

Only Read This If... You Are Planning to Succeed

Ten Things to Know Before You Start

You can be brilliant in your field and still relatively clueless when it comes to your marketing. It's ok – in fact, it's rather normal. But... it's important to learn how to think about the new path you are carving out – in marketing terms, and how to get the full benefit of it. So, here you go!

Get Clear

You have to be clear about who you are and where you are going. This is the most important thing of all. As Yogi Berra once said: "If you don't know where you're going, you might end up there." All of your marketing is built on your vision – and it has to be mad crystal clear through a defined process.

Get Consistent

It is truly amazing how many people lack consistency. Not only in their systems and processes (if they in fact have some), but also in the marketing tools they use. They may have a cheap business card and a website that looks totally different than anything on the card.

Get Congruent

Congruence means you are who you say you are; another case for clarity. If you want good results, you must work from a plan. The plan works first on a strategic level then drills down to tactical. The difference this makes is like that between a shotgun and a laser.

Be Willing to Craft Your Brand

Be willing to establish and craft a brand. The branding process is all about discovering who you are as a business and how you want to be perceived by your clients. It gets to the heart of who you are authentically and helps you define yourself through powerful images, strong, resonant messages both written and verbal

Stop Looking for Instant ROI and Measure When the Time's Right

It takes time to put this all together. If you are looking for ROI in several months, you probably should find a good haystack to search through. The pieces have to be put in place and takes time to create, get out and then take hold. However, you will see results in small ways if you raise your awareness and become a good student of the process.

Be Willing to Learn

Develop the willingness to learn. Become a sponge and as your messaging is created try it out, tweak it, and pretty soon you will be seeing some dramatic changes.

Don't Ask to Use a Client as Part of the Team

Asking if one of your clients can do a specific part of the work. There are a couple things to understand here. If nobody on the team has ever worked with them, then there must be extra time (which = \$\$\$) built into the process. Just because they are web developers, artists, etc. doesn't mean they are best for your job. Our recommendation – find three good referrals for them and help them that way. Avoid disaster early by working smarter.

Your Team Needs to Know the Message

Your marketing team will be working with everyone who has contact with your customers and prospective customers. After all, marketing is not just paper, logos, business cards, and other tools. It includes your introductions, the questions you ask that evoke a better response from prospect, how to form your strategic alliances, and your network.

Finally, be willing to toss your assumptions away. We all have them but getting clear means raising your awareness of how you come across in the world. Sometimes you have to slow down to go faster.

If you read this and said to yourself: "That makes sense." Then, you can take the next step. Talk to us. Call 610-585-6567.