

Marketing: Great Ideas for Rich Results

OVERVIEW

Using the media to voice your message is the most powerful positioning strategy you can employ for yourself and your business.

UNIQUE MESSAGE

What is the problem you are the answer to?

Abstract Language vs. Concrete Language:

If it moves you, it will likely move others.

“The best and most beautiful things in the world cannot be seen or even touched – they must be felt with the heart.”

– HELEN KELLER



POSITION YOURSELF

Competence and the perception of competence are equally important.

What makes you and your company credible?

What you sell vs. What you do for others

GO VIRTUAL

Website:

Social Media:

Blogs:

Free eNewsletter:

Video:

Audio Recordings:

Affiliated Resources:



"Facebook, from what I can tell, is the virtual equivalent of dropping into the homes of several million people, all of whom say at the same time: Hey! Let's set up the slide projector."

– LINWOOD BARCLAY

CONNECT "LIVE"

Be prepared to do business everywhere you go.

- Product
- Samples
- Literature
- Calendar
- 30 – 60 second sound bite



"I think you could make a completely Virtual Centre, though I have a general feeling, and maybe because I am getting very old, that you still need face to face."

- RICHARD ROGERS

MY BIGGEST AHAS FOR THE TRAINING:

MY WOW (WITHIN ONE WEEK):

WRAP UP