



SPECIAL REPORT:

Build Your Business Using Strategic Marketing

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6 Keys to Successful Entrepreneurship

By Dr. Larina Kase

Congratulations on your decision to start or grow your business!! To help you maximize the enjoyment and minimize the difficulties of this process, I will share 6 key strategies that I have found by working with many successful small business owners. These keys involve: business planning, marketing, delegation, separating work from personal life, maximizing energy, and capitalizing on supports.

1. Create a solid business plan

Many entrepreneurs are wonderfully creative and innovative people. They are talented at brainstorming and have fantastic ideas. They are often not so strong at planning, organizing, and following through with plans.

Create a plan from the beginning and update your goals and strategies monthly. Your plan should include: Business Mission and Vision, Marketing Plan, Break-Even Analysis and other financial analysis in the Financial Plan, Plan for Operations, and Time line for implementation of the objectives in your plan. Use the business plan to give you direction and guidance and to help make decisions more easily. If you would like some links to free resources on business planning or business planning for coaches, please email me at larina@pascoaching.com

2. Become talented at marketing or hire someone who is

One of the #1 complaints I hear from entrepreneurs and small business owners is, “I have this wonderful business/product/service, but no one knows about it/me”.

Do not let your hard work go unrecognized. Learn strategies for increasing visibility within your market, and consider hiring a marketing specialist or business coach, speaking with friends or colleagues who are well versed in marketing, or talking to successful small business owners in your target market and asking them what strategies worked best for them. Implement marketing strategies daily. Visit www.PAScoaching.com for many free resources on high impact, low cost marketing.

3. Delegate, Delegate, Delegate.

Do NOT try to do everything yourself and get burned out. You will become exhausted, make poor decisions, and hurt the chances of success for your company.

“Do what you do best and delegate the rest.”

Outsource, delegate, and rely on others when something is not your area of expertise. Do not try to design your own website if you are not a web designer. Do not try to do your own taxes if you are not an accountant. Delegating will save you significant \$\$ in the long run.

4. Separate work from personal life

Many entrepreneurs believe that if they work VERY hard, their business will be more successful. As a result, they eat, drink, sleep, breathe, and talk their business 24-7.

Why is this a bad idea? We know from research that people are most effective and efficient when they are rested and stress-free. Living your business every second will not make you feel rested and stress-free. Consciously carve out time to do enjoyable things that are completely unrelated to your business.

Your enthusiasm and hard work is extremely important, but it will quickly fizzle away if you do not create a healthy balance. Do not create bad work habits that are hard to fix down the line. Practice separating your work from family life right away.

5. Increase your energy and decrease stress.

One of the most effective ways to increase energy is through regular exercise. WE all know this. Yet many business owners fail to reap the benefits of exercise.

Exercise serves the fantastic purpose of killing two birds with one stone: decrease stress and gain energy. Create a feasible exercise plan that you can actually see yourself doing several times per week. Consider: costs, convenience, comfort level, time, other people who you can exercise with, and location. For instance, if time is the most critical factor, get a cardio machine and free weights and work out for 30 minutes in your house. If cost is the most important factor, plan a routine to walk or run outdoors and do push-ups and sit-ups in your home.

6. Use support systems wisely.

Using support systems, such as family, friends, and colleagues, is critically important. You will feel better and make better business decisions. Be careful, however, to utilize them effectively. You do not want to get biased recommendations or burn out your supports. If you need more objective opinions or feel like people are getting tired of hearing about your business, hire a consultant or coach, or ask businesspeople in fields different from your own.

Remember to continue to use your supports for enjoyable and rewarding activities to help you separate work and personal life.

-----EXPERT INTERVIEW-----

Creating and Promoting Products and Professional Services

Interview with an internationally successful communications guru:

Harrison Monarth

President, GuruMaker Inc. www.gurumaker.com

Partner with Larina Kaseof Extreme Communicator www.ExtremeCommunicator.com

Can you tell the readers a little about your companies?

GuruMaker and Extreme Communicator are my two companies. Both are comprised of a team of highly accomplished and skilled communication coaches, each being an expert in a particular communication specialty. My vision for GuruMaker was to develop a “Dream Team” of coaches that can help communicators in business, politics and the industries get their message across powerfully and memorably. We help people get results through communication. Period.

What are some products that you or your company has created (ebooks, audios, etc.)?

We are in the process of developing an Audio Program based on a live communication workshop in Florida and an eBook on communication skills. I just finished co-creating two ebooks with Larina on sales call reluctance and charisma.

As a service provider, what made you decide to expand your business to the product arena? How has it paid off or been effective?

Products are an effective way to get your message out to thousands via different marketing channels. We can reach more people by selling products than we could ever on a face-to-face basis. Products create interest in the services we provide. Products also are a great passive revenue stream for a service provider.

How would you recommend that others get their feet wet with creating a product for the first time?

See what's out there first. Who else in your field has created products on a similar topic? Is it selling? The number one rule to keep in mind is that any product you create has to be of superior quality. Your product acts as a messenger for your services, and if the product says 'mediocre', people will transfer this perceived lack of care and quality to your services. Attention to every detail is critical. Find 'proven' experts for different parts of your product every step of the way.

Is it a good idea to partner with others in creating products? Why or why not? If so, how do you know who is ideal to partner with and how do you find them?

Partnering can be a good idea, as long as both partners are committed to excellence and can contribute real value to a product. It's important to do Due Diligence prior to getting into any kind of agreement that binds you together contractually. Look at the prospective partners' references, body of work and reputation. Consider whether this is the person or firm you want to be associated with, because their credibility or lack thereof can hurt or help you in equal measure.

You can find partners just about anywhere, as the opportunities for joint ventures are endless. Whether you partner with best-selling author or a writer just starting out, make sure you know exactly what it is you will be getting in the end as far as a finished product is concerned.

Also keep in mind that partnerships are like marriages. You commit to someone for a period of time or the life of a project. Make sure it's the kind of person that complements you and you want to be connected with for a considerable amount of time.

How do you package your services into programs, workshops, etc?

You record (video, audio) your expertise and then you edit, edit and edit some more with the help of experts. Make it lean and tight. Drop the fluff and filler stuff. Give real value and take-away expertise people can use immediately. Make it interesting to listen to and read. "Give the audience what they expect but not in a way that they expect it." That's my quote ;)

How do you promote your services?

Online advertising with sponsored ads on Google. Writing and publishing press releases. Networking.

What lessons have you learned from your experiences promoting coaching and consultation services? What works best and what is a waste of time?

Always go for quality. Project an image of authority and quality and people will feel comfortable choosing your services. Targeting your efforts to the right people is crucial. Marketing your services to a vague and too broad target market is a waste of time and money, not to mention effort.

Is it important to create a brand in the service industry? How does one begin to do so?

A brand is something that will remind people of you when they have a need for your service. A strong brand also suggests quality and consistency. You begin building a brand by finding ways to distinguish your services from everyone else in your category. This includes your name, colors, packaging, logo, slogan, collateral materials, copy etc.

What is the best advice you have ever been given about building and growing a service business?

Never stop marketing, working on your reputation and getting your name out. And don't expect over-night success. It's a slow process if you do it right.

Cold Calling Mistakes

Dr. Larina Kase

Building your business through cold calling is not the easiest thing to do. You have to work extra hard to establish credibility and let your prospect know about the benefits of your company.

While cold calling is difficult, it can be very effective if you know what *not* to do.

The other day I was the unlucky recipient of a horrible cold call. Since I coach people in cold calling, I am typically pretty receptive to cold calls, but this one turned me off very fast.

The person calling on behalf of his company began speaking for a good two minutes once I was on the line before I could get a word in edgewise. He was nice enough to ask me if “now is a good time” before he began trying to sell. (I wish I’d said no.)

He seemed to try to get everything out there before I could say I wasn't interested. It reminded me of some of my essay tests back in high school when I wouldn't know an answer so I'd keep writing, hoping I'd hit on something that would earn me some points.

This is not a good strategy when it comes to cold calling. It also sets up a self-fulfilling prophecy. This caller was unsure of what he was selling so he had to hope that something would entice the person he called. His uncertainty is then reinforced when the person (me) is turned off by their presentation.

Remember- believe in what you have to sell and make the call all about your prospect.

Here is an interview conducted by Larina Kase with a top marketing expert:

Robert Middleton

Owner of Action Plan Marketing, www.actionplan.com

What elements of a marketing plan do you think are the most important and that people should focus the most on?

There are three major areas of marketing- if you don't focus on all three, your marketing efforts won't work. These are:

- 1) Clear message
- 2) Credibility
- 3) Visibility

Each has its challenges. To create a clear message, you must communicate clearly and distinctly what you can do. Without clear message, you will look like everyone else. Problems, concerns, issues, pain, challenges, and solutions/results should be included in your message.

Credibility is achieved through materials, website (high quality, lots of information) articles, publications, research results, reports, and newsletters.

Visibility is how to get the word out about your services. Many independent professionals work mostly on basis of referrals. Trying to specialize in some way helps you with visibility and with the other two areas. Find out which method of achieving visibility is

best for your business: networking, writing, newsletters, or speaking engagements. If you want to be well known, sell books, that is a great way to enhance visibility.

Can you share a crucial piece of advice you were told or important lesson you have learned during your career as a marketing expert?

Once you have everything in place on the 3 basic areas: you have a “keep in touch marketing campaign.” People might only see you one time or see you one time.

I learned early in my career of the importance of a newsletter, email or print. This is the single most powerful tool. Now, I just send out my newsletter to 32,000 people each week and do no advertising whatsoever. Almost nobody has a keep in touch marketing system.

Your database is the most important aspect of a marketing campaign. Your office, books, and computer are not as important. With no database and you are constantly re-working. With a database, you can fill a workshop quickly. I started building mine by networking and speaking.

Powerful Marketing Strategies

By Dr. Larina Kase

Keep your focus on the prospect or potential customer.

One of the biggest mistakes that independent professionals and small business owners make is highlighting their businesses, services, and features related to themselves. Remember that people want to know “what’s in it for me?” Prospects care about what you can do for them, and not as much about who you are, what you do, and how you do it.

Focus on results and only results.

No matter what marketing you create, if it doesn’t get response, it’s not good marketing. End of story. You can’t fall in love with a web site or a letter or a presentation and use it because you like it. You have to ask objectively, “Is it producing results?” If results are not happening, something needs to change.

Free is often win-win.

It can be hard for people to give away their excellent products or services for free. However, when you start to offer free information to your prospects they will often respond. I firmly believe that you need to WANT to give something away

for free for it to be effective. If you are annoyed and resentful by giving something for free, it will not work. If, on the other hand, you give it with joy and a strong belief that it can really help them, it is likely too. And they will then want more or refer someone to you who also can benefit.

Visibility is vital.

Marketing research shows that people need to see an ad roughly seven times before they act on it. Even if your marketing is incredible, if no one sees it, nothing's going to happen. You need to have them see it over and over again. One mention in the media usually does not directly lead to phenomenal results, but a mention in the media, an article, and an advertisement can. Do what works and do it over and over.

Relationships are one of your most powerful marketing tools.

When you forge a connection with another who can provide an introduction to his or her client base, your prospects can become unlimited. If you leverage relationships, you will be more successful than those who don't. Plus, it can be much more fun with two minds thinking better than one.

Marketing with Ebooks

Dr. Joe Vitale

Electronic books (ebooks) are a fantastic way to market your services, establish your expert credentials and earn passive income all at the same time.

Here is an interview conducted by Larina Kase with one of the world's leading marketing and ebook experts:

Dr. Joe Vitale is author of way too many books to list here, including the #1 best-selling book *The Attractor Factor* (Wiley, 2005), the best-selling e-book "Hypnotic Writing," and the best-selling Nightingale-Conant audioprogram, "The Power of Outrageous Marketing." His main website is at <http://www.MrFire.com> Dr. Vitale wrote an ebook with Larina available at <http://www.EndSelfSabotage.com>

If someone writes an ebook in Word and wants to hire someone to convert it to PDF, any resources you'd recommend?

There's no need to hire anyone or spend a dime. You can use the free Adobe PDF maker on their site.

People often raise the concern that ebooks can be copied and emailed around while hard copy books cannot. Any tips on how to get people not to copy the file or send it to others who haven't paid?

You can secure the book so people have to use a password to access it. You can set this when you make your PDF. But I think you should worry more about creating an ebook worth stealing. There's very little theft out there. Besides, what little there is like viral marketing: It helps promote you and your book.

In your opinion, how does an ebook differ from a book published by a major publisher in hard copy?

I love ebooks. I've been published in every way you can think of, from traditional publishing to self-publishing to print-on-demand and ebooks. Ebooks are faster and more fun. You can also make more money with them. There is far less credibility in writing them, but far more wealth.

Is it better to self-publish an ebook or look for a publisher?

Do both. Sell it as an ebook first. As you get feedback, improve your book. As you are selling it, look for a publisher or agent.

What are your top 5 tips for writing a successful ebook?

Your title better grab attention

Your material better answer problems.

Your book better be written to a target audience.

Your writing should be easy to understand.

Your length can be anything, but the shorter the better.

What are your Top 5 tips for marketing an ebook?

Go to the target audience you wrote the book for.

Go to list owners who serve your target market.

Run Google Ads for your target market.

Send out a news release for your market.

Be big, bold, and outrageous

Strategies to Stop the Stress of Start-Up

By Larina Kase, Psy.D., M.B.A.

Start-ups have many wonderful qualities to offer...Being your own boss, following your dreams, pursuing a great idea, and participating in the excitement of a new business. However, as we know, there are also numerous stresses and pressures associated with building a successful business.

As part of a family-run business, the president of my own business, and a business coach to entrepreneurs, I am very familiar with these stressors...lack of time, no energy, lack of resources, frustration, ineffective marketing strategies, lack of support, small customer base, no good employees, and so on.

Through working with many entrepreneurs, I have developed strategies to lessen the stress and anxiety associated with starting a new company. I want to share these with you to help you enjoy starting a company. Managing the stress of a start-up by addressing the factors in the acronym, **START**

S = Support

Often entrepreneurs are isolated and do not have many relationship with others in their areas of business. Solve this by surrounding yourself with other professionals. Get

together a solid network consisting of people in businesses like yours and businesses that are complimentary to yours. People often get into a cycle of doing it alone. You can do it better with help. Bounce ideas off people, discuss your stress, and most importantly, keep up with enjoyable activities. Use activities such as going to the park, to a movie, or to dinner as rewards.

T = Time

I cannot teach you how to create more time in this brief format. I can, however, tell you something I have learned by working with hundreds of clients. Time often works paradoxically: the more you rush, the longer something takes, the more you try to multitask, the less efficient you are, the more time you give yourself, the longer a task will take. Try this: schedule your tasks and focus on only one task at a time. Do not attempt to divide your attention between different tasks, they will each only take longer.

A = Anxiety

Of course you will have some anxiety about starting a new company. This is completely normal and, in fact, beneficial because anxiety helps to motivate action. Give yourself some outlets for anxiety. Exercise is a particularly good one. Do not interpret anxiety as a sign of weakness or try to fight it off. Remember that anxiety is adaptive and has survived throughout evolution for a reason. Learn to channel the nervous energy towards taking action.

R = Responsibility

One area where I often see small business owners fail is in delegating responsibility. If you burn yourself out, you will make poor business decisions and your company will not get off the ground. Just because you are responsible for the business does not mean you are responsible for doing everything. Change your mentality towards thinking in the long-term. Increased initial expenses will lead to long-term success and profitability of your company since the quality of services or products are improved.

T = Tenacity

Probably everyone in your life is telling you to “hang in there” or “don’t give up when times are rough”. You may not like to hear this, but they are right. One of the keys to successful entrepreneurship is not only hanging in there, but embracing challenges as opportunities. You know you will have many challenges, so do not allow yourself to be overly surprised or frustrated when they arise. Instead, tell yourself that you are in it for the long haul, so you need to start making necessary changes.

Of course, these summaries are simplified and the strategies can be difficult to implement. For additional support, read books, articles, and newsletters on coping with the stress of start-ups, hire a business coach, or talk to colleagues and other businesspeople about how they have addressed similar concerns.

Larina Kase, Psy.D., M.B.A. is the president of Performance and Success Coaching LLC. She helps small business owners to grow their businesses faster, significantly increase profitability, and reduce stress so they can enjoy their work. Her work has been featured in media such as ABC news, Microsoft.com, Inc. Magazine, and Entrepreneur Magazine. For more tips, our free marketing newsletter or to qualify for a free coaching session, visit: <http://www.PAScoaching.com>