

Citibooks' Tips and Ideas on...

Marketing

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How to Give a Talk to Market Your Business

Sandra Schrift

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If they really want to learn what you shared with them, coaching is the benefit you provide. Use your speech to inspire them to learn more. Then let them know you can coach them, as individuals and groups, to actually “be” more.

When you have an opportunity to speak to a group for free or for a fee, they are not buying your speech . . . they are buying your solution that will fix their problem. Be coach-like in your presentation and demonstrate what it would be like to work with you as their coach.

You aren't talking about coaching. You are there to demonstrate coaching. Think of yourself as an expert who is addressing the audience's challenge and is providing “how to's” to solve their problem. Here is what some of my clients speak on: direct mail marketing, security issues in the workplace, how to lobby the government for your special interest, ethics in the workplace, follow your dreams, financial planning, a doctor and lawyer who want to speak about what is wrong with our healthcare system and how we can change that.

Begin each talk by asking yourself 3 questions.

1. What action do I want my audience to take after my speech?
2. What do they need to know to do this (content)?
3. What do they need to feel to do this (emotions)?

Remember, you will get hired as a coach for the power of your content, and get paid (or referrals) for your delivery!

To persuade an audience, we must get in touch with their feelings, and reveal that our own feelings are in harmony with theirs. When we can do that emotionally, and truthfully, we will have won their trust . . . and will get repeat business, referrals to new clients, and requests for coaching.

Remember to use stories about your clients so you can subtly remind your audience that you are a coach, and your clients are achieving what the audience would like to achieve.

In addition to platform speaking, you can also be a guest teleclass speaker, conduct your own teleclasses, provide a radio interview, start your own virtual university (I did in 1998 – Speakers University – which I still operate today)

Here are some of the hot topics:

1. Knowledge Management
2. Filling Multiple Roles in the workplace
3. Creating Change skill sets
4. Ethics in the workplace
5. Time/task management
6. Stress Management
7. Increasing worker/employee productivity
8. Blending people and organizations
9. Teamwork
10. Creativity
11. Leading, managing and surviving change
12. Diversity
13. Strategic Planning
14. Humor (as a stress handling technique)
15. Negotiations techniques
16. Handling difficult people
17. Conflict resolution

18.Communication Skills

19.Motivation

20.How to achieve Balance in your life

21.Health and Wellness (to do's)

22.Programs specific to women's issues and family issues.

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About the Author :

Sandra Schrift 13 year speaker bureau owner and now career coach to emerging and veteran public speakers who want to "grow" a profitable speaking business. I Join my free bi-weekly Monday Morning Mindfulness ezine schrift.com

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Building Sales by Building Credibility...

Tommy Yan

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I was counseling with a client on building trust through mailing. I suggested it's ten times more powerful to have his clients state his company's great assets rather than he claiming it himself. It's just more believable.

When you're looking to buy on eBay, you'd want to check the seller's credentials. Does she have happy customers? Are there any complaints? What do they say about the way she conducts transactions?

It's the same if you're a consultant, speaker, or coach wanting to charge higher fees. Nobody will want to pay you more unless they know you have satisfied customers.

When a prospect scans your website, brochure, one-sheet, or direct mail campaign, there is one fail-safe method to establish instant rapport: testimonials.

Why should they believe what you state in your mailing? How do they know you're for real? Who else has done business with you? All of these are concerns your prospects have.

Your testimonials may mean the difference between more sales and leads, or them tossing out your message. That's why infomercials broadcast them every five minutes. Moneymaking websites usually have at least one page dedicated to them. And good sales letters include them in the mix.

Which is why you need them in your marketing: to build trust and credibility, to dispel customer fear and anxiety, and to make lots of money.

What to do first...

1. Ask your clients or customers who have benefited from your product or service to give you a brief testimonial. Usually they're more than happy to help. But if they're stubborn, you may want to offer an ethical bribe by saying, "I'll take 15% off your next order," or "I'll include your name in a drawing for my \$500 workshop." And if they need help producing one, you can write one and have them approve it.

2. Make sure your testimonials are results oriented. Use specific numbers and amounts. For example, don't say, "I loved your tape album," or "Everyone thought you were a great speaker." These don't fly in this age of skepticism.

To increase trust use, "Your advice made me \$40,000 in new sales the first month. We're on target to gross over one million dollars in sales this year. Thanks for your direction."

3. Use a real name and contact information from your client. Don't use initials. It just screams phony. Include a full name, title, brand name, company, city, state (and if applicable), a photo, and a website URL.

4. Include a good mix of clients. Depending on your target market, using high-profile individuals exclusively may not be totally necessary. A testimony from a work-at-home mom in Kansas can sometimes win more favor from prospects than a stuffed shirt CEO from New York.

5. And if you publish a website, a great credibility booster is using audio or video testimonials. Nothing is more powerful than actual clients edifying you or your products for the entire world to experience.

Testimonials are one of the least expensive, most productive tools to add into your marketing arsenal. But most entrepreneurs and business owners either forget or include ineffective, watered-down statements. Or sometimes they're too lengthy or even go overboard in their praise.

But not you...

Follow these steps today to gain credibility in a skeptical marketplace, lower your prospect's force field, and get ready for a dramatic increase in sales and leads.

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About the Author :

Tommy Yan helps business owners and entrepreneurs make more money through direct response marketing. He publishes Tommy's Tease weekly e-zine to inspire people to succeed in business and personal growth. Get your free subscription today at www.TommyYan.com.

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Marketing - How and When?

John Sheridan

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There are many different marketing methods and ideas available to grow a business, and every business owner has their own tried, tested and preferred strategy. Marketing is one of the key ingredients for business success and comes in all shapes, sizes and prices, and contrary to what many may believe, creating effective marketing campaigns is no longer the sole domain of expensive advertising agencies and company think tanks.

The type or size of marketing program undertaken by a company is obviously relevant to the size of their advertising budget, so for large or multinational companies, the favoured option is usually a series of catchy television adverts or a nationwide poster campaign, both of which are extremely effective methods.

For smaller companies a television campaign could still be an option, but with a much smaller budget, the resulting adverts are likely to lack the impact of the more expensive productions enjoyed by larger organisations. However, a smaller budget does not necessarily mean a less successful campaign.

There are those that think champion networking events is the most effective way of getting their businesses noticed and bringing in new clients. Regular targeted leaflet drops is another favoured method; newspaper ads; company names on promotional items such as pens, key rings, mouse mats and calendars; national and local radio ads; website banners - the list goes on.

Start-ups and young businesses are understandably among the most cash-strapped when it comes to marketing, but it is these entrepreneurs that through necessity usually turn out to be the most resourceful and imaginative of all marketers.

A recent example of such an imagination is the runaway success of the Million-Dollar Homepage from the brain of young student Alex Tew. Created with the aim of making enough money to pay his way through college, the idea though fairly simple in its concept is still an exceptional example of innovative marketing the like of which only happens every once in a while.

Throughout every business year, there are the quiet times. Times when

productivity, sales or both take a noticeable turn for the worse and galvanise some companies into starting a marketing campaign in a belated bid to get the sales machine moving again.

What they should have realised is that marketing is not an activity to be rolled out only when it is quiet - marketing should be an ongoing programme regardless of good or poor sales figures. Buyers have so many options available to them that if they are not regularly reminded of a company's presence, they will simply forget they are there. Continuous marketing should ensure that the risk of that happening is significantly reduced.

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