

MARKETING *& More*

MARKETING IS TEACHING & TRAINING PEOPLE ABOUT WHY THEY NEED YOUR SERVICES

## Make a list of WHY your target market needs your service!

1. What is the service you are providing:
2. How will this service improve the life of your customer:  
Write a list of FIVE examples and reasons!
3. Why does your target audience need your service?  
Write a list of FIVE examples and reasons!

# WHERE TO MARKET:

## **FB GROUPS**

*Go and join some Facebook groups where your IDEAL client might be hanging out! If you are teaching a mom and baby yoga class- you might go join a Facebook group for new moms! monitor the group to see what kind of discussions/problems/topics arise the most!*

## **IG & FB**

*It is a no brainer that you can market yourself on your IG and FB pages! Go follow a handful of people who appear to be your target client- and be sure to interact with them regularly. Comment, like and engage with their posts so that they start to know and recognize you! Don't JUST post ads to your page and assume that will be enough. GO ENGAGE! Get people to come to your page!*

## **COMMUNITY**

*Get out there into the community! Spread the word by putting flyers up at your local Starbucks, community centres, doctors offices or places that align with your brand and offering!*

## **REFERRAL**

*Nothing wrong with asking your people to help spread the word! You can offer people a referral credit or bonus if they refer your service to someone! I used to offer a \$200 referral bonus to anyone who referred their friends to my training!*

## **COMMENT SECTION**

*The comment section of ANY platform, is GOLD! seriously. Take the time to read what people are saying, asking, complaining about... this is a goldmine for content ideas! Remember, every business serves to solve a problem, so go see what problems are out there!*

## **COMMUNITY**

*Get out there! Go to classes, say hello, introduce yourself and connect with humans in REAL LIFE!*

## **FACEBOOK ADS AND INSTAGRAM ADS**

*Instagram and Facebook ads have been SUPER helpful in my business! You can run ads for your freebie (to generate traffic to your website and mailing list!) or to sell your product or service!*

## **MEETINGS & GROUPS**

*Networking is ALWAYS a great idea! Start to find your people. Your niche- your TRIBE! Get involved in local activities, events or seminars that are relevant to your area of expertise!*

## **COLLABORATE**

Find someone whose niche COMPLIMENTS yours. Maybe this is another health and wellness professional? Make sure your message aligns with theirs and then collaborate! You can both help to promote each others product or maybe run a contest together- this is a great way to get in front of another audience!

## **DIRECT MESSAGE**

Guess what? almost EVERYONE has a phone! Find your ideal clients and reach out to them! Say hello, ask them what kinds of things they need help with, offer them some kind of solution and then tell them all about you and your offering! You never know who might buy :)

## **SALES CALLS**

*The best way to make and close a sale is definitely through a sales call! Usually you can offer some kind of free session that ultimately leads to your 'pitch' - this might be in person or over the phone- but regardless the content you are delivering is the same!*

## **CONTESTS AND CHALLENGE**

*Run a free contest! Get people to ENGAGE with a post of yours or submit something- make sure they are advertising your name in some way so that you can drive more traffic to your website or social media platform!*