

# Secrets of Power Marketing

## Marketing Yourself & Your Business

### Secrets of Perceptions

- Look for and manage your unintended messages. They have as much, maybe more impact as your conscious messages.
- Create positive first impressions every time – with your smile, handshake, business card and appearance.
- Listen to your voicemail message with a critical ear and impatient mindset. Then improve it to project a positive experience for your caller. Review periodically.
- Deliver value and make them aware of all that you give. Emphasizing the perceived value is a more effective marketing tool. Total value = Real value + Perceived value.
- Enhance your credibility as an expert through public speaking and writing. Improve that expert image with contests, surveys, awards and special recognition.

### Secrets of Relationships

- Build and nurture relationships with those who are like you. Connect with others through common background, likes, hobbies, family activities, culture.
- Create and maintain personal relationships. Say thank-you often. Say it with hand-written notes, postcards, email, by phone, with a book, with a gift or with official recognition.
- Plant your bamboo – then cultivate with care, persistence and patience. It takes time. Networks are built on helping others.
- Harness your staff, suppliers and colleagues. Know your competition; get them to know about you. Visit your alumni association events. Join your professional association.
- Associate with others who improve your credibility – associations, partners, mentors, community leaders, and business executives.

## **Secrets of Media**

- If you must pay for publicity – don't advertise – sponsor
- Cultivate Relationships with you media contacts. Stay in touch. Thank them for any exposure and send them sweets.
- Send news releases regularly. Make them 'scan catchers'.
- Write articles that offer value to their readers and get your name, number and photo printed.
- Write to the editor, a columnist or reporter.
- Use your website and email as marketing tools. Make your email signature a mini signboard and offer email newsletters.

## **Secrets of Leverage**

- Get more impact out of the intangible resources you have – instead of worrying about the tangibles you lack.
- Focus – do more with less. Then position yourself as number one in your defined market.
- Reuse, recycle and repackage ideas, products, or methods from your competitors, other industries or the past.
- Break through the unwritten rules that are holding you back. Do it with style and make a big splash.
- Get happy clients to do more for you – by writing testimonials that you reproduce and distribute, with your portfolio, in your newsletter and on your website.

## **Secrets of Database**

- Collect information about your clients and prospects that may help you market and sell to them.
- Use Categories to track and find common groups.
- Protect you database. Back up often and plan for Murphy to visit your computer.
- Schedule your cold calls and your follow-up calls at separate times and stick to your schedule
- Leverage your database by sharing, trading or getting other companies to mail to your list.
- Start your contact as high in the prospect company as you can – the CEO or president. With important companies maintain contact with more than one person.