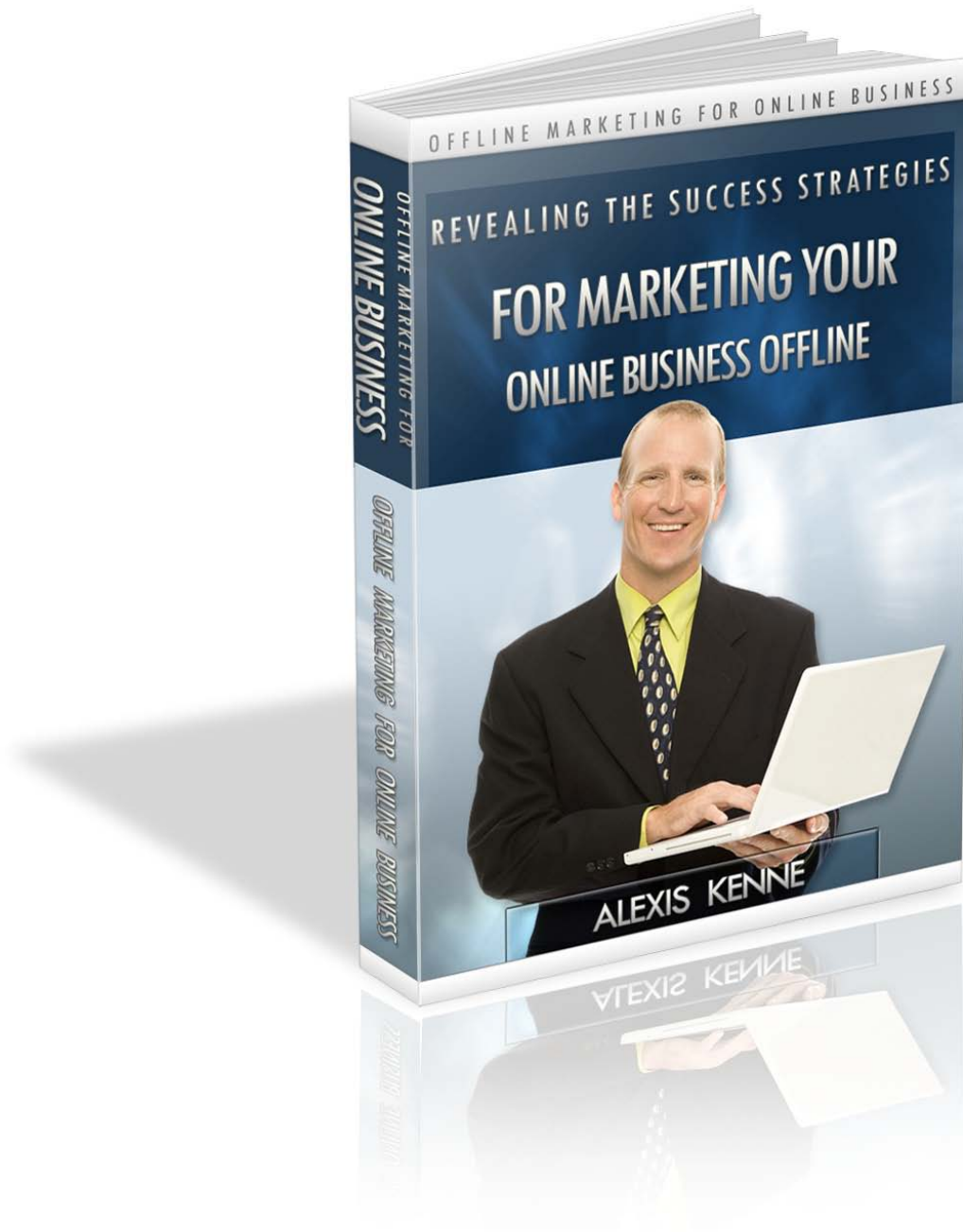


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# **“Success Strategies for Marketing Your Online Business Offline”**

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# CONGRATULATIONS!

You now have access to Offline Marketing eBook.

My name is Alexis Kenne and I'm the owner of [TheBloggingInstitute.com](#). Over the last few months I've gone from being a LOSER affiliate to finally starting on the path of becoming a SUPER AFFILIATE and Expert Blogger!

I shared some of my experiences on my [blog](#)

I quickly realized how important was a mailing list in an online business. I then did everything to learn in the shortest time possible to send a ton of free targeted traffic to my main site at [HomeBusinessFirePower.com](#) and to my [blog](#) plus by making some small split tweaks to my conversions (opt-in rates) I've also managed to capitalize on the amount of traffic I do get.

## **More Traffic = More Opt-ins = More Sales**

If you are struggling to get traffic to your site and /or struggling to make money online then I can help. Check out my [site](#) for access to my free affiliate marketing success kit, or visit my [blog](#) for some of the hottest affiliate marketing and traffic driving tips.

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This quick guide will introduce you to Success Strategies for Marketing Your Online Business Offline. I'm sure you'll see some great results once you implement the strategies.

One last thing before you begin reading the rest of the guide ,I actually offer a FREE 7 day ecourse on how to make money blogging . You can get access to it at [theblogginginstitute.com](http://theblogginginstitute.com)

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Why should you market your online business offline? After all, aren't you working online because that's what works best for you and your lifestyle?

Your answer may be a resounding "yes", but there's always one overwhelming reason for using offline marketing strategies to drive targeted traffic to your site: Reaching customers prepared to pay who wouldn't find you any other way.

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That's not the only reason, but it's an overwhelming one. Think of it this way: You're visiting a small town for the summer. You've discovered a wonderful little cluster of stores all along three or four main streets. You quickly get into the habit of visiting them every day. You have morning cappuccino and croissants at Henri's Patisserie; you browse for new books to read at Shifnal's Used Books; you top up your cell phone minutes and purchase handy new apps at Speedy Mobile; you buy souvenirs and discover fascinating bargains at the Arts and Crafts Emporium and Bazaar.

But what if there was a wonderful little store that provided you with used books (for free) and better quality but lower priced souvenirs, as well as serving even more delicious cappuccino and croissants (including those marzipan-stuffed ones you remember from Paris?) What if there was a wonderful florist next door, where you could treat yourself to fresh roses in your room every couple of days (part of your long-held vacation fantasy)?

And what if you never found these two stores because they weren't in any directory and you just had no reason to visit that part of the town. You'd been told: "Oh, there isn't much there, you don't want to waste your time..."

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What if the only public presence for these two absolute little gems of stores was their websites... lost amid thousands of others, with no indication they were right there in the lovely little town you're visiting?

Well, sure, you don't know what you're missing if you don't find it. But what if you had?

And more importantly, from the perspectives of those two stores owners... what if you had?

What if you told everyone you knew about them, so that they become a "must visit" stop for other vacationers? What if they publicized themselves and drew in more than just you, 365 days a year?

Instead, there they sit, with only a handful of regular customers buying small-ticket items. The owners are sweating bullets to scrape a living, constantly in debt, never indulging in any of their own favorite recreational activities or dreams... while their Main Street competition rakes in healthy, six-figure incomes...

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You'd want to tell them to at least go to the street where their competitors operate and put up a sandwich board pointing the way, right?

That's exactly what operating **only** online is like: Only a few "locals" (people in your forum, or the twenty or so of your Facebook friends who regularly post) know you're `there'.

And not only might they not be the biggest potential spenders; they don't always need, or want, your specific services!

When you look at this tangible example, visualizing these two perfect but largely unknown little stores to all be a few, it becomes much easier to see how and why you should target a that potentially lucrative flow of paying customers you're missing... simply because they don't hang out online.

Now... how do you get them to visit your site?

### **Making Friends 101**

How many methods of promotion you use will depend on two factors:

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1. The number of methods ideally suited to your offline target customers
2. How far off the beaten track you're located

In other words, those two stores we talked about, far from the main area of town, would have to resort to extraordinary measures if they were to capture the same customers who regularly stroll into the stores on the main thoroughfare.

They might in truth provide all sorts of wonderful incentives over their competition, carry superior products, better prices and a nicer atmosphere... but if no one knows they are there, all that is wasted!

Any offline promotion is better than none... if you're reaching the right people! But reaching the "right" people means the difference between a steady, faithful supply of real dollars and hit-and-miss marketing.

**Who Are You Trying to Reach?**

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The "right" people offline will usually be the same people as your perfect online customer... with different habits and different reasons for choosing similar products.

Your online customer always shops online, first choice (it's easy and convenient)

Your offline customer doesn't.

He may have any number of reasons:

- He "hates technology"
- He prefers department stores
- He prefers dealing face-to-face with people he knows
- It's easier to jump in the car
- It's easier to pick up the phone
- He's "always" shopped at such-and-such a store or dealt with so-and-so's office temp service

He may have the same needs as your online customer; the same budget, the same dreams. He just has a different

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history and different habits in the way he does business or shops.

So what do you do?

Show him what's in it for him, if he changes his habits!

## **Changing Your Customers' Habits**

That's a tall order! Human beings naturally follow the path of least resistance. They like to go with what is comfortable, "safe" and easy.

Doing something different requires change -- and change is a constant effort that can be slightly uncomfortable. What you need to tap into is not only his biggest needs, dreams and fears but also your biggest incentive; the same way you need a bigger incentive to change your own habits and start marketing your online business offline. Something's inspired you to change that point of view, because you've purchased this guide.

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What was it? And never mind all that hype about "taking your business to the next level" -- what's the one, most compelling reason that made you decide to take action on marketing your online business offline too?

Here are some common motivations for stepping outside of one's business "comfort zone" that I've heard over the years:

- "I'm tired of barely scraping by every month, putting out all that effort for just a dribble of income"
- "I want everyone to know how easy this is!"
- "I need to pay for my son's operation!"
- "I'm finally feeling confident enough to get the word out about my services."
- "I've made a new commitment to succeed!"
- "I want to buy a house/car/go to college/afford a regular vacation, so I have to increase my profit level!"
- "I'm expanding. I need to pay my staff and have something left over."
- "My husband left me. My expenses have increased."
- "My wife left me. As a single dad, I need to make more money."

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- o "The kids are in school. I finally have time for some offline promotion."
- o "I've finally realized I'm missing a whole segment of paying customers!"

No matter where your motivation to expand your "reach" originates, the incentive to do so has finally outweighed your insecurities, fears, fondness for your comfort zone and all your regular habits. In fact, let's go one step further and say that what you were comfortable with a year ago isn't working for you now... for whatever reason.

It's the same with your offline customers. They experience the same resistance, the same fears, the same needs and the same fondness for following the easiest path as you do.

Not understanding that basic fact is what will quickly have you resorting to a few "token" promotional methods; then half-heartedly abandoning them when you don't see results. Or you'll find yourself paying a fortune for an offline "marketing consultant" who will probably do all the things you've already done... and cost you serious money.

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So it really all boils down to one simple action you have to take, when it comes to reaching that offline segment of customers:

- o What you have to do is find them and bring your "store" to **them**.

Now let's look at some solid, proven techniques for making that happen!

## **Section Two: Offline Strategies that Work**

There are strategies for everyone, when it comes to marketing your business offline. But before you tackle any strategy at all, it's important to make sure you don't make the single most devastating mistake stopping a huge majority of offline campaigns from becoming a smash success. And that is "research".

Now, I know you're probably groaning, since by now you're a veteran of online research, but bear with me. What you need to find out is not just what Google say, or what Alltop.com is saying, or what people are buying on eBay...

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but what your local customer (the sort that blankly say "what's Facebook?") wants and needs.

Here are some down-'n'-dirty offline research methods that can really reap you big rewards...

**1. Befriend your local librarian.** Specifically, not just any librarian, but the reference librarian at your local library and/or community college. If you're the shy type who hates cold calls and confronting strangers with your clipboard, she can often save you hours of pain and sometimes even provide you with an introduction to a group you need to survey.

Sample questions to ask:

- "What types of questions do you get most about...?"
- "What do people interested in [your topic] usually look for?"
- "Do you know of any local special interest groups that might be interested in talking further with me about [your topic]"

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- "Where can I find statistics or information on [your local target]"
- "Are there any consumer reports you can point me to that might help me research local trends concerning [your topic]"
- "Do you know of any primary market studies you can recommend I read related to [your topic] and this area?"

**2. Attend meetings.** Join your local Chamber of Commerce or other business organizations. Go to trade shows in your area, take lots of business cards and practice getting into conversations with people. Ask them about their needs and their business (if you've picked your trade show properly, it will be right in your niche, most of the time). You may not only pick up some customers, but also develop a wonderful source of market tips, feedback and ideas for further research and development.

**3. Never stop networking.** **Love** talking about your niche. A friend of mine makes soaps from exceptionally pure essential oils. She's passionate

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about her business, and takes samples of her soaps everywhere she goes, tucked along with business cards and brochures in her ample purse. (In her car, she always has a selection of gift baskets handy.)

She chats to absolutely everyone about her soaps and has a surprising degree of success, making impromptu sales this way. The reason? She is passionate about her product, as well as proud of it. She lives, eats and breathes soap-making. And she now has a base of happily satisfied, local clientele -- enough for her to stay home and make soaps full time. But what getting into the networking habit has given her is feedback -- real feedback that allows her to address people's specific skin problems, needs and preferences.

Networking as a source of research should never be underestimated!

**4. Cross check your results.** You'll likely engage in online research for your offline campaigns at some point. When this happens, consider the overload of information on the net and make like a trained journalist. Their first question, on receiving data, is always "who's the source?" Followed quickly by: "Is it

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the primary source?" Meaning, has this information been repeated and repeated and repeated until it's completely lost both its truth and value? Is this the actual study providing the statistics... or is it someone repeating statistics they've picked up, zillionth-hand, on the net?

Always consider the source, and ask yourself: "Is this information high quality and likely to be true?"

**5. Begin your research with questions.** One of the best ways to uncover highly relevant research material involves asking yourself questions. Knowing the questions you need answered is as important as finding those answers.

Some questions to start with:

- Are you marketing physical products, digital products or services?
- Should you focus on branding?
- Will your pricing strategy involve discounts, coupons, special prices?
- Are you looking for new clients or customers?

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- Are you hoping to increase response from existing customers?
- What sort of technology does your average prospect own:
  1. Computer
  2. Mobile phone or other mobile device
  3. iPad
  4. Bluetooth
- Does your prospect prefer text or voice messages, faxes or phone calls?
- What income bracket is he in?
- Does he have a college education?
- Does he belong to any clubs or organizations?
- Does he have children? If so, how many? What ages?
- What is his hobby?
- Does he take vacations?

You can add more specific questions tailored to your business goals. For example, if your business involves vacation property management:

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- Does he close his cottage for the winter?
- Does he come up for holidays such as Thanksgiving or Christmas?
- Is his cottage easily accessible by car? By water?
- Is it on a septic tank or town sewers?
- Does he have a well, or is water trucked in?
- Is his cottage on a lake?
- Is it winterized?

The more specific, detailed and relevant the questions you need answered on his behalf, the better research results you'll automatically get.

In Section Three, we'll zero in on five strategies capable of yielding noticeable, long-term results in both sales and business building.

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## **Section Three: Five Strategies That Work -- How to Make Sure They Really Do**

There are many ways to market your business offline, but let's zero in on five particularly effective strategies currently yielding strong results...

You can employ geo-targeted offline strategies such as workshops people in your local area can attend... and you can also boost your contact with your existing online list (no matter where they are) by using offline strategies such as direct mail marketing or telephone consultations. These five strategies work well for both groups.

Marketing to your online list using offline methods can often boost sales considerably and really make you stand out from the competition. Say you use a telephone campaign: Not only will your target customer get to hear your voice and feel like she knows you -- you'll get to hear hers. You'll have a much clearer picture of your client, if you've made contact in the "real" world -- by telephone or in person.

### **1. Direct Mail Marketing**

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Direct mail marketing is still one of the strongest ways you can give your business a powerful, extra boost -- whether you're trying to add value to existing online clients or reach new offline ones.

There's also ample evidence, thanks to studies done by statistics and analysis companies such as [Epsilon](#), to indicate that 18-34 year olds surprisingly prefer marketing offers delivered by direct mail above even social media driven offers (with the exception of the travel industry).

Direct mail marketing tends to have seasonal highs and lows, just like most other forms of marketing and promotion. Here is a chart detailing the best and worst months for direct mailing consumers:

Month	Effectiveness
January	Strong
February	Strong
March	Bad
April	Average
May	Bad
June	Bad

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July	Average
August	Average
September	Average
October	Good
November	Average
December	Average

**Personalize** your direct mail efforts as much as possible.

Don't go for "slick" -- make it look like "real" mail; not like expensive junk mail. Put your return address in the top left corner of your envelope. If you're sending a postcard, hand-write or print it yourself. Call them by name.

If they know your name already, people will actively enjoy receiving a letter from you out of the blue. A letter in such circumstances is always a curiosity-rouser!

If they follow you on Facebook, are subscribed to your list or have bought a product or two, they'll treat your letter not as junk mail, but as either (a) a flattering personal contact by a celebrity, if your status online or in your niche is visible enough or (b) a letter from a friend, if your online presence is more humble and informal.

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Some tips for maximizing your direct mail results:

- 1. Make it about them.** "Hello Tanya, I'm writing to you directly because I thought that with your twins. Matt and Lora, you'd particularly enjoy hearing about..."
- 2. Make sure they know it's exclusive.** If you're offering a discount, coupon or deal, let them know that only those who respond using the coupon code given in this piece of mail will get your amazing discount. Ask them not to share the coupon code - "It's only for people on my exclusive list."
- 3. Make sure it brightens their day.** The last thing you want is for your chosen recipient to react to your letter with disappointment. "Oh. It's only junk mail, after all." If you can, offer them something really wonderful inside -- a coupon for a free eBook or a sample pair of hoop earrings or a small packet of your marvelous footbath (with clear instructions on "how to get more").
- 4. Send direct mail surveys** (and include a stamped, return envelope!). People enjoy being asked their opinion by mail -- particularly if there's an element of reward involved. ("If you're able to send this back before June 15th, you'll be placed on the V.I.P list and

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sent an exclusive download link to your complimentary copy of "6 Ways to Triple your Tax Deductions" as my way of saying thanks...")

## **2. Telephone Marketing**

So your customers only like talking on the telephone and you prefer talking online. How are you going to reach them? The obvious answer: Learn how to love the telephone (or else hire someone who does!)

Here are some tips on how you can use telephone marketing and grow more comfortable with it...

First of all, rid yourself of the dreaded specter of cold-calling prospects out of a phone book. Instead, think of consulting your already-established list, and selecting a core group of your best customers to call.

This is a particularly effective strategy because:

1. You've already developed a relationship based on trust

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2. They are more likely to be intrigued about what you're calling to say

To make it even easier on yourself, **memorize a script** or use an outline. You want your approach to be conversational, so once you've memorized it, get comfortable with it until it changes from "stilted" to "conversational". Substitute words, if your "script" always makes you stumble.

Multiple studies have confirmed that using a short script really does work best -- but your emphasis should always, always be on "conversation", not "selling".

In fact, you don't have to sell at all! Here are some suggestions for initial phone contact with members of your existing list.

- o **Tell them you're conducting a short survey** of your best customers, and would appreciate it if they could answer three quick questions for you
- o **Tell them you're putting together a newsletter** (or a special "customer response" edition of your existing

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one), and would love to know if there's one question above all others they'd love to have answered or addressed. (Avoid using the phrase "burning question": It's been so overused in internet marketing, it's often treated with cynicism or amusement nowadays.)

- **Let them know you're running a pre-market test on your new product**, and you're phoning select list members to see if they'd be interested in receiving a private, free download. Let them know you expect something in exchange -- their feedback, via a short 10 question survey they can access online after reviewing the product
- **Give them a "personal invitation" to join your new "Inner Circle" membership group**. If they accept, give them an 'insider" discount code they can use for a special deal. If not, ask them if there's someone who they would like to "donate" their spot to, who they think would particularly find an invitation valuable. (Yes, contacting who they recommend would be "cold calling", so only use this tactic if you're prepared to follow up -- and be sure to let the person know immediately that you're only contacting them because so-and-so thought they might be interested.)

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- **Tell them straightforwardly you've decided to make a quick monthly phone call to your list members** asking them if there's anything they need this month

These are just suggestions. Put your own spin or twist on it, when trying out telephone contact. But whatever your reason for calling, finish off by asking if they would like you to phone again occasionally when you have a similar reason to phone.

If they say "yes", the next time you call, you won't be a "telemarketer", you'll be a friend. Do it right, and they'll feel like an insider getting exclusive information, and may even feel flattered at your personal contact.

If you can be conversational, clear, friendly and to the point you can achieve a much more personal, stronger connection with your list than via the written word -- and you're much more likely to get a "yes" to your sale.

### ***Business to Business Telephone Contact***

If you're a service provider, you might want to actually try cold-calling other businesses. You'll greatly eliminate

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refusals, however, if you do a little research on who you're calling, first.

You can call companies whose members or owners you've already met at Chamber of Commerce or business networking meetings. You can research local companies in your field that may not be aware of your services. If possible, find out the name of the best person in that company to contact and ask for them directly.

Once you're talking to that person, don't waste their time. Come straight to the point and be sure you sound cheerful and confident -- believe it or not, nothing antagonizes people more than listening to someone who is apologetic about their reason for calling.

Use an approach something like this:

"Hello, Mr. Jones. This is [your name] with [your company name]. I'm calling today because I noticed you supply custom WordPress Theme templates to off-road vehicle enthusiasts, and I've developed a ten-theme pack specifically for off-roading blog sites. If you think this might be something your company could use, I'd be happy to

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schedule a time this week to bring you portfolio samples or send you a link to download screenshots and a sample template."

Be sure to conclude with a clear call to action, however, by adding something like "Which of those options would you find more convenient?"

If your service is something concrete, don't be afraid to be even more assertive. "Our licensed plumber will be on Eagle Drive next Tuesday evening to conduct free water tests. What time would you like him to drop by for your free test? It takes about two minutes, and we supply the sterile water container."

### ***Dealing with Objections***

Any sales professional should know that objections are not always refusals. More often than not they're an invitation saying "convince me". Don't be afraid to answer objections. Welcome them as a chance to show your potential customer why your offer is going to benefit her. However, we've all had those annoying telemarketers who won't listen to a clear

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"no" but who go on trying to bully and browbeat you into a sale. That's not going to be you.

A key clue is the tone of voice your customer uses, when raising objections. Is it a "closed" objection, leaving no room for questions?

"Thank you, I'm simply not interested," falls into that category. "I don't think I could use another eBook on sailing right now," is an open invitation to let your phone correspondent know why this book is different. If the tone of voice is firm and decisive, however, you're being told the subject is closed. If comfortable, don't be afraid to ask for feedback, saying something along the lines of: "I understand, and thank you for listening. However, I'd really appreciate knowing the reason, in case its something I can fix in the future."

If your phone correspondent firmly repeats a variation of "I'm just not interested at this time," the subject is closed. If you get feedback, take notes!

Most often, however, you get objections because people feel taken by surprise, and want time to process your request

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and regain their advantage. Welcome this -- objections given in this way mean they are still listening.

Telephoning isn't for everyone, but you're an online entrepreneur, which already makes you infinitely more aware of communication and connection than the average telemarketer - the sort who rattle off a toneless script at the speed of light and talks over top of you while you're trying to make a soufflé and coordinate five different pots. This gives you an enormous advantage in sensitivity and engagement.

Be aware that a "no" isn't a personal rejection. It's just a "no". There could be a million reasons for it, none of them to do with your skill or your quality. But among all the no's, the "yes" answers can be extremely exhilarating -- and net you big rewards your peers will miss out on completely.

And the biggest telephone secret of all? It gets easier and easier every time you do it -- until eventually (sooner rather than later) it becomes a highly enjoyable edge you've developed over your competition.

### **3. Local Environment Targeting**

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This simply means blitzing your immediate environment with information on:

- o Your existence
- o What you do
- o How to reach you

You can do this in a variety of ways:

- o billboards
- o car signage
- o sandwich boards
- o public bench ads
- o Promotional items (t-shirts, mugs, mouse pads, baseball caps, visors, etc., stamped with your URL and company info)

Volunteering is also a great way to promote your company and show that you are involved with your community, and believe in giving back. No one will object if you wear a t-shirt or baseball cap stamped with your branding, your URL, phone number or company name and tag line.

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You can also recruit family members and friends to help you, making a fun and valuable experience for all of you as a group.

### **4. Press Releases**

This strategy should be a staple you don't even think about -  
- a habit you just automatically perform.

Press releases are not ads: They're news: And what is more, they provide news that is relevant to both:

- Your target audience
- The readership or audience of the agency you're using

A great story is always more fascinating to people than even the most brilliant ad.

But don't let brilliant storytelling intimidate you: Press releases are not hard to do, since they tend to be heavily formulaic.

And here's the difference between getting your press release published or ignored. A great press release doesn't just tell

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a story, it **promises one**. It leaves readers (and editors) wanting more. (Regularly!)

Press releases are also easy because you can use a template that's virtually "fill in the blanks", every time. A quick phone call or checking your local paper's online submission guidelines will help you tailor its format perfectly and send it to the right person.

You can send press releases not just to online directories, but to print trade magazines or newspapers, as well as your local newspaper or local business organization newsletters.

A typical press release format is as follows:

<b>Date of release</b> - Choose whichever phrase best applies in the right hand column	"Release Before [date]" "Release After [date]" "For Immediate Release"
<b>Headline</b>	Your headline should follow all the rules about being punchy and grabbing attention -- but a press release headline should also be crystal clear

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	about the subject it's covering
<b>Contact information</b>	Your name, company position or your credentials, phone number, email address. You can include your physical address too, if you prefer.
<b>Introductory paragraph</b>	<p>You need to grab the editor's attention as quickly as possible, so this paragraph should not only summarize what the story is going to cover (even if it's just a hint) -- it should clearly provide:</p> <ul style="list-style-type: none"><li>- Who</li><li>- What</li><li>- Where</li><li>- When</li><li>- How</li></ul>
<b>Body</b> (2-4 paragraphs)	<ul style="list-style-type: none"><li>- Write in the third person.</li><li>- Include a quote from you in the second or third paragraph.</li><li>- Remember you're entertaining that editor's readers (so know</li></ul>

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	<p>who they are, and why he's going to be delighted with your news tidbit.</p> <ul style="list-style-type: none"><li>-</li><li>- Make it about the readers (even when talking about you or your business)</li></ul>
--	---

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<b>Conclusion</b>	<ul style="list-style-type: none"><li>- Your final paragraph is basically your "resource box", where you repeat your contact information: "For more information, call Betty Andrews at [phone number]"; "To register for this free workshop, sign up online at [URL]"; "Betty Andrews will be signing her new self-help book at the Colonial Mall, 10 a.m.-12 noon on June 16, 2011."</li></ul>
If you're sending an actual typed or MS Word file press release, include this newspaper symbol, signifying "The End", centered underneath the conclusion of your press release....	# # #

A printed press release will look like an ordinary (if brief) story, when you read it in a newspaper: However, watch for

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the format printed above to give away that's it's not just a story, but a press release.

Cut out ones that resonate with you from your local paper, and use them as examples to inspire you to write.

Be professional and consistent, provide news to entertain your editor's readers, and he'll happily welcome future press releases from you automatically (especially positive follow up pieces).

## **5. Free Consultations**

One of the easiest and most painless ways to market your business offline lies in offering a free, half-hour consultation by phone.

You can begin online by offering a free consultation as:

- A prize for the best blog comment
- A free incentive for signing up for your webinar or teleseminar
- A special bonus for your list members only

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- An exclusive freebie for your fellow mastermind forum members
- A bonus with a purchase of your latest eBook (or other digital or physical product)
- An introduction to your services

Free consultations should:

- Provide a high-quality, complete sampling of your services
- Never, ever contain a sales pitch

Several top marketers would not agree with that last point, but let's look at the pros and cons...

<b>If you conclude with a sales pitch</b>	<b>If you <u>don't</u> conclude with a sales pitch</b>
You switch the focus back to you and your needs --	Your generous help reaps your phone correspondent's

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leaving your phone correspondent with that memory.	real gratitude.
You risk embarrassing them if they're taken off guard and/or have to say no. (Embarrass them, and you've lost them for life!)	You can follow up a few days later with an email offer or even just further contact.
You risk offending them. They may feel "tricked". Again, you'll lose them for life	You gain their trust.

### **7 Keys to Free Consultation Success**

There are seven things you can do, to increase your chances of really making a connection and creating a lifetime customer who will loyally return to buy, again and again. These actions are not hard, but they are crucial. We've already spoken about not concluding with a sales pitch: Here are these extra pointers...

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**1. Ask the right questions.** Asking questions shows you care about their needs. Make sure your questions don't distract or splinter your phone correspondent's attention, however, but help to zero him in on his particular burning issue. A simple trick: Identify his burning issue quickly; then make sure your subsequent questions relate only to that one issue.

**2. Use your phone correspondent's name** -- the key being "use"; not overuse. People like hearing their name. It makes you feel more like a friend. But they don't like hearing it over-used in an unnatural fashion - - they'll be quick to catch on you're using a strategy, and resent it.

If the name is a complicated one, have a pen handy, double-check straight away that you're using it correctly -- and if you're not, phonetically write out the pronunciation and use it (correctly) at least once again during the conversation, reassuring your phone correspondent that you've paid attention.

**3. Pay attention!** Don't persist in pronouncing names incorrectly. Really listen to every answer, and get to

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the root of unspoken questions in your own responses. Sounds absurdly basic, doesn't it? But in their zeal to prove how valuable they can be, a common marketer mistake involves talking over top of the phone correspondent, interrupting and trying to "persuade". Listen and acknowledge. Mirror your phone correspondent's tone, language style and pace.

**4. Give your expertise.** Resist the urge to hold back the best. You promised to help -- now do so, freely and generously. The gratitude you create will be your best investment, and they'll never look at your emails again and say: "Did I sign up with that person? I don't remember doing that."

**5. Let your phone correspondent know when time is up** -- even if you generously plan to stay on the call till you've created some resolution. Don't assume that keeping them on the phone for an hour when your email promised 20 minutes is going to be appreciated. Instead, say something like...

"Our twenty minutes is almost up but I'd be happy to stay on the line a while longer, until we've got a plan of

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action to deal with your problem, if that's okay with you?"

Likewise, if you really do have to go, try something more like this: "Our twenty minutes is almost up and I do have another call scheduled promptly at 2:20, but I really would like to make sure you've gained exactly what you needed out of this consultation. If you have any other questions or there's something we've talked about that you'd like clarified, do feel free to email me and I'll get back to you with my answers within three days."

**6. Be religious about follow up.** Let them know when you'll be following up, and how -- then do it. This is one other common area where people fall down surprisingly flat. It's not hard to schedule a "thank you and did you have any further questions?" Autoresponder email for the day afterwards -- yet many marketers don't actually do that!

Likewise, if you've promised to respond to extra email questions within a number of days or hours, stick faithfully to that!

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**7. Keep tapes or notes of the conversation.** Ask permission to tape the consultation and explain why you want that, if you're planning to record it).

**Never, ever** use a tape of a personal consultation as part of a later sales package unless you've made that crystal-clear and obtained consent on tape. It's not the same as interviewing an expert who's perfectly aware you plan to repurpose her comments: This is a private conversation and should be treated as confidential.

The main reason you want to keep notes or a recording: Should they become a client, you can further boost their confidence by referring back to details of the call.

If they telephone you a month later with an exploratory call about becoming a coaching client, you can quickly glance at your database and see, in the "Notes" field beside their name, *"has trouble with public speaking. Confidence issues. Joined Toastmasters 2 days before this call"*. You can then wow the socks off them by responding: "Jody! Hi, how are you? I've been wondering how you got on with developing your public speaking at Toastmasters..."

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If your business service based in any capacity -- not necessarily just e-coaching, but even through providing simply hardware or online courses -- free consultations are a great, instant way to create devoted repeat clients. And they can be a lot of fun for you, too.

Just be sure to give them your best.

### **"But I'm Shy..."**

If after reading all this, you're still resistant to offline contact -- if, deep in your gut, you know there's no way you're going to pick up a telephone or turn up at a community event with your name and contact info stamped all over your chest -- there's still hope for getting you past that particular blockage!

Many people enjoy working online because they're shy about interacting with others in person. Others are quite comfortable with spontaneous interaction, but have a mental block against approaching others in a business promotion capacity.

To get past this, you will need to reframe your thinking. That involves taking the actual "mantras" we repeat over

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and over to ourselves as habit and physically changing them to a more positive and realistic phrase -- on the spot.

Three simple examples of reframing:

Old Mantra	Suggested New Thought
"I'm scared about approaching people"	"I'm excited about sharing my amazing product!"
"I don't have the budget to sponsor a team!"	"But I can easily sponsor my daughter in the local "Walk for MS".
"I'm no good at public speaking"	"This audience is rooting for me. They want me to succeed."  "These are my friends. I can help them with what I have to say right now."  "I'm just talking to [name of

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	friend or relative] in the front row."  "I'm proud of myself. I'm practicing public speaking -- and getting better at it every time!"
--	---

The beauty of reframing: You can create your own, totally customized new mantras -- ones that feel comfortable for you and help you feel positive and excited, rather than tense and scared.

Reframing habitual negative mantras may feel somewhat "artificial" at first, but persevere with it. Soon, the new mantras become more comfortable until finally, one day, you suddenly notice they feel "true".

That's when you'll really start achieving public success!

### **Word of Mouth Recognition**

The big secret about gathering great word-of-mouth recognition? No matter what anyone says about you, **you**

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are in control of creating your word-of-mouth buzz -- both the good and the bad!

Good word-of-mouth publicity is generated by:

- Keeping promises
- Consistency in delivery
- Consistency in visibility (i.e. don't "disappear" from the public eye for weeks)
- Delivering timely help that's exactly what is needed (and preferably ahead of everyone else)
- Delivering outstanding customer service

There are two simple tricks you can use to reinforce this image:

- Using the principle of repetition in your contact and content, so that people subconsciously know what to expect
- Creating identifiable series that brand your business and familiarize people with your mode of operating and methods

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So you see, great word-of-mouth buzz has nothing to do with being brilliant, and everything to do with simply keeping promises and being dependable.

Master that, and you'll reap the rewards for years to come.

### **A Word About Outsourcing**

Outsourcing forms of contact that you aren't comfortable with or don't have the resources to do as efficiently or cost-effectively as a service specializing in that method is certainly an option -- but don't be too quick to rush into outsourcing, particularly if that method involves something as personal as a phone consultation.

Don't assume that a specialist can "get the job done" better than you can, either. A case in point: One copywriter reported that she paid a postcard service to send out glossy, professional quality graphic postcards in eye-popping colors. The cards were really appealing, but she got very little response from this campaign.

Later, she repeated it, but her budget was overstretched. She stuck to her offline contact plan, however; this time sending out plain postcards with a hand-written note and call to action written personally by her.

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To her amazement, the response was a whopping 25% conversions from these simple, ugly-looking postcards. ("I have *terrible* handwriting, I had to print it like a little kid...").

The bottom line? Make sure you're outsourcing because it:

- Will make you more money to do so, in the long run
- Saves you time while still providing the right service to your customers
- Will actually do the particular job much better than you can, right now
- Isn't a vital service that requires your personal touch (e.g. you've hired your sixteen-year-old to seal envelopes and attach stamps)

The worst reason you can have for outsourcing? Any fear-based ones. Give in, and you'll likely miss out on learning a new skill that not only builds confidence and excitement for you, but also helps you connect in a much stronger, more personal way with your prospects.

If fear or even just a simple lack of confidence is behind your reason for outsourcing, you'd be far better off to invest

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in some self-help books or coaching, or a course in how to do whatever essential task that's stumping you -- and "just do it".

## **Which Method to Use?**

We've come to the end of our crash course in offline marketing, and I hope it's been eye-opening or at the very least, a handy reference that has inspired you to add it to your special mix.

But deciding which methods to start out with deserves our attention too. Here are some tips...

- 1. Brainstorm.** Visualize yourself engaging in these offline tactics and jot down three methods you think you would feel most comfortable starting out with.
- 2. Analyze the nature of your services or business,** and jot down which methods you think your clientele would be most comfortable with!
- 3. Analyze any discrepancies** in your contact comfort zone and theirs, and make a plan on how you are going to overcome this. Practice? Perseverance? Starting

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with the easiest contact method first... or the hardest?  
Outsourcing contact to an assistant?

**4. Make sure your method fits:**

- o Your purpose
- o Your audience
- o Your image

For example, free consultations are perfect if you're a business coach, whereas postcards work better for those who sell seasonal products. A web designer would have better luck throwing a local workshop whereas a new marketer would benefit most from conducting an initial telephone survey.

Finally, make a plan. Make one for the whole year, tying your offline marketing into seasonal and local events whenever you can.

Be consistent, use methods that suit your target market -- and take action. These are the three simple keys to offline marketing success in boosting your online business results!

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