



Help, I'm Falling, And I Can't Get Up: Five Strategies to increase your personal marketing



"I've fallen and I can't get up". You've seen the commercial. Imagine that distressed person feeling helpless and alone. They're scared out of their wits and don't know what to do. Things are beyond their control and they're calling out for help.

I'm guessin' many of you are feeling that way right now. The economy is in the dumper, people aren't returning your calls, some of your colleagues were let go and the new quarter is about to begin.

"Somebody help me please".

The only way you will hold your own, inch beyond the competition and the economic climate is to get creative with your approach and find new ways to increase your prospects. This is particularly true if you sell business to business (B2B).

"Leveraged Personal Marketing®" (LPM) is finding ways to increase your prospects by using leveraging techniques that any successful business would use to market their company.

It's a common sense theory that the number of contacts in your network squares the power of your network. (Wikis: Dunbar's Number and Metcalfe's Law)

Use your network.

5 leveraging strategies to increase your personal marketing:

1. Use E-networks 2.0

- Increase your prospects by using professional networking sites to build lists, find decision-makers and to research companies you are targeting.

2. Set up RSS (really simple syndication) feeds that will send you info on prospects or markets.

These RSS feeds are valuable resources for finding "Leveraging Events" (i.e. mergers, new contracts, acquisitions) that can tie in with your offerings.

3. Use companies like these to send personalized email, E-newsletters or Blogs.

- Vertical Response
- Constant Contact
- TypePad
- FeedBlitz

Some will track open rates while others will inform you how prospects respond to your emails by reporting which pages they click to so you know what they're interested in before you call. It doesn't take a genius, but you'll feel like one.

4. Sharpen your sales skills. It's widely noted (But seldom admitted) that fewer than 10% of sales professionals ever reach the stage of mastery. The rest of you might consider:

- Reading the latest contributions by today's Sales Gurus (Start with the revised Sales Bible)
- Work up your interrogative question bank. This one, highly honed skill will put you closer to the prospects relevant needs more than any other trick in your bag. It's the difference between pros and amateurs.
- Take the time to intimately prepare for opportunities with prospects. Learn all about them and any leveraging events that may give you an edge. Pick 6 at a time and be intensely thorough. And if your boss demands 10 quality sales calls a day she's unbalanced. (That's one of those things that you don't have a lot of control over)
- Attend a seminar or workshop for new ideas or insights that you might not get at the home office. You are in control of that one.
- (Don't wait for someone else to pay for it.)
- Hook-up with a "sales mentor" if at all possible. It can really shorten the curve. People are not "born salesmen or women"; they work at it.

5. Use "Leveraged Personal Marketing®". (LPM) Here's some ideas that work in lots of markets that you may have overlooked.

- Gain prospects trust and respect by hosting or giving a FR*EE seminar/lunch. Send out plenty of invitations (but limit the seating to say 20) inviting them to a fr*ee information lunch and learn. Don't try to se*ll anything, just invite. Pick a place in close proximity to minimize travel time. Give them a valuable information session that introduces you and shows how your product may satisfy the attendee's needs. (20 to 30 minutes) Make a deal with the venue owner for a \$5 to \$7 lunch deal; and get them in and out in an hour tops. Everybody's gotta eat; you'll be surprised how it opens doors.
- Host or co-host webinars. It's an amazing way to reach far beyond what you could ever possibly do "cold-calling". Prospects are tuned in to this kind of communication today. I have had amazing results speaking with audiences from coast to coast during well-organized webinars.
- Use powerful snail-mail Postcards to market directly to specific prospects. The often-overlooked postcard is one of the greatest ways to attract attention in the deluge of bills and junk mail. Besides the competition is less in the mailbox than in a number of other options you can chose. See Vista Print or Vertical Response for pricing ideas.
- Form strategic alliances with other vendors who are serving clients you want to reach out to. If someone else already has a relationship with a client (cheque-writer) that you want to reach, perhaps they will help open the door or give you a referral. The best way to make this happen is if you initiate it by giving them a door opener first, and kick in the rule of reciprocation.

There you have it, 5 ideas to zero in on. Remember that some things are just out of your realm of control. You don't need a "Clapper" and there is no "Easy Button"; if you're not using some of these ideas you're not even in the game. Concentrate on the things that you can take charge of.