

kick it up a notch!

want to get noticed? here are ideas, tips & wisdom to help connect you with clients in strategic and powerful ways! • issue 3 • may 2010

“Money coming in says I’ve made the right marketing decisions.”

– Adam Osborne

Five Simple Steps to Getting More Marketing Done

By Stacy Karacostas

Too many entrepreneurs believe that if you’ve got a great product or service, you don’t need to do marketing. I call this “Field of Dreams Syndrome”, and it works far better in the movies than it does in real life.

These days, anyone trying to grow their business by word of mouth alone is in for a rude awakening. **With so much input and information competing for a piece of your prospect’s attention, you must make marketing a priority.**

Because if you don’t do enough marketing no one will know you exist, what you sell, or why they should buy from you. So you won’t have any clients or customers.

If you don’t have clients or customers, you aren’t going to make money. And if you aren’t making money you won’t be in business for long.

Of course, it’s hard to fit in marketing if your day is already overfilled with a million other things you need to do. So below are five simple steps to help you get WAY more marketing done...

STEP #1 • Make sure you have the right message reaching the right target market.

Trying to cast too broad a net is costly and ineffective. You want to reach the people most willing, likely and able to buy from you. Once you define a narrow target market with a specific set of wants, needs or problems you can help with, it’s easy to figure out how to get in front of them with an offer they can’t refuse.

STEP #2 • Do at least one marketing activity each day.

Make it a habit. Whether you call a client, write a blog post, contact your designer, or something else—doesn’t matter. Just do it first thing, before you check email or voice mails, so you can be sure it gets done.

STEP #3 • Do the work once then use it many, many times.

Become a pro at finding ways to repurpose your wisdom and every piece of content you create. For example, one lecture can be recorded, transcribed, sold, turned into a free white paper or ebook, broken up into newsletter or blog articles, and more.

STEP #4 • Embrace online automation.

A big chunk of your social networking, sales, product delivery and follow up processes can be automated online. Using the latest Website, email marketing, microblogging and blogging tools lets you do something once, and have it happen again and again.

STEP #5 • Delegate, delegate, delegate!

You can’t do everything in your business and still have a life—especially when it comes to websites, blogs and online marketing. But even if you can’t afford an employee, you can outsource loads of tasks to an experienced Virtual Assistant who is faster, better and cheaper at doing these things than you. Then you can focus on doing the things you do best—and start growing your business without being chained to it.

Strategy. Design. Implementation. **Results.**

Kick It Up A Notch is brought to you by Karla Chin and Kristen Schuerlein. They are the owners of Design Duo Inc, a creative studio that works with passionate business owners and independent professionals committed to increasing their visibility to improve the bottom line.



ABOUT STACY KARACOSTAS

A Practical Marketing Expert and Business Lifestyle Architect, Stacy Karacostas helps overworked entrepreneurs discover how to grow their business AND still have a life! Get loads more info on the topics in this article by helping yourself to a copy of her FREE *Success without Shackles Starter Kit* at www.theunchainedentrepreneur.com

From time to time we like to shine the light on people who are really good at what they do. Stacy is one of those people. We are delighted to introduce you to her newest venture “The Unchained Entrepreneur”. **Enjoy!**

