



Episode 6

How to Market Your Business Without Overwhelm

00:28 Welcome to My Weekly Marketing.

00:30 Today we're going to talk all about marketing overwhelm. I don't know about you, but I find it really easy to get overwhelmed with all the marketing things. I know we all want to be posting on social media daily to blogging each week, study out our emails, doing more of SEO, but it's just so darn hard to keep up with it all. And sometimes things just don't work.

00:54 Friend, I hear ya. One thing that I've noticed when I work with small business clients is that most of the time y'all have awesome ideas. You often see what other people in businesses have done and want to the same thing.

01:07 What you're likely to see are the results of their planning of strategy, what you're not seeing is the plan itself, the structure.

01:13 So in today's episode I want to bring you inside the planning process that I do with my business and with my own clients. This can make the difference between the success and failure in marketing, and between managing it and overwhelm.

01:28 The first thing you want to do is get your ideal customer, the one that you really want to buy from you. Did you hear, that I said "THE ONE"? That's right! Pick your best customer for each product or service. When you had that one in mind you'll be able to think outside the box and really understand what makes them tick. Why focus on only one you ask? Because that's the customer most likely to buy from you, to pay what you're asking and to be a good customer to work with.

01:58 Trying to attract everyone will get you nowhere. In fact, trying to focus on everyone means you're really focusing on no one. Your product is never going to be right for everyone. It's sort of like when you focus on the entire forest you miss the individual trees. Your product, your service is only the best product for certain trees in the forest. So it doesn't make much sense to spend time and money to manage the entire forest when your perfect client is an elm tree for example. But I know you don't know which tree to focus on. You don't wanna turn the business away. That

could be a scary move. But think of it this way, you can always change and expand your ideal customer later on down the road. But trust me on this one. Start here with one.

02:39 You might also say that you don't know which customer to focus on. We'll talk about that in a minute. Think of it like this, If your ideal customer really love the color blue of but instead of making your product blue, you wanted to attract customers who also like red and yellow and purple and if we mixed all of those together what do you get? You get color MUD, Literally! It will not attract the blue customer, or the red, or the yellow or the purple.

03:05 So make your product BLUE. When its blue, you'll also draw customers who like red, yellow, purple and green as well. It will be okay. But nobody is drawn to MUD.

03:18 Here are a few ways to find out who your target customer is. Go on to facebook and find a group they would hangout, it doesn't need to be a raw group although that would be a bonus if it is. Just join some facebook groups in your niche and start reading. Listen to what people are saying. Look at their profiles if you can and they'll tell you some things about themselves. What they're looking for, what they like.

03:38 Number two. If you don't have a facebook account, then you really should so you can run facebook and instagram ads, but that's another story. Then check out Reddit and start going to some subreddits. LinkedIn is also a good option if you have a b2b business. If you have existing clients then talk to them. Once you identify who you want to work with the next step is to get to know that person. What are they like? Where do they shop? Or do they watch Netflix or HGTV? Do they like to golf or play tennis? Are they a Gamer? Some of these things you'll know but others will require a little investigating on your part.

04:15 Why you need to do all these things when the customer? Because you want to talk to them on social media, in your blog, on your website like you already know them, like they are a good friend. Then you need to speak with them directly and you could do that if you can really understand them and what their life is like. We want them to get to know, like to trust you. To do that, you need to get to know them first.

04:38 So to help you with all this, go janicehostager.com/customer and download the ideal customer profile and fill that out. I'll also put the link on the show notes. Once you do that you should post it somewhere and look at it every time you communicate anything for your business or product in your business. So whenever you're reading emails, updating your website, whatever it is you're writing, write it to that particular person.

05:05 I know that some businesses have multiple ideal customers for multiple products and that's just fine, just make sure you're talking to the right person whenever you're communicating about that product or service.

05:20 Step number two is how will the customer find out about you. This is the awareness stage. This is where you want to think outside the box. In fact, that's literally what I want you to

do. So grab a piece of paper and draw a box in the middle of it and put your ideal customer avatar's name that you learned when you fill out that ideal customer profile in that box. And around that box on the paper, think about where your customers go on the given day and where they can find out more about your product, then jot them all down.

Totally brainstorm here, don't edit your ideas at this point. Just get them on the page. This is the purge session. Think about the details of the day, when they first get up in the morning for example. What do they do? Do they check their social media? Which ones? Do they go for a run or do they go for a walk? Do they go out to get coffee? Which coffee shop? What podcast do they listen to? What do they listen to in the car? A radio station? Spotify? Which songs? What road do they drive down? Are there billboards there? DO they go to a gas station? Do they hop on a commuter train? Are they frequent flyers?

06:25 You can potentially promote your business in all these places plus you also get to know them so that you can communicate with them more effectively. At this stage, we only care about awareness. We're not going to do anything else here. Think about all the places they go on a day or in a week, what they see, do and hear. Then think of the places where you think you can connect with them.

06:46 If your target customers are frequent flyers then talk about their time in airports, and hotels. If they're podcasts listeners, find out what kind of podcast they listen to, and see if you can get a guest spot on their show. If they read a certain blog, see if you can read an article for that blog. The more information you can learn about them, the more you are able to connect and reach them. That will get their attention.

07:10 Now go back over this list and think about how you could step out from the pack and rise above the noise. So rise above what everybody else is doing. What's unique and different, what will get their attention. That can be done with your message or your medium. Think about how to bring them value. When somebody wants to give me something I want or need, I pay attention. Your target customer will do the same thing. So that brings me to the next phase. The consideration phase.

07:40 After they've heard about you and you have their attention, then it's time for them to learn more about you and how you can meet their needs. That's really me that comes in. You might also call this a freebie, a free gift, free download. It's something that makes your life easier by offering real value. It could be in many different forms. It could be a PDF, coupon, a book, a private audio recording, a webinar, a free consultation. Anything that will give them value and lead them closer to buying your product or service.

08:13 You can add a download form from an email service provider on your site, or providers such as mailchimp or convertkit for example. And then you can automatically move them to your email list. All you need to get from them is their first name and email address. Asking for more

information at that point would lead to fewer subscribers and downloaders so I try and keep it just to the minimum.

08:35 And a note about email, its still the most cost effective form of marketing out there and most of us check our email multiple times a day.

08:45 Another option would be to get their phone number and text them but that's a little harder to get than email addresses since most of us wants to keep our text messages more private.

08:55 Once you have their email address, you can send them an automated email sequence that addresses their problem and points to the solution you offer. It can be easily set up in most email service providers.

09:08 At this point, I'd love to say they'll just buy and sometimes they do. But quite often they do a couple of things first. First they wanna learn more about you and then they may want to learn about your competition. Even if you think you have the most unique product in the world I can almost guarantee you that you have competition. Why? Because your competition is whatever they're doing right now to solve that same problem.

09:33 For example if you are the first person in the world to develop lets say a soft drink. Think about what else they're drinking to quench their thirst? It can be anything from soda to water to any other beverage. Your job is to let your customer know why you stand out apart from what they're currently doing and why your option is better. Figure out why you are unique unlike your competition even if your product is similar to others or maybe its commodity item for example. Buying something about it that's unique. It could be, let's say your customer service. It could be that you focus on one or two product lines alone.

10:11 So the next stop on the trail to the sale is the evaluation stage. Sometimes customers needs to try out a product to see if its all you say it is. Some businesses such as those who offer product at the higher price point need a way to evaluate their products. It could be a free trial, a free version of a product, a one time consultation, anything that will give your potential customer a taste of what its like to work with you. After your customers try to look at all these things, Its time to ask for the sale. I know this can be a little awkward but trust me you need to follow through with this or people will not buy.

10:47 Here are few things of sales that you should know. Number one, you need to build a bridge in the mind of the customer of where they are now and where they want to be. Make it really clear about their problem and your solution. Number Two, make sure you talk about the main bits of what their getting. They don't care how many features it has, they care about how its gonna solve their problem and make their life better. Number three, let them know the cost of inaction. Where will they be a year from now if they still haven't solve this problem? Or if they still haven't bought what you're selling? What would that cost them? Number four, confirm with them what your product would actually help them and then give them a deadline if thats possible.

11:30 Scarcity is effective, if you have an online course or a coaching program limiting how many spots or how long they can involve will help you prompt people to the purchase. Its otherwise too easy to put off a decision until later. Sales prices and bonuses and gifts with purchase also do the same thing as long as there's a deadline attached. Number five, there's a lot of psychology to sales and one big one is social proof, they need to know if they work for others in the same situation. Posting customer reviews will help with that. Number Six, depending on your product or service might be that you need to look at pricing. People like packages and easy to buy items. Pricing in the whole different episode but its also important to focus on the psychology of pricing by knowing who your ideal customer is. Maybe a payment plan would help you. However many businesses struggle because of lack of cash flow. So you would have lots of money coming on later, but nothing beats cash on hand. Cashes came for a small business.

12:30 Ok DEEP BREATH! I know that this is a lot but we're almost to the end. The next step on the trail to the sale is Supersized or Upgrading. Theres always gonna be people who wanted an upgrade that might be a special version of your offer, an extended time frame for purchasing, an upgraded online products with more features. However you do it, offer a version of an upsell. You'll be surprised how many people would prefer the higher price product.

13:00 The next step is service. After the sale, it doesn't matter how many promises you made if you don't want your customers to have buyers' remorse, you need to serve them well. Thats why its important to make them feel they had a great buy right out of the gates. And the way to do that is to make sure you have a strong onboarded program. Make them feel that they're special and that they have so much more than what they paid for. A good way to do this is with a quick win. What can you get to them right away that could make them feel that they get more than what they paid for.

13:30 The next step is the last step and we call that the sense step. How can you encourage them to tell others, your coaching business or whatever business you have is likely to benefit at least impart from word about. How can you incentivise them to tell others about your program or course? This might look at something simple, such as sending your clients an email to ask for review, giving them small gifts to everyone who does a referral. The thing not to do is to send a discount coupon or something that requires another purchase. People didn't know you genuinely appreciate the referral without any strings attached. From there, after they sent customers to you the process starts at the beginning again.

14:15 I am so confident that the process trail to the sale framework will help you organise and streamline your marketing so that you can decide what to work on first, second and beyond until you have a healthy stream of clients and customers. You can also find a copy of this framework in the show notes or by going to janicehostager.com/trail .

14:35 My name again is Janice hostager, as always I'd love to know what you think. To leave a comment, head on over to my Instagram [@janicehostagermarketing](#). I'm extremely grateful that you chose to join me today. I know you have a lot of podcasts out there you can listen to.