

Avoid These Marketing Mistakes & Attract Your Perfect Customers

Call facilitator and IdeaMarketers official relationship expert Nancy Gerber discussed the most common mistakes made by entrepreneurs and tips on how to attract the perfect customer.

Participants included the following IdeaMarketers.com experts:

- Author of *Brilliance Unbridled* and official IdeaMarketers “How to Charge” expert Kendall Summerhawk - www.KendallSummerhawk.com
- Marketing strategist and official IdeaMarketers information marketing expert Adam Urbanski - www.TheMarketingMentors.com
- Communications and relationship expert Nancy Gerber - www.sstones.com

This is a transcript of the highlights from this panel discussion. An audio recording of the entire panel discussion sponsored by IdeaMarketers.com is available at <http://www.ideamarketers.com/experts/calls/marketing101.cfm>

Definitions of Marketing



Kendall Summerhawk: “Marketing is the things that you do to create ways for people to get to know who you are. They start to understand that *you* understand what their problems and desires are. You have a solution that will help them. Marketing is getting the word out about those things so that people want to talk about you, find out more, come to your events, and buy your stuff.”



Nancy Gerber: “I love that emphasis on activities. It’s not just thinking about it; it’s actually *doing*.”

Kendall Summerhawk: “And it’s not selling. Marketing is about building relationships and having people understand you. They want to know: “Do you understand *me*?”



Adam Urbanski: “I have a definition that I use for what it means to be in business, and I often extend it to define marketing. It’s solving other people’s problems profitably. Marketing is a profit center for a business. It is everything that you do, internally and externally, that makes the product visible and desirable. It causes a potential

customer to take action. There's a saying that people do business with people whom they know, like, and trust. It's from the way you dress, to the way you talk, to the way your website looks – all of these things are part of your marketing machine. Entrepreneurs start with some kind of idea and passion to revolutionize the world. They want to make other people's lives better and pleasurable. Extend it to your marketing. Through your marketing, change people's lives and make a profit for yourself."

Nancy Gerber: "A lot of people, particularly people coming into the coaching or wellness professions, want to change lives – but they get really uncomfortable around the profit piece. Each of you said that marketing is about relationship-building. People sometimes get overwhelmed but, in essence, it's getting acquainted and building a relationship. We want people to 'know, like, and trust' us. Adam, you talked about how your website should be centered around your purpose, and I think that's a really important point."

Adam Urbanski: "Authenticity will always come through sooner or later. If you try to build an image that is not congruent with who you really are, it will always eventually come through that it's fake. Somehow, you will be found out, and it's not pretty when it happens. Someone said that you cannot consistently behave in a way that is inconsistent with who you are. You will run out of juice to do everything else in your business."

Marketing Myths

Adam Urbanski: "There is so much information about how to position yourself and how to build a business. I used to laugh hysterically when I would call somebody and they made their voice mail sound like a huge international headquarters. I would have liked so much more to deal with you as a person than with that big old corporate image you're trying to build. It's a turn-off. It's very transparent and visible to other people. They think that it's better to create that image and corporate person. It's not necessary. It's all about relationships – the person knowing and liking the other person."

Kendall Summerhawk: "When people are newer in their business, they are afraid to be themselves. I see this a lot, particularly in women. They think that they have to hide their gifts, so they'll have this inaccurate representation on their voice mail. When they show up at live events, they don't say a lot or hide out behind being really nice or bland. They don't spend enough time or give themselves permission to let the strong parts of their personality come through. They hold back, and it doesn't make them powerful, authentic, or memorable. No one really knows who they are, what they're all about, or what they stand for. They need to make that part of their brand and capitalize on it. It makes

them memorable. I had a client say, 'If you aim for the middle of the road, you end up being road kill.' You want to create a very distinctive experience of who you are and what you're about. It will turn some people off, and that's okay. They will still remember you and refer people to you."

Nancy Gerber: "I was just having a conversation with someone today who is very well established in their field. They're venturing into a new slice of their market with a joint venture, and there was some hesitation from this person about being their authentic self to this market. I encouraged them to take a stand and be bold. They will then attract the people who are their perfect fit. Because marketing to me is so much about relationships, I hearken back to people who have been in good romantic partnerships. When you are your authentic self, you attract your soul mate or the friends you really love to hang out with. When you pretend to be someone else, you will not have rewarding and meaningful relationships that fill yourself."

Kendall Summerhawk: "When you hold back from being your authentic self, you don't create opportunities. Being in business is so much about the opportunities that we create through our ideas and actions we take. Over time, we build up momentum, name recognition, and a treasure chest of results that we've created for people. Then, other people bring opportunities to us. That does not happen when someone is holding back."

Nancy Gerber: "I was just at a workshop for brand authenticity a few weeks ago. One of the first things that we said in the first hour of the first day has become my new mantra. 'The more authentic I am, the more money I make.'"

Adam Urbanski: "One of the huge myths of entrepreneurs is *relating value to time*. It's frustrating to observe people who are basing their prices on how long it will take to deliver the product or service, or how long they've been in business themselves. Seven or eight years ago, I had a client who was in the business of developing cheap websites. When you think back to 2000, it was hard to find people who build websites to start with. If you found somebody, they typically were geared towards building websites for large companies. His specialty was a \$500 website. He wasn't doing very well, even with this low price point. He couldn't afford to deliver much service to his customers. I encouraged him to charge more. He said, 'It takes me about 4 hours to make this website. I can't charge more. I can whip out two to three a day.' I said, 'Is there a book somewhere that says you can only make \$1,000 to \$1,500 per day, or \$125 per hour? Where did you get this limit?' Another mistake that's related to this is that when brand new people start their businesses, they think that the way to get new clients is to lower their prices. The new entrepreneurs will devote more focus and energy to clients, and bring even more value and new perspective. There is

also the Fraud Factor. As entrepreneurs, we constantly evolve and learn new things. We use that constant development to innovate what we do. The problem is that, for most people and companies, they wait too long to unleash what they are learning as a new service. You feel like a fraud to teach it because you don't think you know enough, and you miss out on great opportunities because you wrongly assume that what you know no longer has value."

Kendall Summerhawk: "People think that, because they're new, they need to charge lower amounts. That ruins the person's credibility. It's not the newness that is a credibility issue, but the fees they're charging. By undercharging, it sends a message to the world that you're not sure what you're doing yet. When people go into service-based businesses (coaches, consultants, designers, organizers, trainers, etc.) with intangible service, they look at what other people in their industry are charging and make an adjustment based on experience and training. 90% of the population undercharges for what they do. People can raise their fees by at *least* 20% and no one is going to blink an eye."

Marketing: Your Primary Job

Nancy Gerber: "Two erroneous beliefs that I see a lot of: 1) Marketing is optional. 2) Marketing is someone else's responsibility."

Kendall Summerhawk: "I'm going to jump in about the 'optional' part. People get busy and say, 'I don't have to market anymore.' We all know that is an absolute fallacy, and a good way to guarantee not having new business. People think that all they need to do is have some business cards printed, show up at networking events. That just doesn't cut it. This may not make me popular, but most people go into business because they love doing what they do. They think that's their business, but your business is *marketing* the thing that you do. It doesn't mean that you don't get to do the thing that you love to do, but marketing your business is the number one activity. When people show up at a networking event with their stack of business cards, that's a *start*, but it's not full-fledged marketing. It's having a very clear, simple system. You know that you're inspiring and motivating people to take the next step. What needs to happen is that the conversations you have need to lead to a next step, whether it's going to the website and getting an article or purchasing an information product. What is the logical progression that my potential clients are most likely to go through? Let me create these stepping stones so that when I go to a networking event, I have the next little step to offer them. That's a marketing system that is going to pay off."

Adam Urbanski: “Ultimately, marketing is about persuasion. Every single one of us was, at one point, a master of persuasion. If you look at a child, they are masters of persuasion. They have ways of getting what they want. When we grow up, we shy away from being persuasive and getting what we want. It’s programmed into us that persuasion equals ‘bad,’ that the only way to persuade someone is to manipulate them against their will. There are other ways that are extremely effective. If you want to stay a small, self-employed, solo-preneurial service provider, no one else will do your marketing as well as you will. You love what you do. Can you extend that love into educational materials? Only allow those who truly are in love with your message, your methodology, and your personality to gain one-to-one access to you. You will create an incredible marketing system and love every single component. If you want to grow a bigger business, you probably will hire someone to do your marketing. You can’t effectively hire without understanding marketing first. There’s a difference between knowing *of* marketing and understanding marketing. You’re going to get bruised up and fall flat on your face a couple times, but you will realize the nuts and bolts behind marketing. If you look at the basic management tool for monitoring the growth of a company, it’s a profit-loss analysis. Most professionals place themselves in the expense part of this report. As a business owner, you have to list the things you do and realize which ones are driving your revenue and which ones are costing you money.”

Kendall Summerhawk: “If you look at marketing as a way of being in service, as a way of helping people, that goes a really long way. They will end up buying from you or referring other people to you. Marketing does not feel like something separate from who we are and what we’re all about. We feel connected to the marketing.”

Nancy Gerber: “The bottom line is, the most successful people are about being of service and creating opportunities. You can be ethical and make a profit at the same time, and it starts with relationship-building.”

Common Entrepreneurial Errors

Nancy Gerber: “I see so many people who are not clear and specific about their target market. People are so mushy about who their audience is and what makes them unique and special. That’s one of the biggest mistakes that entrepreneurs make.”

Adam Urbanski: “There is a difference between making profit and building a business. You have to have a business model that is self-sustaining and profitable in the long term. Look at someone else’s business that you know is successful

and has been around awhile. Apply that model to your own business. People also wait for permission to do something. In business, no one gives you permission. You claim your territory and you work hard to prove that you deserve to have it. A third mistake: with access to so much information, people get enamored of learning and discovering. They forget that what generates a result is knowledge in action. People try to create a perfect marketing tool and ultimately end up generating nothing. If they just focused on implementation first and perfection second, it would be fantastic. Perfection is unachievable. Just focus on excellence.”

Kendall Summerhawk: “I tell my clients all the time to focus on completion, not perfection. One of the challenges that I’ll often give to people is to take how much time they think something is going to take and cut it in half. Give yourself half that amount of time. That will help you become more resourceful so that you can move onto the next thing.”

Most Important Marketing Skills

Kendall Summerhawk: “First and foremost is the skill of focusing on the results the clients get from working with you. You have to understand your client so intimately that you know what brand of underwear they wear! Most people in business, when you say ‘Tell me what you do,’ they immediately start answering with the mechanics of how they do what they do. That isn’t what the questioner intended to hear.”

Nancy Gerber: “If you have a leak under your kitchen sink and your kitchen is flooded, do you prefer the plumber to take each tool out of the bag and explain how the tool is used, or do you want him to stop the water from ruining your kitchen floor?”

Kendall Summerhawk: “Focusing on the results the clients get is the nucleus of being able to write great website and advertising copy. One more thing that is vital is collecting testimonials. I don’t care what business you’re in. Make collecting testimonials one of your business hobbies. This is going to get you more business than you could ever imagine.”

Adam Urbanski: “The most important skill to acquire is marketing empathy. In my training, I call it ‘John Smith-ing’ your business. If you want to know what ‘John Smith’ buys, you have to see the world through his eyes. Look at your business card, brochure, and website. 99.9% of the time, it was created by following what you have seen your peers and competitors do. What 99.9% of your peers and competitors do is based their websites on their competitors.

Ultimately, these people are just like you. Your website doesn't matter to people who are just like you, but to your ideal potential client. Walk in your client's shoes. The second big skill to develop is delayed gratification. I just finished a book called *Don't Eat the Marshmallow Yet*. We are such a nation of instant gratification seekers. In business, everybody goes for instant gratification. Making a beautiful business card is instant gratification, but delayed gratification would be making a business card that actually works to generate leads. Instant gratification is picking up the phone or E-mailing someone who has access to your potential target market and saying, 'Why don't you market something for me?' A better approach would be to invest \$1,000 of your own money and drive some pay-per-click traffic to your website. With every \$100 of traffic that you bring in, change something on your website so you can optimize the conversion. When you approach joint ventures, you have some specific numbers. Learn to invest your money and efforts instead of looking for a handout from somebody else."

Special Offers from the Panelists

Kendall Summerhawk: "My website is www.KendallSummerhawk.com. You can go there to get free audio. It's usually something about creating information products, multiple streams of income, and how to charge more. You can also get my free weekly articles, which come out every Monday night. The special offer is my *How to Charge What You're Worth and Get It* CD and workbook. We've sold over 1,000 copies of this, and it's made an amazing difference for people. You're welcome to take \$25 off that package as my gift at www.KendallSummerhawk.com/idea.html. That link will automatically give you the gift of \$25 off."

Adam Urbanski: "The key thing that I teach my clients is positioning their business much differently than everybody else in your industry, and also getting paid for marketing yourself. If you want to read some of my tips, you can go to www.themarketingmentors.com. I have a program that I just recently taught, and it was supposed to be a four-hour course on how to get started with information marketing as an alternative revenue stream for your business. It turned into a six-hour, step-by-step course called The Information Marketing Blueprint. It's a \$100 program, and you can get it at no cost at www.informationmarketingblueprint.com. I teach both the applicable tactics and also the mindset."

Final Comments

Kendall Summerhawk: “Raise your fees. You’re worth it, and people will pay it.”

Adam Urbanski: “I don’t know where you are in your business right now. Whether you are just starting out or very advanced, I encourage you to listen to this with new ears. Ultimately, I challenge you to follow one of my favorite sayings: ‘If something is worth doing, it’s worth doing poorly to start with.’ Just get it going.”

Nancy Gerber: “I want to encourage everybody to take action. Don’t just keep learning and reading and talking about it. Get into action. Even if it doesn’t come out perfect, the important thing is that you’re doing it.”

Panelist Websites

- Kendall Summerhawk:

http://www.ideamarketers.com/experts/how_to_charge.cfm;

<http://www.KendallSummerhawk.com>

- Adam Urbanski:

http://www.ideamarketers.com/experts/information_marketing.cfm;

<http://www.themarketingmentors.com>

- Nancy Gerber :

www.sstones.com; www.MarketingMambo.com; www.AuthenticBalance.com.