking campaigns for hire, vulnerabilities and general exploits for sale, individual stalking or doxing, and other investigation for hire, spear-phishing campaigns, and stolen IP for sale. Organizations will need to get in the routine of collecting, analyzing, and acting on this dark web intelligence to eliminate a major blind spot in their cybersecurity operations.

Jason Polancich, Founder and Chief
SurfWatch Labs
<http://www.businessnewsdaily.com/7605-business-trend-predictions.html#sthash.uOT7OGSp.dpuf>

KNOW WHO YOU ARE AND THE VALUE YOU BRING.

People are moving away from mass market and over-hyped brands and are looking for more personalized, emotion-based experiences. As people are spending less money overall, but trying to get the most out of the money they do spend, small businesses have an opportunity to develop those connections and fulfill those needs.

Knowing who you are and what your value is to your customers is the most important marketing advice for any brand, big or small. That will never change. Knowing how to make the most of your limited resources to get maximum exposure and credibility

for that value is the crucial piece for solopreneurs and small business owners.

Melanie Downey, Brand Innovator and PR Expert
melaniedowney.com

CREATE A TWO-WAY CONVERSATION.

The explosion of social media has allowed for a more personal level of interaction between brands and their audiences. Social channels give consumers a voice, and branding has become a two-way conversation. By tracking consumer interaction and behavior, brands can tailor user experience and create conversations and engagement at virtually every consumer touch-point.

As a brand, you should be constantly striving to create a powerful identity in the minds of your consumers. Look for ways to communicate with your audience as opposed to marketing to them. Embrace user-generated content and co-create content with your audience.

Eric Sachs, Founder and CEO
SachsMarketingGroup.com

IT'S NOT ABOUT BEING "CATCHY."

Small business owners get a ton of marketing information thrown at them, and a lot of the most recommended options revolve around being "catchy." But the way people look for and choose products and services is changing.

Having the flashiest site with click-bait blog titles isn't the best way to proceed, especially when your time is stretched across a lot of efforts. What matters in driving organic traffic, keeping people on your site, and getting them engaged by showing that you're a knowledgeable and trustworthy company.

So instead of going with the flashiest site, make sure it loads quickly, looks professional, and is easy to navigate. Make sure your value prop is clear, and use your content to demonstrate that you are a subject matter expert.

Maxime Rieman, Director of Online Channel Product Marketing
CoverWallet
coverwallet.com

SOCIAL MEDIA IS THE FUTURE OF MARKETING.

The future of marketing is social media. This trend away from traditional marketing to social media takes the power of messaging from the large corporate ad spend and returns it to consumers to make their own brand decisions. This move has enormous potential for small business owners. The opportunity to be successful lies in how you interact with your customers on social media in meaningful ways. “Meaningful” is a powerful word, but can be as simple as providing responsive customer service through your social media platforms.

Rachel Delia, Co-Founder
Flask Brands Skincare
FlaskBrands.com

Chapter 16

THINK LIKE A MILLENNIAL

Millennials don't just want to read the news anymore. They want to know what they can do about it.

Ian Somerhalder

I've always been a leader and not much of a follower, which has gotten me into a lot of trouble with “the establishment,” codeword for my previous employers. But it's also proven to be the thing that has set me apart and has helped me to sustain my business for over twenty years. I guess I'm just a Baby Boomer with a Millennial mindset.

Millennials are defined as people born between 1982 and 2004. If you haven't been under a rock for the last ten years or so, you know that Millennials are running the world right now. Business leaders are watching this powerful group and listening to what they are saying.

In more ways than one, Millennials are changing everything. Maybe it's because they are young and experimenting with life. Maybe it's

“I guess I'm just a Baby Boomer with a Millennial mindset.”

because they're bucking the old systems and going in new directions unapologetically. Whatever it is they're doing, I like it!

Millennials aren't to be feared or snubbed, but rather to be imitated and embraced because of the way they take on life. Pivoting

on a dime and embracing the ever-changing societal rules is the exact template you can use to propel your business to success.

HOW TO BE MORE LIKE THEM

Now is the time to look at how Millennials think and what Millennials do and emulate them for your success.

Here are a couple of examples:

Millennials are technologically savvy.

It's no wonder; they grew up on tech and embrace it the same way previous generations embraced the rotary telephone. (You know the thing that hung on the wall and had a thirty-foot spiral cord?)

They welcome new technology and can't seem to get enough of it. As scary as the new stuff is to you, it's like snacks to Millennials. So embrace it, but don't get too comfortable with it. What's new today, may be old and out of date tomorrow. That's just how it is.

But rest assured, everything you know and love isn't going to disappear; it may just take on a new look.

Take print books for instance. For years, there's been talk of the printed page going away. I, for one, scoffed at that idea, and I'm happy that it hasn't come to pass (yet). However, there have been changes to how we read. Now you can read a book on screen and on paper or simply listen to an audio version.

The lesson here is to be open to change and embrace a new, more efficient way of doing things.

Millennials cherish every second of the life they live.

They make sure the time they spend on this earth is worth it to them. That includes work time. To them, there is no job for life anymore.

The days of striving for the gold watch after twenty years of service to a single company are long gone. These days, Millennials go into a job looking at how they can structure it around their lifestyle and the things that bring them joy. They will opt out of taking a corporate job if it means they have to sacrifice time with

their family and friends. That's why so many are starting their own companies and making the rules they want to live by.

The lesson here is that you don't have to follow the crowd. You can and must lead the way to the type of success you want. I've taken a page out of the Millennials' handbook and applied their zest for life, freedom, and innovation to the strategies I've used as an UN-Marketer. Now, you can do the same and move your business forward in a way that works in this new economy.

Chapter 17

UN-MARKET YOUR BUSINESS SUCCESSFULLY

Impossible only means that you haven't found the solution yet.

Anonymous

My husband is an awesome cook. I'm so grateful for that because if he didn't know how to cook, he might have starved to death by now. When I get into my work, whether it's editing a video or writing a blog post, I'm all in. It can be hard to pull my mind away because there's always so much to do. At any given moment, a website needs updating, a question needs answering, and an opt-in needs creating. And I still have to prep for that networking meeting. If you're wondering how I get it all done, the truth is, sometimes I don't, as evidenced by the drawn look on my husband's face as he heads to the fridge to get a snack before dinner.

Being an entrepreneur means you are in charge of you. Even though there may

not be a boss to answer to, you still have to make sure the most important tasks are accomplished, and that includes making time to execute those UN-Marketing strategies.

“Being an entrepreneur means you are in charge of you.”

ONE STRATEGY IS NOT ENOUGH

When I first started my fitness business, I had no idea how I would market it. But at the time I launched, social media marketing was just taking hold of the world. Those strategies were new and kind of frightening, but they were free. I could see the potential, so I jumped in with both feet and hit the ground running.

I read the blogs, followed the experts, and listened to every podcast I could find that talked about blogging, content creation, link building, list building, and getting clients online. There was a huge learning curve, but as I figured things out, I realized I had to include different ways to get clients. I also learned that one strategy wasn't enough. That's when I began to understand how I could leverage what I was doing to stand out, stop struggling, and start profiting.

Here's what I did:

1. **Get help.** I hired a virtual assistant (VA) to manage some of the details for my podcast and weekly newsletter. This freed up my time to focus on client work and other activities that paid the bills.
2. **Automate.** Once I automated my email marketing, network follow-up, social media, and other marketing activities, I became much more efficient in developing creative strategies, and I had more time to review my analytics to see what was and wasn't working in my business.
3. **Give back.** I co-authored *Write Books That Sell Now* to help get the word out about the program that I co-created. During the launch, my partners and I agreed that the first 30 days of sales would be donated to *Feel Beautiful Today*, a non-profit organization that helps cancer survivors deal with their experience through the therapeutic creation of beautiful jewelry pieces. Our project was exposed to hundreds of people who would not have heard of us otherwise. **Connect with bigger names.** When we launched the *Write Books That Sell Now* online course, my partners and I connected with Patrice Washington, America's Money Maven, to share the program with her followers. This strategy paid off big time, resulting in a five-figure launch.
4. **Use OPA.** Remember OPA, which I introduced in chapter

13? As a result of using “Other People’s Audiences” in acquiring clients in online groups, I have increased my bottom line by thousands of dollars. The whole chapter on collaboration is evidence of the effectiveness of that strategy.

YOUR TURN

Are you ready to implement the UN-Marketing strategies you’ve learned in this book? Let me guess; you’ve probably thought about one of these responses:

- “I’m too busy to think about that.”
- “It takes too much time.”
- “I really don’t understand what I’m supposed to be doing.”
- “I don’t know where or how to begin.”
- “I’ll plan to start next week.”

I’ve heard these excuses before. So erase all of them from your mind, change your thinking, and get to work. Now is the time to put the strategies to work, so let’s get started.

Step 1: Choose one strategy.

Head over to the table of contents and choose one strategy that resonates with you; just one you can tackle right now. You can add another one after you get the first one going.

Step 2: Go to the checklist.

Find the appropriate chapter for that strategy. Go to “Your Get It Done Checklist” for that chapter’s strategy, and review what you need to do.

Step 3: Grab your calendar.

Grab your calendar and set aside one hour per day for the next five days to go over the chapter and work on the checklist.

Step 4: Evaluate.

At the end of the fifth day, evaluate what you have accomplished and decide if you will move forward with this strategy or not. If not, move to your second choice strategy. Keep going until

you hit on the perfect strategy that fits your business style, and then put it into action.

One caveat to this exercise, if you go through all of the strategies and nothing resonates, you are allowing fear to lead you in the direction of doing nothing. UN-Marketing is about turning marketing traditions on their head. Are they a bit scary and unsettling? Yes, but remember what I said at the beginning of this book. You can do this! These are all proven strategies and they really do work, if you work them.

Here's the thing; you don't have to do this alone. I've provided direction and information that you can customize. You now have a roadmap for your success in your business. Use it to prosper.

The game has changed—and it will continue to change. So go ahead. UN-Market your business for success. You can do this!

**THE GAME
HAS CHANGED.
IT'S TIME
YOU CHANGED
AS WELL.**

Acknowledgments

A great team is required to complete any project and make it successful. This book is my biggest production since my wedding, and like the wedding, I needed a dream team to pull it off. That is what I got, an awesome dream team.

Thank you to my super-awesome book coach, Anita R. Henderson, for helping me get to the point and stay relevant with the content I chose to include.

Thank you to my amazing editor, Candice L. Davis, for making certain my voice and ideas remained intact throughout the book.

I am grateful to my beta readers, each of whom wrote me a personal note about how much they loved the book, along with their suggested tweaks, corrections, changes, and adjustments. Without all that, this project would be lacking the “flava” it has now.

A final and most important “thank you” goes to my husband, Alvin, for pushing me to continually be greater from one project to the next. I need that.

Appendix 1

RESOURCE LIST

SPECIAL GIFT FOR YOU

Thank you for choosing this book!

As a special gift, you are invited to download “The 4 Pillars of Online Business Success” webinar series (\$297 value). This is the basis of how all the strategies work. Get a jumpstart on your learning. Access your gift at esicorporation.com/4pillars

The Strategies Downloads

Free resources to jumpstart your book project.....	55
Social Media Breakdown guide	69
Cause Matcher Cheat Sheet.....	76
Speaking Cheat Sheet.....	88
Tricia Molloy’s survey example	88
Groups tracking sheet	95
Collaboration Success Guide.....	104
Resources to get your podcast started.....	117
HARO Perfect Pitch Formula	124
Trending for Dollars.....	138

THANK YOU FOR READING

I invite you to share your thoughts and reactions.



Appendix 2

UN-MARKETING SUPER STARS

Bridgette Lewis

Author, Speaker, Media Personality, and Business Coach

BizLynks TV Network is the online video platform of choice for businesses, nonprofits and associations to increase their brand reach and establish themselves as industry experts.

562-544-8102

BridgetteLewis.com

Lori A. Manns

Quality Media Consultant Group LLC

Lori A. Manns is an award-winning, trailblazing business strategist who helps entrepreneurs grow their businesses by getting more dream clients, gaining brand clarity and visibility as well as growing revenue.

404-432-0444

QualityMediaConsultants.com

Lougenia “Trailblazer” Rucker

**Divine Diamonds Ministries & Game Changer
Life-Coaching Program**

International Transformation Speaker and Life Coach providing “game-changing” solutions equipping and empowering women to shift, brand and thrive on divine purpose.

267-289-2681

TrailBlazingTransformations.com

Pamela & Nash Alexander, III
BizLynks TV Network

BizLynks TV Network is the online video platform of choice for businesses, nonprofits and associations to increase their brand reach and establish themselves as industry experts.

678-792-8389

BizLynks.TV

Rhonda R. Hudgins-Bundy
Metro ATL & Beyond

I am a networker and a connector. I connect you to the people and resources needed to grow beyond your expectations, in your life.

770-712-0022

bit.ly/MetroATLnb

WendyY Bailey
Business Beyond Limits

I'm a Master Business and Sales Coach. As a result of working with me, transformation experts create money that affords real freedom in their lives.

404-432-0444

BusinessBeyondLimits.com

ABOUT THE AUTHOR



The Online WOW! Strategist

An energetic and personable networker, Carol J. Dunlop is among the elite in her field, her clients refer to her as an online marketing phenom, she is known as “The Online WOW! Strategist.” She is VP of Marketing and Communications at CSI Corporation, the company she founded more than twenty-three years ago with her husband Alvin. And is also currently serving as the VP of Marketing and Strategic Partnerships for ProWIN, a women’s business networking group in Atlanta. Carol, also co-founded and formerly served as the marketing mastermind behind Write Books That Sell Now, an organization that helps aspiring authors to write, publish, and market their business-building book. Carol currently speaks to business owners about how “UN-Market” their business and convert their website into their business hub. She also shows them how to get the conversation started, grow brand awareness, build trust, and ultimately convert their fans, friends, and followers into paying clients through the strategies she’s used in her book, *UN-Market Your Business; 10 Ways for Entrepreneurs to Stand Out, Stop Struggling, and Start Profiting*.

Her podcast *UN-Market Your Business* airs weekly on Thursdays at 1:00pm EST. You can tune in by going to esicorporation.com/podcast

BOOK CAROL TO SPEAK



CAROL JOYCE DUNLOP
SPEAKER • AUTHOR • SURVIVOR

Hire Carol J. Dunlop, the Online WOW! Strategist to **MOTIVATE, INSPIRE, and EDUCATE** your group or organization to create pathways that increase revenue.

Embracing Online Marketing is Easy. . .
(with Carol as your guide)

Carol is the catalyst you're seeking to change confusion into confidence.

Organizations that have worked with Carol experienced more traffic to their websites more visibility for their brand and more clients in their business. If you're looking for a speaker who is knowledgeable, easy to work with, listens, has a collaborative approach, answers questions, and has great ideas that help your organization stand out--hire Carol to speak at your next conference or meeting.

As an internet marketing veteran of over 23 years Carol has proven that she knows how to help organizations and entrepreneurs navigate this new, exciting, and ever-changing digital marketing landscape.

Your audience will walk away knowing how to use out-of-the-box, maybe-there-never-was-a-box UN-Marketing strategies that are simple to use, easy to implement, and result-driven to turn their ideal prospects into raving fans who purchase over and over again.

Carol is a gem! Her brilliance comes through in her entertaining and thought provoking topics she presents. She gives real life stories that makes her authentic and relatable to anyone.

Lori Beard-Daily
Chief Now Officer,
www.WorkingOnYourNow.com



15th Anniversary
PROWIN
Professional Women's Information Network

AGE

Metro ATL & Beyond

WOYN
Working On Your Now

blogtalkradio

Diets in Review.com™
Shape a Healthier You

WSB-TV ATLANTA 2

Health & Wellness
PraiseWorks
WALKERS FOR THE MIND, BODY & SPIRIT

nurse together

own your power™ www.ownyourpower.com
personal and business development network... applying your power to attain it!



Book Carol Today: Call (678) 883-2918 or visit csicorporation.com/unmarketing