

## *Does your market see you? Can they hear you?*

### **Marketing**

If sales is about eating lunch, marketing is about planting seeds for the next crop. Marketing is about making sure that when someone out there wants your product or service, you show up as a choice for them.

#### ► Can They Find You?

They can't buy from you if they don't know you're there!

Marketing sets the stage for you to be able to sell. We find it's reassuring to remember that as long as "The Ultimate Driving Machine" and "Things go Better with Coke" still market, we better keep going as well.

Your online presence has not only taken the place of the old-school brochure or flyer, but as our offices become more and more virtual and independent, who we are online has become a critical representation of who we are and what we offer.

Who are your customers or clients? What do they think about what you offer? What do they see when they look for what you provide? Do they know you're out there? Do they see you as an option? Do they hear your message? Is it easy for them to say yes?

Individuals and organizations must position themselves as experts or best in class, and then repeat the message every day in everything you do. You are connecting with people, remember, and people forget things pretty quickly. There is enormous competition for our time and attention; we are hammered every day with thousands of marketing messages. Your message has to be simple, unique and constantly repeated in order to be remembered by your market.

#### ► Get Traction, not Spin

We can spin in circles forever if we let all the buzz about marketing get to us, so sort it out.

Your marketing plan gives you traction when you capture your new contacts and flow them into your ongoing messaging. Depending on your market, social media such as LinkedIn, Twitter, and Facebook can be incredibly useful or completely useless, and ditto with making presentations and writing articles and ezines. Your market determines your best marketing channels.

*Be a Genius in the Business of your Business  
It's All About People*



Triangulate your personal and virtual relationships and discover the power of knowing other people and making sure that they know you. Get to know people and reach out to them virtually and in person. Take advantage of this huge opportunity. Make your virtual connections real by reaching out and shaking hands with the people in your virtual networks. It may be one of the fastest ways to position yourself as an expert in your field and get traction for your service and business.

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