

Creating Your Marketing Plan

involves asking yourself five questions:

1. Who am I?

Discover your unique offering and attributes. Be specific and dig deep. Find your passion, your Mission, your why, and truly believe. Flip any of your deficits into your strengths. Write why, how, and what will people buy from you.

2. Who are they?

Your target market – the narrower the focus, the more likely to hit a target. What do they say they want? What do they really want? Choose two targets. List best or ideal clients; list their defining attributes or adjectives; list their wants.

3. What do I say to attract them?

Short Introductions (10 seconds to fame and fortune) – best formula:

“I’m _____ [use title or company only if helpful].

I work with [adj.] _____ [1st target market] _____ who want _____, and

I work with [adj.] _____ [2nd target market] _____ who want _____.”

(This amazing formula was adapted with permission from Marc LeBlanc of LaJolla, CA.)

Talking Points – these are intriguing bullet statements, sound bites, to answer their question “How do you do that?” in response to your Short Introduction. Usually Talking Points are examples, principles, generalities, focused problems, or unique attributes of the target market.

4. Where do I meet them?

If networking, determine where. Research good fit for you. Establish networking goals and results for each meeting. Purpose = find person(s) for 1-on-1.

See attached Event Networking Tips.

Create a system to follow-up and invite people for 1-on-1’s.

Sort people at 1-on-1 meetings: Resource, Referrer, Client, or Friend.

5. How do I get their commitment: “Yes!” or “No”?

Integrity first – always. Find out what they truly want. Ask a series of questions to obtain clarity and commitments of your future relationship, through TEDDA!

Have the right attitude, behavior, and technique. It’s a game; have fun with it.

Event Networking Tips

1. Decide on a networking strategy and goals before event.
2. Prepare and practice Short Intro and Talking Points before event.
3. When introducing yourself to a group, obtain an audible response.
4. If two or more are representing the same company, coordinate your introductions and don't sit together.
5. Place clear nametag on right and high up. It saves embarrassment.
6. Initiate conversations with people you don't know.
7. Listen intently to their messages and empathically to their emotions.
8. Write on business cards you receive to help remember details.
9. Avoid sliming: selling without permission.
10. Be assertive, not aggressive.
11. Keep moving. If you are having a good conversation; suggest a follow-up meeting.
12. Circulate: particularly with people you don't know.
13. Break into circles through four methods: Be Bold, Hover, Quick Break-in, or Tail a Networker.
14. Remember your purpose for networking.
15. Follow-up, one-on-one meetings are the key to developing deep or long-term relationships.
16. Expect to help someone; trust that that person or someone else will help you.
17. If you are not receiving business in return, discover why?
18. Debrief your networking experience with a partner, spouse, friend, or coach.

Subliminal fine print: To maximize your networking experience, you may hire Doug to coach you before, during, and after your networking events.