

The Basics of Marketing Oneself!

DO'S

- ◆ Establish an identity for yourself
- ◆ Look for a void in the marketplace
- ◆ Determine the best market for you
- ◆ Listen to your market and find out what they want
- ◆ List no facts in your marketing materials – great advertising is based on emotion.
- ◆ Use a logo and picture on every piece of marketing material you use.
- ◆ Be outrageous and passionate

DON'TS

- ◆ Talk too much or be too wordy on your marketing materials
- ◆ Send one-shot mail outs
- ◆ Change logo or slogan.

Ask friends and colleagues for a statement about you or the way you do business
Then develop a statement that reflects your principles.

A slogan should reflect the position you are trying to take in the minds of your
target market.

A logo is a visual expression of your slogan:

The Plan

How do I want to advertise?

- ◆ What is my budget? _____
- ◆ What do I enjoy doing? _____
- ◆ What will I do? _____
- ◆ What do I know works? _____

Analyze current marketing efforts.

- ◆ Look at my work habits _____
- ◆ Look at my production goals _____
- ◆ How well will my plan work? _____

Implementation

STRATEGY INTEGRATION IS KEY:

You must implement your plan by integrating it into your daily schedule ----
RIGHT NOW!

- ◆ Review what ideas you want to implement daily.
- ◆ Break it down into smaller steps to get started
- ◆ Have a plan for a year at a time
- ◆ Take notes on how the plan is doing on a daily bases
- ◆ Evaluate the plan monthly an make small appropriate changes
- ◆ Evaluate the plan quarterly and make changes to fit your needs