

The Marketing Mastery Workshop

or

**“How to attract more clients
by playing Marketing Ball”**

**Robert Middleton
Action Plan Marketing**

Workshop Format and CD Content

You'll be working on different areas of marketing while doing this program. Use the workbook to make notes as you listen to the CDs. Use the Marketing Ball Worksheets starting on page 19 (CD 8) to create specific marketing plans. Use the InfoGuru Marketing Manual as your textbook. It will be referred to often during the workshop.

First Session - Overcoming Your Resistance to Marketing - CD 1 & 2

This material starts on page 33 of workbook

Getting on First Base - Getting Attention and Interest

Why You and Your Business? - Client Buying Advantage - CD 3

Getting Attention and Interest - Audio Logos - CD 4

Moving Towards Second Base - InfoGuru Marketing

Creating and Giving Away Value - Articles & Reports CD 5

Publishing and Speaking - CD 6

Developing Persuasive Information - Web Content - CD 7

Getting on Second Base - Relationship Marketing

Action Planning, Networking, Centers of Influence - CD 8

Joint Ventures, Referrals - CD 9

eZine Marketing, Direct Outreach - CD 10

Getting on Third Base and Home

Turning Interest into Commitment - The Selling Conversation - CD 11

Turning Commitment into Money - Proposals and Offers - CD 12

Marketing Strategy Checklist

This checklist outlines the main marketing strategies that work to attract clients to a professional service business. Check those areas that you want to implement or improve. Put a target date on the line. If you already have this strategy in place put "Done" on the line.

	Marketing Domain
<input type="checkbox"/> _____ Define your Client Buying Advantage	Focus
<input type="checkbox"/> _____ Create an attention-getting Audio Logo	Attention
<input type="checkbox"/> _____ Create a "Core Issue Article"	Value
<input type="checkbox"/> _____ Create an eZine or newsletter	
<input type="checkbox"/> _____ Create an Executive Summary	Information
<input type="checkbox"/> _____ Create the content for a web site	
<input type="checkbox"/> _____ Have a web site developed	
<input type="checkbox"/> _____ Create a promotion strategy for the web site	
<input type="checkbox"/> _____ Create a networking strategy	Relationship
<input type="checkbox"/> _____ Create a centers-of-influence strategy	
<input type="checkbox"/> _____ Create a joint venture strategy	
<input type="checkbox"/> _____ Create a writing and publishing strategy - on and offline	
<input type="checkbox"/> _____ Create a speaking strategy	
<input type="checkbox"/> _____ Create a direct outreach strategy	
<input type="checkbox"/> _____ Create a sales strategy and process	Persuasion
<input type="checkbox"/> _____ Create specific offers or packages	Proposal
<input type="checkbox"/> _____ Create a proposal to sell your package	
<input type="checkbox"/> _____ Create a service strategy	Service
<input type="checkbox"/> _____ Create a referral strategy	
<input type="checkbox"/> _____ Work on resistance and fears	You

Marketing is a Game
You'll only win if you know
and play by the rules.



Good Questions = Good Marketing

There will always be thousands of good marketing answers - strategies and techniques that will help you attract more clients. You should invest time to learn and practice them. But you will become a better marketer, a master of marketing, if you learn to ask good marketing questions such as...

What attracts people, what interests people, what gets their attention?

How do people respond to different words, statements and questions?

What words and statements excite people and get them to respond?

How does non-verbal communication affect attention and response?

What are people most interested in? Why?

What makes people stop and think? What makes people continue to read?

How much information will people actually read?

How do you make reading materials interesting, even compelling?

How can web sites be designed to get more attention, more response?

What makes people act now, not later? Can you get people to act sooner?

What makes people feel comfortable with you? What makes them like and trust you?

Who do people see as authorities? How do you become an authority?

How do you invite people to do something and have them say yes?

Why do people forget about you so easily? What can you do to help them remember?

How can you make instructions easier to follow?

How can you become more influential, even if people really don't know you?

How can you make selling and persuasion transparent?

How important is sincerity, integrity and enthusiasm?

What won't people easily forgive you for? How can you get them to forgive you?

What are the most important principles of success? of business? of marketing?

When you learn how to ask good questions you won't find one answer, but LOTS of answers.

Learning about or mastering marketing?

Learning by studying - Books, articles, tapes, videos, teleclasses, workshops.

This is a great way to get information. However if the information is not implemented quickly, it is forgotten just as quickly.

Just doing it- Doing a project, writing an article, designing a web site, giving a presentation based on what you know (or think you know).

There's nothing quite like learning through experience. However, if you are doing marketing activities without access to good information, often you are simply guessing. And it may take a lot of trial and error to get it right.

Studying and doing - Gathering information through books, courses etc, applying what you learn as quickly as possible and then fine tuning.

This strategy is favored by many self-starters. Often the learning curve is steep because you don't have any expert feedback. It can be easy to get off-track if you're not getting any outside support.

Expert coaching - Studying, doing and then getting knowledgeable feedback.

This is a fast and reliable way to learn and master just about anything. The downside is that it is expensive, because it is one-on-one.

Expert group coaching - Studying, doing and then getting knowledgeable feedback in a group setting.

This method of learning is even faster because, as each person learns from their own study and doing, they can share their experience with others. This diversity of experience tends to go deeper than input from just one source. As one learns, all learn.

In this workshop we are going to focus on Group Coaching

You'll share what you've come up with in your preparation work and then I and the group will give you feedback while explaining how to make your marketing more effective.

Marketing Ball Worksheet

1. What base are you trying to get to? _____

2. What specifically are you trying to accomplish?

Purpose _____

Intended Results _____

3. What have you already tried? _____

4. What has worked? _____

3. What hasn't worked? _____

4. What's your plan for next steps?

Components (messages, actions, skills, deliverables) _____

Timeline - when are you going to do what? _____

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Timeline - when are you going to do what? _____

Your Marketing Ball Marketing Plan

1. Get your marketing message down flat.
2. Develop your marketing materials or web site.
3. Write a Core Issue Article - Print and PDF.
4. Start networking actively.
5. Start looking for speaking engagements.
6. Initiate an eZine or other keep-in-touch vehicle.
7. Keep working on personal development.

Get professional assistance when you need it

Writer or editor to help with quality written materials

Designer for professional business identity

Web designer for professional looking web site

Books, ebooks and audio programs for further education

Coach or support group to keep you on track

It's proven. Those who get professional assistance go further in their businesses.

Recommended Book List

Often when I give out a booklist someone invariably asks me which one or two books I would get. Here's a way to think about it. If I took out a wad of 20 dollar bills and offered to sell them to you for \$1 each, how many would you buy? How many would you buy for \$5 or \$10 or even \$19? Hopefully your answer is "As many as I could get my hands on."

Well, these books are worth considerably more than \$20 each! In fact, if you can't find several ideas in each book that are worth several thousands of dollars to you, you're not really trying. Which books should you get? All of them and then a whole lot more.

Get Slightly Famous - Steven Van Yoder

Become a Recognized Authority in Your Field - Robert Bly

The Obvious Expert - Elsom Eldridge

Rain Making - Ford Harding

Marketing Your Services - Anthony Putman

Getting Started in Professional and Executive Coaching - Stephen Fairley

Getting Everything You Can Out of All You've Got - Jay Abraham

Cash Copy - Jeffrey Lant (writing)

Million Dollar Consulting - Alan Weiss (proposals and pricing)

Nonstop Networking - Andrea Nierenberg

Let's Get Real - Mahan Khalsa (sales)

Loving What Is - Byron Katie (overcoming resistance)

Doing The Work - An inquiry into thoughts and beliefs - CD 1

"The Work" is an extraordinarily powerful process for working with thoughts and beliefs that are causing stress or stopping you in some area of your life, business or marketing. The principle is simple and well-accepted in psychology – you are what you think. But despite this obvious truism, most people find it difficult, if not impossible to stop or change habitual thoughts that are holding them back.

This process inquires into thoughts and beliefs in any area of your life in such a way that they tend to simply let go of their grip. This is not positive thinking, affirmations or trying to force you to think differently. You simply answer a series of questions to discover the truth or falsity of the thought or belief that you hold so dear. And it only take a few minutes to do.

Here is the process and the questions that comprise The Work.

Step 1. List your thought or belief. Make sure that this is a stressful or judgmental belief such as "I can never make enough money," or "marketing is sleazy." Don't just list something for the sake of listing it. Come up with a thought or belief that is stressful in some way or that you have been clinging to but suspect is no longer serving you (if it ever was).

Step 2. Ask the question: "Is it true?" and answer as honestly as possible. You are looking for a yes or no answer. If the answer is yes, go to step 3, if it is no, skip to step 4.

Step 3. Ask the question: "Can you absolutely know it is true?" and answer as honestly as possible. You are looking for a yes or no answer. Whether you answer yes or no, go on to the next question.

Step 4. Ask the question: "How do you react when you think that thought or belief?" and answer in as much detail as possible. On the following two-page worksheets are spaces to write your answers.

Step 5. Ask the question: "Who would you be without that thought?" and answer as honestly as you can. Really ponder your answers to this one. Try to imagine as vividly as possible what life would be like if you could literally not think this thought or belief anymore. How would your life be different?

Step 6. Now turn the thought or belief around. If your thoughts was "I can never make enough money," then the turnaround would be: "I can always make enough money." And then ask yourself if that new thought is as true or truer that the original one. Really let the turnaround sink in.

This process was developed by a woman named Byron Katie in 1986 and it is fully explained in her book *Loving What Is*. Please don't be fooled by the simplicity of this process. You can enter the process with a firmly held belief and in a few minutes see your life, business and marketing in a completely different light. The results can be profound. But this process only works if you actually do it. Thinking about it simply does not work. More information on The Work at www.thework.org.

On the following page is an inventory of some of the thoughts and beliefs that may have been holding you back in your business or marketing. Go through the list, pick one and then do The Work on that issue using one of the worksheets that follow.

– I wish you all the best - Robert Middleton

Inventory of Thoughts and Beliefs

If you are stuck in some area of your marketing, you will discover that one of more thoughts or beliefs in holding you back. Below is a list of possible thoughts or beliefs you might have experienced while trying to market your services. Use these thoughts as starting point to use The Work with the worksheets on the following pages. The following thoughts and beliefs are ones I've heard from clients over the years.

Marketing in General

Marketing is sleazy, marketing is beneath me, marketing is difficult, marketing takes too much time, marketing doesn't work, marketing costs too much.

Marketing Messages

It's hard to explain what I do, nobody understands me, I don't want to sound like a care salesperson, my message needs to be perfect before I use it, my message doesn't work.

Marketing Materials – Writing

Writing is hard, nobody reads marketing materials, good writing needs to be short, good writing needs to be long, I just can't write, writing is a waste of time.

Networking

Networking doesn't work, networking is a waste of time, I'm not the networking type, you don't meet quality people through networking, people won't talk to me.

Speaking & Presentations

I'm scared to speak, people will think I'm an idiot, I'll give a terrible presentation, If my presentation is bad it will destroy my business, I don't have the training to give speeches.

Newsletter/eZine

Nobody will want to read what I've written, there are already too many eZines, I don't have enough material to fill an eZine, the technical part of eZines is too hard to deal with, eZines are spam.

Joint Ventures

Nobody would do a joint venture with me, I don't have anything to promote jointly, I might get ripped off by my joint venture partner, creating joint ventures takes too much time.

Proposals

Proposals don't work, proposals take too much time, prospects will just rip off the ideas in my proposal, you must always have a proposal, proposals are unnecessary.

Pricing

I can't charge what my services are worth, nobody will pay for my services, everyone else charges too much/too little, If I raise my prices, I'll lose business.

Success Attitudes

I must succeed, I can't succeed, I should get what I want, I don't know what I want, work is just too hard, it's not worth it, I'm not lucky, people don't like me, people should like me, people are.....

OK, your turn, take one of these or another one and work it through on the following worksheets.

THE WORK WORKSHEET

*Pick an area to work on • Write down your thoughts/beliefs • Ask four questions • Turn it around
This worksheet and The Work © copyright 2005, Byron Katie • www.thework.org*

What is an area you want to work on in your business or marketing but are having difficulty with? Pick something such as “I want to write articles” or “I want to do speaking engagements” or “I want to be a better networker” or “I want to attract more referrals.”

1. What angers, disappoints, frustrates or confuses you about this area of business or marketing? You might say, “I am frustrated with networking because nobody is interested in my services” or “I am angry because I’m such a bad writer.” or “I am frustrated because building my business is taking much too long” or “I’m afraid that people will reject me and my services.”

I am _____ at _____ because _____

Is it true? Can I absolutely know? How I react. _____

Who would I be without that belief? _____

Turnaround _____

2. How do you want them/things to change? What do you want them to do?

I want _____ to _____

Is it true? Can I absolutely know? How I react. _____

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3. How things or people should or shouldn't be, do, think or feel.

_____ should/shouldn't _____

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Who would I be without that belief? _____

Turnaround _____

4. To get what you want to be happy, you need things/people to:

I need _____ to _____

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Who would I be without that belief? _____

Turnaround _____

5. What do you think of them/of the situation (make a judgmental list):

_____ is _____

Turn it around _____

6. What is it that you don't want to experience with that person/situation again?

I don't ever want to _____

I'm willing to _____

I look forward to _____

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