

70 Practical Marketing Tips for Solo Entrepreneurs

*from a Collection of Entrepreneur
Experts*



Compiled and published by
Tips Products International

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Introduction

Whether you are just starting your solo entrepreneurial journey or have been traveling the path for awhile, you can never have too many tips for marketing your pride and joy venture.

This booklet brings you practical and immediately useable marketing insights in bite-size pieces from fourteen entrepreneur experts, each sharing tips from their own particular area of expertise. These well-tested tools and techniques range from offline to online marketing and even Web 2.0, and are sure to get you thinking about what will work best for you, now.

Test an idea at a time. See how it suits you. Contact the authors in this booklet. They remain successful by contributing to your success. Plus they are really terrific and interesting people, people you'll want to know and have in your life.

Interview these authors in your publication if you are a journalist. Multiple sources and bulleted content are all in one place right here for your article, radio or television interview, blog, or website. Ask for a price quote if you are shopping for what they provide. Purchase printed copies of this booklet as a customized promotional tool for marketing your own business or talk with us about licensing the downloadable version for other promotional applications. Like marketing, the possibilities are truly endless.

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5 C's to Building Your Personal Brand

Your personal brand is the foundation that builds trust and credibility with your target market. It's vital to have a strong personal brand because consumers buy from people they know, like and trust. Your brand is much more than a slogan, tagline or logo - It's your promise to the customer! Here are 5 tips to building a breakthrough brand:

- 1 Develop your brand so that it is authentic and reflects your core values.** Use your website and email signature to tell prospects who you are and what you do!
- 2 Make sure that your personal brand connects with your target market by using keywords and language that resonates with your prospects.**
- 3 Do a brand inventory to check that all your marketing materials are consistent across all platforms.**
- 4 Be sure that your brand is clear by avoiding jargon or buzzwords.**
- 5 Build your brand so that it captivates the interest and imagination of your target market.** Do this by presenting yourself in unique and creative ways.



Lou Bortone is a long-time marketing and branding coach and consultant who helps entrepreneurs build breakthrough brands on the Internet, with services such as copywriting, online video production, coaching, and creative support. Lou is a former television executive who worked for E! Entertainment Television and later served as the Senior VP of Marketing & Advertising for Fox Family Worldwide, a division of Fox in Los Angeles. Lou is an author and ghostwriter, a Certified Guerrilla Marketing Coach and a Book Yourself Solid Certified Coach.

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Power Marketing Tips

- 1 Use speed coaching to give prospective clients a taste of why to hire you.** At your business conference vendor table, display a professionally printed sign: “Complimentary 5-Minute Speed Coaching” plus your name, logo, and expertise (e.g., “How to Get Media Attention—Fast!”). Spend five minutes with each person, answering one burning question. Also jot down your advice on the back of your business card. Warmly invite them to schedule an appointment and hand them the card.
- 2 Use promotional magnets.** A C.P.A. could create a Save the Date magnet with April 15th circled, plus three brief tips for staying on top of taxes, including “Call today to schedule an appointment with me; plan ahead!”
- 3 Offer information-packed telephone seminars to clients and folks who ask to receive your newsletters.** Rent an inexpensive bridge line (think giant conference call). Participants simply call, sit back, and enjoy your expert advice and Q & A.
- 4 Factor gold-standard information product creation into your long-term business strategy.** Record your seminars and workshops. Turn them into CDs, MP3s, and transcripts. Sell these high-quality products or use as marketing giveaways.
- 5 Pick up the phone today and brainstorm with your informal advisory board.** A brain exchange of creativity is free, fun, and productive for everyone involved. Breaking isolation and sharing ideas prompts inspiration.



Dr. Debra Condren wrote the bestselling book, *Ambition Is Not A Dirty Word: A Woman's Guide to Earning Her Worth and Achieving Her Dreams*. Debra is a career and executive coach, speaker, and columnist. Read her advice at: **AmbitionIsNotADirtyWord.com**.

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Client Care Equals Good Marketing

- 1 Know your clients and customers.** The more you know the essence of who you serve, the more you're able to be on the same page with them. You talk differently to your mechanic than to grandma. It's different energy.
- 2 Have a primary stay-in-touch tool.** This is a crucial tool when it comes to connecting with quality prospects. Offer something **F*R*E*E** of extremely high value and content, in exchange for being able to stay in touch.
- 3 Talk about your stay-in-touch tool.** Having a stay-in-touch tool works best by telling others about it. Let prospects feel how much you love to do what you do by inviting them to join you.
- 4 Communicate collaboratively, not competitively.** This is a major key to success when building a successful flow of prospects and clients. Find strategic partners who are willing and happy to share contacts with you and be more than happy to do the same for them.
- 5 Appreciate your prospects.** Shift your focus from anxiety over too few prospects to celebration about the prospects you have. Focusing energy on those prospects that have joined you will likely attract more prospects.



EnergyRICH® Coaching, Inc. teaches all heart-centered entrepreneurs how to partner universal energetic principals with practical step-by-step business building “how-to’s” so you joyfully make more money in your business while purposefully serving the world. Receive your FREE audio and interactive e-course to get started right away at www.energyrichcoach.com

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Marketing Your Essence

- 1 Claim your uniqueness, your brilliance, your greatness, and your market will be attracted to you.** Your clients are looking for someone just like you to resolve their challenges and meet their needs. Express yourself to the world!
- 2 Use language that sounds like you in your marketing, your presentation, and everything you do.** Your product or service is your creation and an extension of who you are. It is how you express your talents to the world.
- 3 Share your passion for your product and your reasons for creating it.** Your deep connection with your product will shine through in all your marketing.
- 4 Connect with the difference your product will make in the lives of others and how it will serve the world!** Your unwavering belief in and love for your product will outshine everything else.
- 5 Be yourself! Be authentic!** This will set you apart from everyone else and make you stand out.



Zahra Efan helps women find their voice through their life work. A woman's voice may be the expression of her writing, her art, or a business she feels passionate about. Zahra helps women market their passion through their feminine essence and obtain the true value of their work by charging a fair price for it. A life and business-success coach for women, Zahra has appeared on TV and written extensively on *The Power of Gratitude*. She teaches a 6-month tele-course, *Dance Your Dreams*.

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Product and Program Launch Strategy

- 1** Begin your promotional activities at the same time you begin developing your product instead of waiting until your product is complete. The actions you take NOW will make all the difference in the success of your launch campaign.
- 2** Focus on creating connection and demonstrating value. The sale will naturally follow. What you're after is establishing an on-going relationship rather than a one-time transaction. Only after you've laid a solid foundation of connection do you make your offer.
- 3** Use all the channels available to deliver your message. Variety is the spice of life –and of communication. You'll reach more people when you connect through an assortment of media – email, press releases, blog posts, video, Twitter, etc.
- 4** Weave a storyline through your sequence of emails, blog posts, Tweets, and other communications. Stories are a way to connect with other people and allow you to make your point in a way that's both subtle and interesting.
- 5** Give your audience a reason to take action now. Because procrastination is the natural inclination for many people, you need a trigger that will boost them out of their inertia and generate a response.



Making more sales of your products and programs happens on purpose. For more free tips on product/program launch strategy, go to <http://www.Product-Campaign.com> Helen Graves, Grand Poohbah of Crackerjack Online Marketing Strategy, offers practical online sales and product marketing tools to create lasting and profitable client connections.

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Five Tips for a Successful Article Marketing Strategy

Article marketing is an extremely successful online marketing strategy that will drive more targeted traffic to your website, build your list, and position you as an expert in your niche. It's also a low-cost online marketing strategy, making it very popular among solopreneurs.

Having a system in place that makes maximum use of your time and also keeps a detailed record of which articles you've submitted where and when is key to your article marketing success.

- 1 Convert all your articles to plain text as this will make the submission process easier.** Most article submission sites require plain text articles; some will allow html. You will need to refer to each site for their guidelines.
- 2 Create a spreadsheet so that you can track and monitor your article marketing strategy.**
- 3 Use this spreadsheet to track the article submission sites, login info, and other relevant information.**
- 4 Go to each of the article submission sites and submit each article to the article directory by copying and pasting from your plain text document.**
- 5 Schedule in 15-20 minutes each week to submit your articles so that you can stay on track.**



Tracey Lawton is an Online Business Manager and Office Organization Expert and teaches solopreneurs worldwide how to create the essential online marketing and office organization systems in their business, so that they can have more clients, more freedom, and build a long-term successful solo service business.

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5 Remarkable Reasons to Use Social Networking for Your Business

With sites like Facebook, Linked In, and Twitter dominating the marketing arena, entrepreneurs are jumping on board to be seen in social networking. Before diving in, be crystal clear why you're there. These tips outline key reasons to use social networking in your business:

- 1 Increase online visibility.** Who doesn't want more web traffic? Social networking sites drive targeted leads to your website and boost your search engine rankings.
- 2 Establish your authority as an expert quickly and easily.** Using sites like Facebook, Twitter, and Linked In, you're able to present yourself to huge audiences who otherwise may not know about you. Showcase what you know best by building a platform around your expertise and connecting it back to your business.
- 3 Enhance your credibility.** Mixing a high level of expertise with high visibility gives you credibility. This lets you charge more, reach more people, and sell more of your products!
- 4 Build a referral network.** Finding connections to lucrative new networks is quick and easy when using social networking. Focus on relationship building first then watch the transactions follow.
- 5 Boost your know-like-trust factor.** People buy from those they know, like, and trust. Social networking lets you capitalize on this by interacting in authentic ways. By mixing your expertise with a personal touch, you stand out and get noticed.



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Attract More Clients with the Best Tools and Resources

- 1 Create a mailing list.** Use premium offers and giveaways to capture the complete mailing address, phone number and email for each of your prospects and clients. Mail an offer to this list at least every quarter.
- 2 Mail something lumpy to grab attention.** Lumpy mail is more likely to be opened. Include pens, booklets, key chains, etc. Include a compelling offer and a call to action to increase your response rate.
- 3 Send a “Welcome Kit” to new clients as soon as they hire you.** Inside a quality presentation folder, place a welcoming greeting, important instructions, reminders, extra brochures, referral cards and your business card. Mail in a large envelope with the word “Welcome” on the outside.
- 4 Publish a postcard newsletter.** Write two or three short articles, include a compelling offer, and set-up like a newsletter on a large postcard. Make it colorful and entertaining. Postcards are more likely to be read and are cheaper to mail.
- 5 Find another business that complements the services you offer and agree to promote their service or product in exchange for them promoting yours.** Provide coupons or samples along with a compelling offer and give to each other’s clients.



Marty Marsh offers other “soul” proprietors a variety of marketing and sales tools, techniques and resources via ebooks, teleclasses, workshops and coaching, to guide you in attracting, converting and keeping your most perfect clients using the most effective marketing strategies, tactics, graphic design and printing.

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Marketing Strategies Online and Offline

- 1 Realize that “if you build it, they will come” only works in movies, not web sites.** Your site thrives when you can be found by Google and other search engines that analyze and rank your site. “They will come” when your web site is search-engine friendly and truly helpful.
- 2 Understand that repeated exposure brings results.** Familiarity leads to people knowing, liking, and trusting you, which leads to buying from you. Consistent follow up builds the relationship.
- 3 Start with free offers to get customers/clients.** Create a no-barrier method of “sampling” your product/service. Offer a free report, e-book, or tips booklet in exchange for their name and email. This allows you to follow up, show your expertise, and develop trust. It costs more to get a new customer than to keep an existing one.
- 4 Accept that there is no such thing as completely passive revenue.** Passive income starts with massive action. “Passive revenue” starts rolling in after your hard work.
- 5 Lather, rinse, repeat.** You must continue doing all these to be effective and successful in Web Marketing. Everything is marketing. Networking (meeting people) counts. Always carry business cards. Emailing, posting on sites, blogging are all web marketing ideas. Relationship building is the most effective and least expensive marketing strategy. Evaluate whether you are reaching your target market.



Marcia, AKA the Transition Chick! Speaker/author, provides group and individual coaching to clients worldwide on marketing and career transition through a membership community www.CoachingGymforSuccess.com Get your free Transition Guide at: www.eCareerCorner.com

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Copywriting (or how the right message really does sell)

- 1 Live and breathe your market.** Sure, there are ways to get your message out to everyone in the world, but why would you want to? Take some time to define your market and what it needs. Why would they buy from you and what do they need?
- 2 Remember that consistency, consistency, consistency = the location, location, location of copywriting and marketing.** Keep it consistent. Nothing says “confused” more than, well, confusion: brand confusion, voice confusion, message confusion – you get the picture.
- 3 Acknowledge and ease their pain.** Your job is to know who you are trying to reach and to know them so well that you understand and speak to their specific needs, wants and pains. Your potential client has problems that need solutions – and your products and services should ease this pain.
- 4 Know yourself.** Be aware of your style, tone and approach – these three together make up who you are as a business entity. Take the time to establish who you are as a business so that your message and marketing are consistent and effective.
- 5 Remember the 3Ss: Share, Show, Simplify.** Share what you know. Show (don’t tell) how knowledgeable, proficient and helpful you are. And always keep it simple -- simple trumps complicated any day of the week.



Allison Nazarian is one of the most experienced, active and innovative voices in copywriting today. She is the President/ Founder of Get It In Writing, Inc. and TheCopywritingStore.com.

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Be Authentic in Your Marketing

- 1 Start with the end in mind.** Your thoughts are key to successful marketing. Create a vision of what you would like the outcome of your marketing to be. Write it down. Read it daily. Then take action.
- 2 Build credibility.** Write short articles of 500-900 words and submit them to ezines online and to local magazines and newspapers. You'll quickly become known as an expert in your field.
- 3 Give them a "taste" of you by speaking.** This is a powerful way to build your database. Service and networking groups are always looking for speakers. Give them a free report in return for their email and mailing address.
- 4 Attend networking meetings.** Networking builds relationships and relationships build business. However, don't just go to socialize! Decide what you'd like as you're driving to the meeting. Example: I will meet 1 person with whom I can develop a mutually beneficial relationship.
- 5 Create a website.** This can be a simple "brochure" site or a site where customers can purchase your products. Then, keep learning about online marketing –it opens up the world to your business.



Ann Ronan, Ph.D. is an author, speaker, career coach and self employment expert. Ann delivers smart, simple ways for people to acknowledge what they love to do and do more of it. She leads coaching programs, tele-seminars and live retreats, bringing the message to audiences internationally that living a passion-based life will bring prosperity and success.

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The Real Power Behind Marketing Success

- 1 Begin and end your day with introspection.** The potential of meditation and powerful questions for self-discovery is a practice that allows fresh insights, resources and new opportunities for transformation; an effortless momentum that brings surprising and quantifiable results.
- 2 Communicate what you stand for with certainty and clarity.** To feed your soul as well as your bank account, you must be transparent and share wholeheartedly the value and results that *only you* can deliver.
- 3 Focus your attention on making a difference in the lives of your clients/customers.** The foundation for realizing sustainable success and growing wealth lies in the presence of significance that allows you to match paycheck to purpose.
- 4 Align your skills with your passion.** Define your niche by accessing the core power of “why you do what you do” in alignment with your talents and marketable strengths, synchronized with the qualities and traits of your ideal client and what you need to provide to attract them.
- 5 Define an integral experience intended for each client/customer.** You’ll stand out from the crowd when you offer a completely congruent walk-away impression of the value received, along with delivering a clear and consistent message of meaningful connection suited to each potential audience.



Kimberley Simon, Creative Emergence Coach, assists soul-driven change agents to awaken to impassioned purpose and claim the power of what they stand for, to communicate confidently in service to a growing community of aligned people. Clear Connections assists others to take a leap of brilliance... a new reality of unlimited possibilities for making a difference in the world!

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Attraction Marketing Strategies

- 1 Manage your energy.** Your energy is your #1 most precious resource. Not time, money or ideas. If you don't have the energy behind your marketing then nothing will get done. Anything is possible when you are in the creative flow – opportunities come to you and you are awake to see them.
- 2 Discover your magic and own it.** Embrace your unique experience, knowledge, passion and purpose. Put them into your brand, your programs and services with confidence. Dare to let your personality shine. It will set you apart and make you memorable.
- 3 Create systems for flow.** Allow success to be easy. Set up systems for your marketing. Take the angst out of managing too many marketing ideas and do a few choice strategies consistently and do them well. You'll be amazed at how you now love marketing!
- 4 Slow down to go fast.** Schedule time daily to reflect, plan and focus your energy and actions. The universe loves focused energy. It knows what to deliver to you in the form of clients, opportunities and invitations.
- 5 Take inspired action.** Success is not about taking tons of actions and wearing yourself out. Get clear about your vision, align your energy and focus on taking actions inspired by what you want to create and attract more of.



Laura West is an award-winning online entrepreneur and president of The Center for Joyful Business. Ready to shift your marketing and mindset for more success with joy and ease? Get your free report: *Business Attraction Success Kit* at www.joyfulbusiness.com

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Connecting with the Ideal Clients for You

- 1 Have something valuable to give away, and never worry about giving away too much.** Your website is a perfect place to let prospects download an ebook, watch a video, or listen to an audio of your expertise, at their convenience.
- 2 Express yourself in your marketing materials in a way that reflects who you are, not who you think prospects want you to be.** Remember, there are potential clients out there who need to hear what you have to say, **exactly** the way you say it!
- 3 Let it go when prospects unsubscribe, or don't confirm, or otherwise don't come back.** It's not personal – it just wasn't the right time, or the right fit. Their leaving makes more room for the **right** prospects.
- 4 Ask satisfied clients for testimonials, or if you can use their email compliments on your website or other promotional materials.** What others have to say about you is ten times more powerful than anything you can write!
- 5 Listen to your client's pain points** – what they worry about, why they aren't getting work done, etc. Then offer a solution to their pain, or refer them to a resource that can help them.



Terri Zwierzynski, The Solo CEO, is a self employed marketer. She runs Solo-E.com, the resource website for solo entrepreneurs, with proven, practical business tips and marketing ideas. Visit **Solo-E.com** and get our new ebook, "25 Surefire Ways to Capture More Clients, Get More Done in Less Time, and Make More Money -- in 90 Days or Less."

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