

EFFORTLESS MARKETING



A Kickstart Blueprint For
Discerning & Creating
Your Business


effortless·marketing

INTRODUCTION

Firstly, let me say a big 'Thank You' for watching my training and choosing to take the next step.

If you've been following my work then you're probably a sole trader or part of a small business, seeking to gain new knowledge about how to develop and grow your business, and put that knowledge into action. My programmes have been created to help a wide variety of individuals, from specialist practitioners, complementary therapists, consultants, coaches, writers, teachers and creative professionals. Whatever field of expertise you are developing, the ideas, techniques and tools that we'll be covering will help you:

- ✓ Understand more precisely how your business can be described to make it clear and compelling for potential clients
- ✓ Develop a step-by-step strategy to start (or continue) building your business
- ✓ Select and implement new marketing and promotional techniques to generate enquiries from the right kind of clients, at the right time
- ✓ Learn what to say and how to say it when following up enquiries, without worrying about being 'pushy' or 'sales-y'
- ✓ Ensure that every new customer becomes an ambassador for your business, spreading the word to others
- ✓ Create marketing 'systems' and 'processes' which are easy to use, repeatable and effective, so that you can focus on what you do best – serving your clients.

Throughout this blueprint, and in my training, I may use words like consultant, therapist, practitioner, teacher and so on. I personally work with all of these types of entrepreneur. Whatever word I may use at different points in the programme, I am talking to YOU.

WHY IS THIS DIFFERENT?

I been in business for more than 30 years, and have been working as an independent marketing consultant since 1999. During that time I have read, watched, listened to or attended thousands of training programmes. I make it part of my working life to study something new each week, whether it be a book, course, video programme, specialist article, or market research paper.

I do this for one reason: so that you don't have to.

It's my job to keep my clients and contacts up to date on the latest trends, new ideas, most effective techniques and seasonal opportunities. Most marketing courses either give you ONLY the theory without the practical 'how-to-do-it' bits, or they only tell you part of the

story. I teach my clients the theories, but then I help them take ACTION and put those theories into practice. And I'll provide tools to help you do that as effortlessly as possible.

COMMIT NOW TO TAKE ACTION

Make a personal commitment now to use this blueprint, completing the exercises and implementing your ideas. This assignment won't give you all the answers, but it will give you CLARITY. Marketing is never going to be a simple process, but it can be an easy one, if you take it step-by-step.

One of the biggest excuses I come across from sole traders is that there is never enough time. They are too busy doing their job to be able to 'do any marketing'. And yet, everybody always finds time to eat, sleep, shower, shave and dress. Somehow we manage to squeeze in time for our favourite TV shows or past-times. The truth is that most people have plenty of time – they simply CHOOSE to spend it on other activities.

Make a commitment to yourself RIGHT NOW, that you'll sit down and spend time on this as part of your normal routine, and that you'll persevere with it even when there may be many other demands and distractions.

SO WHAT IS MARKETING?

I define marketing in these, much more direct terms:

GETTING THE RIGHT MESSAGE

TO THE RIGHT PEOPLE

AT THE RIGHT TIME

That's it. Sounds simple doesn't it? And it doesn't mention your product or service, or your pricing, or how good you are. In fact, those are secondary and I'll tell you why. Think about these:

PEOPLE DON'T BUY SERVICES, THEY BUY SOLUTIONS.

(so you need to know what their urgent problems are)

PEOPLE DON'T BUY BASED ON PRICE, THEY BUY BASED ON VALUE.

(so you need to communicate that you offer great value for money)

PEOPLE RARELY BUY THINGS THAT MIGHT BE USEFUL, THEY USUALLY BUY THINGS THAT
WILL BE USEFUL, RIGHT NOW.

(so you need to be there when they need you)

PEOPLE WILL BUY FROM YOU BECAUSE THEY HAVE A GREAT RELATIONSHIP WITH YOU,
OR BECAUSE YOU HAVE A GREAT REPUTATION.

(so ALL your marketing activities need to achieve those two outcomes)

You may have your own opinions on some of those statements but I've found these are the norm. Once again, none of these statements are dependent upon offering a specific service, or being the cheapest, or being unique from your competitors. Sometimes it can help, but not always.

In this blueprint we're going to start by looking at those three steps – developing a compelling MESSAGE, thinking about who our perfect CLIENTS will be and working out HOW and WHEN to reach them.

Think about those two sets of statements. Come back to this page at any time to remind yourself.

WHO ARE YOUR CUSTOMERS?

Most people start a business because of something they want to do or achieve. It may be a particular therapy they've learned, or an invention they've designed, or a style of teaching they are passionate about. This is all well and good. Being passionate about your work is vital for success and utilizing your knowledge and skill is, of course, at the heart of your business.

But in order to be truly successful, you need to take a step back and understand who your customers REALLY ARE.

- What are they like?
- What are their problems, worries and fears in life?
- What are their needs and desires?
- What are their beliefs (both spiritual but also beliefs about themselves and the world)?

Once you get 'inside the mind' of your typical customers, you will have a much clearer picture of WHY your passions and skills can help them. And, in turn, it will open up opportunities to create VALUABLE, sought-after products and services.

Complete the following worksheet and come back to it at any time if you think of things to add.

YOUR WORK

Your name is

.....

What you do – describe your product(s) or services(s)

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.....

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.....

What qualities do you bring to this work? Think about:

- | | |
|---|--|
| <input type="checkbox"/> Your Background | <input type="checkbox"/> Qualifications |
| <input type="checkbox"/> Specialist Training | <input type="checkbox"/> Previous Experience |
| <input type="checkbox"/> Special Skills You Have | <input type="checkbox"/> Unique Knowledge |
| <input type="checkbox"/> Any unusual or unique approaches you take, or techniques you use | |

.....

.....

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.....

When and where do you offer these product(s) or service(s)

.....

.....

.....

.....

YOUR CUSTOMERS

Describe your typical customers

.....

.....

.....

.....

What would your typical customers be looking for?

Think about...

- | | |
|--|--|
| <input type="checkbox"/> To Solve Problem(s) | <input type="checkbox"/> To work with an expert |
| <input type="checkbox"/> To Get Qualified | <input type="checkbox"/> Improve Life / Work / Relationships |
| <input type="checkbox"/> To Learn a Trade | <input type="checkbox"/> Become Healthier |
| <input type="checkbox"/> Earn More money (or Save Money) | <input type="checkbox"/> Become Happier |

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What do they really need...

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Why people use you – describe briefly why you think people come to you.

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How you help people – describe briefly how people benefit from your work.

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FEATURES AND BENEFITS

When describing your products or services, it's worth making a list of the most important aspects of what you offer. These fall into two categories:

FEATURES – a physical or factual attribute of the service. Examples would include:

- I am available from 8am to 8pm six days a week
- I have the very latest technology
- I am the cheapest in the area

BENEFITS – what your customer gains from each feature. Using the above examples:

- It's convenient for working people to see me early in the morning or early evening
- The treatment I offer is more effective than my competitors
- People will save money by using me, and still get the best service

Use the chart on the next page and list as many as you can think of for your business. If it helps ask a friend, colleague or client for their ideas about what you offer and how they would benefit. Most benefits fall into one of these areas – better quality, more effective, faster, cheaper, more convenient, or something unique that no one else offers.

Feature (Attribute)	Benefit (Gain)

WHERE DO YOUR CUSTOMERS 'HANG OUT'?

One valuable way of learning more about your customers is making a list of the places they go, organisations they are part of and the kinds of things they watch, read or listen to. So, for example, if your typical clients are spiritual, they may be followers of well-known spiritual gurus, or read spiritual magazines. Perhaps they read certain authors or watch particular TV shows.

Spend time over the next few days trying to create as comprehensive list as you can of all the following subjects. Feel free to do some Google searches to see what you can find, visit some Facebook groups, or even ask some of your customers, friends or family.

THIS LIST IS INVALUABLE.

Not only will you gain some insights as you plan your business, it will be essential when you start looking at targeting – the methods we use to seek out and find new customers.

For the typical kinds of customers you think will be attracted to your work, make a list of:

The EXPERTS or GURUS they might follow...

The AUTHORS they may read...

The MAGAZINES they may subscribe to...

The SHOWS and EXHIBITIONS or other events they may attend...

The TV shows or styles of MOVIES they may watch...

The RADIO SHOWS or PODCASTS they might listen to...

Any BLOGS, YOUTUBERS, INSTAGRAM INFLUENCERS or other social media personalities they may follow...

Any professional ORGANISATIONS they may belong to...

Any INTERESTS, HOBBIES or PASTIMES (related to your work) they may have...

You may not be familiar with some of these channels of communication. If not, do a little research online and see what you can find. Your list can include names of individuals, company names, website links etc. We'll be using this information later so start your list now and keep adding to it whenever you spot something that might be relevant.

CREATING RAPPORT

Now for something a bit more creative. Remember the list from the introduction, and in particular...

**PEOPLE WILL BUY FROM YOU BECAUSE THEY HAVE A GREAT RELATIONSHIP WITH YOU,
OR BECAUSE YOU HAVE A GREAT REPUTATION.**

You can start building a relationship with clients even before you talk to them, by using words and phrases that create 'rapport' – a feeling of being in sync with your customer. You can do this by speaking directly to the reader using 'I' or 'we' and with simple 'personal phrases' such as:

If, like me, you have...

I used to have a similar problem...

I know how it feels to...

I've worked with people just like you...

Rapport can also be created by injecting enthusiasm, fun or intrigue into your phrases. A genuine sense of enthusiasm shines through, adds to your credibility, reassures your customers and creates a heightened state of awareness. Look at these examples:

FIRST DIRECT BANK – We are known for heroic customer service, leaving people feeling totally taken care of.

GARLIC – We illuminate the digital world, leaving people safe and free to enjoy themselves

EGG – We are known for dancing with our customers, leaving people feeling unleashed

APPLE – We make advanced technology useable by mere mortals. Our customers feel 'cool' using our products and our staff feel like Gods when they come to work

On the following page be as creative as you like and come up with some phrases that you could use to create personal rapport, excitement, interest or intrigue. You might like to consider:

- | | |
|---|---|
| <input type="checkbox"/> Your feelings in your work | <input type="checkbox"/> Your customers' feelings |
| <input type="checkbox"/> How you'll work together | <input type="checkbox"/> Having fun |
| <input type="checkbox"/> Creating achievement | <input type="checkbox"/> Solving problems together |
| <input type="checkbox"/> An intriguing solution | <input type="checkbox"/> Unexpected words & phrases |

PUTTING IT TOGETHER

Think about all of the elements that you have noted over the past few pages and try to create a short, concise description for your business. There are some examples on the next page. You could include any of the following (although it doesn't have to be all of them):

- WHAT you do – described concisely, yet accurately
- WHO you offer your products and services to
- WHEN and HOW you provide them
- WHY your customers come to you
- The main BENEFITS your service provides (plus a feature if appropriate)
- WHY you are different and/or better than your competitors

Your description:

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Now try saying this out loud. Does it sound natural? Does it sound interesting or exciting?
Can you make it more conversational?

ACTION:

Over the next few days, try out your 'pitch' on friends, family and, if you wish, a few friendly customers. Ask them what they think of it and whether it's a true reflection of what THEY think you do. Note any comments you get and re-visit this exercise to see if you can improve your introduction.

ELEVATOR PITCH EXAMPLES

Here are a few examples of great elevator pitches.

The Question: "What do you do?"

BUSINESS CONSULTANT

"I work with small and large businesses to streamline and improve their performance using a seven step process I developed when I worked as Chief Analyst at IBM. It sounds a little dull, but you'd be surprised how much you can change the culture of a business by getting people around a table and having some fun."

THERAPIST

"I'm a qualified Reiki healer, which I was drawn to after a near-death experience I had with Meningitis four years ago. I studied under one of the world's most respected healers and now provide energy healing for people of all walks of life, and train others to give healing too. Reiki is still regarded as somewhat mysterious, but it has literally changed my clients' lives."

WRITER

"I'm a freelance writer. I've just finished a double page spread for the Guardian on poverty among Britain's travelling community. It's one of a number of areas I specialize in, and hiring a freelance writer saves magazine and newspaper editors a huge amount of time and money. The research can be a slog, but I love the writing process – it was my dream job ever since I left school."

WORKSHOP FACILITATOR

"I run workshops and seminars on Health and Wellbeing in Hertfordshire. I originally qualified as a counselor but now I get groups of 8 to 10 people together and we explore ways of dealing with the stresses and strains of relationships, family and work. I like to think that people leave my workshops feeling light as a feather and free as a bird!"

INCOME STREAMS

It goes without saying: there are many ways to earn an income! Take a look at this chart. What categories do your existing services or products fit into?



For many people, the solutions you offer can be ‘monetised’ in various ways. Most of the opportunities in the chart are obvious, but just to explain:

SERVICES – this is where you spend your TIME working with people (individually or in small groups). Services are generally tailored to the individual client and should, therefore, command a premium price. But you only have so many hours each week in which to work.

RETAIL PRODUCTS – books, CDs, DVDs, cards, crystals, essential oils. Retail products are often ‘repeat’ business – customers return regularly for more. But they also don’t command high prices and require investment to get them produced. You need either a retail outlet(s) or a mail order operation to get these products to customers.

TUTORIALS – mini-courses if you like, on very specific subjects along the lines of ‘how to...’ Lots of savvy YouTubers have made considerable fortunes creating video tutorials over the past decade on all manner of subjects. Often the first few videos are free to watch (although can be monetized through advertising and sponsorship – see more below), and then lead to a paid set of more advanced training.

TEACHING COURSES – courses can be delivered in many ways and the key to being able to command a high price is creating a compelling unique framework that solves urgent problems for people. With modern technology it doesn’t cost the earth to create a professional saleable course that can be sold and delivered through the internet.

WORKSHOPS & RETREATS – pretty self-explanatory with the challenges of venue, logistics and administration that comes with live events. If teaching face-to-face is your passion, this could be for you.

LICENSED PRODUCTS – once you’ve established your brand, there’s nothing preventing you from authorizing others to offer it to their customers. This might be a simple license fee through to a full-blown franchise.

SPONSORS & ROYALTIES – almost anywhere in the product mix, you can add additional revenue by recommending other people’s products to your followers and customers. Instagram Influencers generate £000s from a single posting – just by featuring a sponsored product. And with other techniques such as ‘affiliate marketing’ you can be earning royalty payments with very little extra work.

Generally, these income streams can be classified as

PASSIVE: MINIMAL INPUT ONCE CREATED (POTENTIALLY NO EFFORT AT ALL!) EG: ONLINE COURSES, TUTORIALS.

ACTIVE: REGULAR DAILY/WEEKLY INPUT. EG: SERVICES, RETAIL, WORKSHOPS, SPONSORED SOCIAL MEDIA POSTS.

DISCRETE: INDIVIDUAL EVENTS/INITIATIVES. EG: ONE-OFF WORKSHOPS OR RETREATS.

There are advantages and disadvantages to all of these. What you must discern is where you would most like to be spending your time. Is it:

- Working directly with people?
- Creating new products, courses or teaching?
- Managing the business, marketing and sales?

Inevitably you'll have to do a bit of all of these things, but if you have a preference that may help you decide how to develop your ideas into products for sale.

Not every idea will work in every category, but with some creative thinking, you may find you can leverage your ideas in several ways. Start with your core business, but think ahead – what else can I do with this idea in the future to reach an even wider audience?

NOTES / IDEAS – INCOME STREAMS

OK, it's over to you. Over the coming days, start developing your ideas and thoughts about how you wish to develop those into income streams, now and in the future. Jot down your ideas. Over the coming weeks you may come across further ideas and/or elements you can include at each level. YOU ONLY NEED THIS AS AN OUTLINE AT THIS STAGE.

SERVICE OR PRODUCT

RESULTS THEY ACHIEVE

A free gift to attract new customers:

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.....

Basic Product, Course or Service:

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Advanced Product, Course or Service:

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Bespoke or Exclusive Product, Course or Service:

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.....
.....

OTHER IDEAS:

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PRICING

They are questions that come up time and time again.

- *“How should I set my prices?”*
- *“Should I start cheaper than others to get going?”*
- *“Should I offer a guarantee or money-back offer, and will it be abused?”*
- *“What’s the best way to tell people how much I charge?”*

Many people worry about charging for what they offer, especially in the spiritual/holistic world. But you shouldn’t. Let me tell you why...

In every aspect of life – work, trade, relationships – there are always ‘transactions.’ When we GIVE to others, they usually want to give something in return. And when we RECEIVE something, the transaction feels somehow incomplete unless we return the favour or give back. This is normal. In fact, this is EXPECTED. Indeed, when we are offered something free of charge our instinctive reaction is either one of suspicion (‘what are you after!’) or the sense that it must be of little value. By the same measure, when we come across something that is really expensive (beyond our expectations) we instinctively react with either incredulity (‘how much!’) and/or awe (‘wow, that must be good if others are willing to pay that price!’) We make often ill-informed judgements based on price alone.

You will be offering your skills, training, knowledge and experience. It is completely unique to you. It has value to your clients. And in return they will expect to pay you for that service. That transaction completes the exchange of energy and closes the circle.

KEY LESSONS OF CHARGING FOR YOUR EXPERTISE

CUSTOMERS EXPECT TO PAY YOU & YOU NEED INCOME TO BE ABLE TO SERVE THEM.

IF YOU CHARGE TOO LITTLE YOU DO A DIS-SERVICE TO YOURSELF AND YOUR CUSTOMERS! MANY PEOPLE BELIEVE THAT A CHEAP PRODUCT IS EXACTLY THAT – ‘CHEAP’. SO THEY DON’T VALUE IT, DON’T TAKE ACTION AND GET POOR RESULTS!

ON THE OTHER HAND, PEOPLE BELIEVE THAT IF THEY PAY A LOT FOR SOMETHING IT IS MORE VALUABLE – AND THEREFORE WILL VALUE IT MORE HIGHLY, STAY FOCUSED, TAKE ACTION AND GET GREAT RESULTS!

AND IF, AS A RESULT OF YOUR SUCCESS, YOU EARN VASTLY MORE THAN YOU EXPECTED, YOU CAN SIMPLY INVEST THAT EXTRA MONEY IN PROVIDING BETTER PRODUCTS & SERVICES AND GREATER SERVICE.

Most business courses will teach that the price of a commodity will depend on SUPPLY and DEMAND. If supply falls (ie: fewer are available) or demand for the items increases

(which often leads to a fall in supply) then the price will tend to GO UP. If the opposite happens then the price will GO DOWN. What does this mean for you?

Simply put:

- If you offer something that anyone can access easily or is available in other forms elsewhere, then your price will need to match your competitors. Customers will expect you to be 'about the same' as others offering similar services.
- If you offer something unique, more effective, faster, with longer term benefits, then customer will expect you to be more expensive than others. THIS IS WHY PLANNING & 'BRAND' IS IMPORTANT.
- If you offer something exclusive, that few people can obtain, or is something tailored to each customer's individual needs, they will expect it to be really expensive. And if, on top of that, they already know that you're one of the best, most effective and trusted practitioners in the area, they would be surprised if you weren't the most expensive in the area.

Notice I use the word 'expect' throughout. It is your customers' EXPECTATIONS that will drive their response to your prices. Expectations are like 'supply' and 'demand' all rolled into one word.

So when you start thinking about pricing ask this question. *At what level can I genuinely and confidently help people?*

- I can help them address and tackle issues, slowly and gently.
- I can bring breakthroughs and results that will help them move forward.
- I can bring life-changing results that no other practitioner can offer.

Now ask the following question based on what you know you can offer: *What do I want my clients to expect from me?*

- An affordable service that meets their needs, perhaps with some additional benefits or convenience?
- A breakthrough in their problems which solves issues and allows them to move forward in life? Possibly something they haven't been able to find elsewhere?
- An exclusive opportunity to be one of the very few who will be working with me for life-changing transformation? Something completely unique and unavailable anywhere else in the world!

Each of these could potentially describe THE SAME SERVICE! The difference is your clients' expectations from the outset. If you set high expectations you can command higher prices. You will attract fewer customers but they will be ready and committed to taking action and making changes.

In all of my travels through the business and marketing world, meeting and working with hundreds of individuals, it has always struck me that those who are the most successful exhibit the same core traits:

1. Supreme CONFIDENCE in their abilities.
2. WILLINGNESS to learn, adapt and take ownership of their business.
3. PERSISTENCE in trying new ideas, looking for opportunities and sharing their message.

Invariably it is people with these traits that charge the highest prices, are highly respected (even revered) and achieve the greatest success. Food for thought...

PRICE vs VALUE

You'll hear this a lot:

PEOPLE DON'T BUY BASED ON PRICE — THEY BUY BASED ON VALUE.

And 'value' can be measured in many different ways:

THE PRODUCT

Does it solve very specific issues?

Is it comprehensive?

Is it convenient and accessible?

Does the format work for me?

Is there 'proof' that it works?

Is it unique and/or exclusive?

Is there a range of options?

Is it affordable?

Are there payments plans if I need them?

Is there any kind of guarantee?

Are there any 'side benefits' or bonuses on offer?

THE PRACTITIONER

Are they experts on specific issues?

How qualified / skilled are they?

How much experience do they have?

Do I like their approach or personality?

Are there testimonials praising their work?

Do they work with an exclusive group?

Do they have great looking materials?

VALUE CHECKLIST

Use a list like the one on the next sheet to assess the value you offer. Add in any features specific to your field of expertise. If you tick a lot of these boxes, then you are probably offering great value. Do the same exercise with some competitors or similar people in your field. How do you compare?

VALUE CHECKLIST

	YOU	COMPETITOR	COMPETITOR
	
THE PRODUCT			
Does it solve very specific issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is it comprehensive?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is it convenient and accessible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the format work for me?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there 'proof' that it works?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is it unique and/or exclusive?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there a range of options?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is it affordable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there payments plans if I need them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there any kind of guarantee?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THE PRACTITIONER			
Are they experts on specific issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How qualified / skilled are they?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much experience do they have?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do I like their approach or personality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there testimonials praising them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do they work with an exclusive group?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do they offer great looking materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there any 'side benefits' or bonuses on offer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OTHER ISSUES			
.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SHOULD I BEAT, MATCH or SURPASS THEIR PRICES?	

PRICING – QUESTIONS

HOW MUCH IS TOO MUCH?

There's a very simple answer to this: when people stop buying your product! That is the only upper limit. Do you think charging £500 for a day of your time is a lot? Or £5000? Or £10000? I know of people who charge all these prices. Per day! And they have queues of customers waiting to pay. This question ultimately goes back to value. If your work is invaluable to your clients, then they'll be happy to pay. Finding the balance between earning a great income whilst delivering great value to your audience is the art of pricing!

SHOULD I OFFER A GUARANTEE?

There's a marketing concept called 'risk reversal'. Anyone who buys from you takes a small risk that the product/service won't work for them. For new customers this is often a little nagging doubt that might just hold them back from taking the plunge and buying. So, if you offer a guarantee such as *'if you don't achieve these results, I offer a full no-quibble refund'* then you 'reverse' that risk. Now the problem is yours – get results or you don't get paid. It helps them take that first step. Could people exploit it and claim a refund later? Yes they could, but almost nobody ever does (and if you find it happens regularly you need to review your work!) So, it's great for them, and rarely a problem for you.

WHEN DO I MENTION MY PRICES?

There's no right or wrong answer to this but ask yourself: do you get annoyed when you can't find the prices for something that interests you? I certainly do. So don't 'hide' your prices or refuse to reveal them if requested. But equally make sure you get your key message across first. You want your customers to be thinking *'OK, I know I have a problem and I recognize and trust that you can help me solve it. I'm thinking about doing this if I can afford it.'* At that point they want to know what you charge.

WHAT ABOUT DISCOUNTS, PAYMENT PLANS, CONCESSIONS?

Yes, yes and yes. Each adds a layer complexity to your payment processing, but they all allow a wider audience to take up your offer. If you're willing to offer such incentives, go for it! More about discounts later in the programme when we look at sales and offers.

I SEE PEOPLE OFFERING BONUSES AND EXTRAS – DO THEY REALLY WORK?

Yes and no. Bonuses are really just a gimmick. If something is a valuable part of your teaching or service then it should be part of your product, NOT a 'bonus'. But if you have something which isn't necessary but your customers might find useful, then it can sometimes 'tip them over the edge' in making the decision to buy. You'll see them everywhere - vouchers, loyalty points, 'buy 4 and get your 5th at half price', and all manner of bonus items. We all like a little something extra, don't we!

NEXT STEPS

Now that you've worked through the strategy blueprint, it's time to start turning your ideas into action plans. That might include:

- Creating a 'brand' identity with a name and logo
- Creating a basic website so showcase your work
- Putting together some of your products such as gifts and courses
- Setting up or enhancing your basic marketing tools such as social media pages, web based sales 'funnels' etc.
- Begin thinking about how you can attract new potential customers depending on your skills and passions, whether it's through public speaking, online teaching, blogging, podcasting, Telesummit appearances and so on.

There are no right or wrong answers to this, but you should start with simple tools that will get you up and running quickly, and GET RESULTS.

RESULTS -> SUCCESS -> MOTIVATION -> PROGRESS

I can help!



Book a FREE strategy call with me. We'll discuss the ideas you've generated in this blueprint, then look at how we can help you implement them as quickly and effortlessly as possible.

It's true that you may need to invest in developing your business further, but now that you have clarity about your direction, you could be winning new clients within a matter of weeks, possibly even days!

Simple visit the kickstart page and use the call scheduling button:

www.effortlessmarketing.co.uk/kickstart

Wishing all the best in your business endeavours.

Richard Haywood