



How to Spread the Word about Your Amazing Services!

Let's start with ...

6 Powerful Keys for Marketing That's Aligned with Your Purpose, Feels Great, and Works Quickly and Easily!

1. **Cultivate an empowering mindset; *nothing trumps this*.** Can you see that marketing is a way of fulfilling your mission, *and* making a difference? Can you see it as a means of showing others what is truly possible? You are *not* selling yourself or a product, *you are offering a solution that solves a problem and enriches someone's life!* Focus on your purpose of making a difference in your way, *and let it be fun!*
2. **Start with one or two methods and go deep with them.** Choose what feels best to you, something you'd really enjoy doing. Once you've mastered them, choose another method, again something you'd love to do!
3. **To get results quickly, choose a method for spreading the word that makes use of the skills you already have.** There's time later for adding marketing skills, but don't let the "need to learn or perfect a skill" delay your ability to make a difference. Your ideal clients are waiting for you! The need to keep learning "something more", is often a way service providers who want to make a difference, unknowingly hide or delay getting "out there" in a bigger way. If this is the case for you, go back to 1- your mindset. Reach out and use one of your sessions to anchor a powerful marketing mindset!
4. **Use the templates you received in this program to get clear, and own the value of what you do.** When you claim the value of your offerings, you can talk about them powerfully, and make the difference you most want to make! That's *so* attractive! Yay!
5. **Have fun and be on purpose!** Marketing is all about sharing your purpose, your mission – tap into that passion! Don't get attached to getting a yes in every conversation. Rather, stand in the value of what you do, and trust that your *ideal* clients will say yes.
6. Above all, **believe in yourself, and your ability to attract your ideal clients in a way that feels authentic, and inspires you!** Believe in your services! Believe in your clients! Believe in your choices! Communicate what is possible! Expect it to work well!

Powerful Methods for Spreading the Word!

The following ways of spreading the word about what you do, assume that you will be offering a free consultation or strategy session of some kind. You can certainly use these methods to guide your ideal clients to other offerings, but free consultations are the fastest way to grow a service-based business, especially if you're offering high-impact, one-on-one services. Free strategy sessions help your potential clients get to know you quickly. And as you offer free one-on-one consultations, you are



also honing your ability to make a clear and compelling offer (aka transform others). As you become practiced, you can comfortably have highly effective possibility conversations in front of a larger group or audience. So, let's look at *seventeen ways to spread the word about your amazing services!* This list covers some of the highest-impact ways of spreading the word *for your business type*. Those with an asterisk are some good ones to consider, if you're just getting started, or want to quickly increase the number of ideal clients you're working with.

Activity	What it Is
Facebook Consultation Event	Use the Facebook Event feature to invite your Facebook friends to a consultation with you.
Facebook Promoted Post	Use periodic Facebook status updates that highlight your consultation offer to spread the word to your friends, and friends of friends.
House Party / Introduction *	You're throwing a house party or potluck. You can do this in your own home and ask your friends to invite people they may know who might be interested in your services. You can also do this in the home of a client or friend, or you can partner with 2 other business owners who have complementary businesses.
Hub Marketing *	This form of spreading the word is about getting involved with and contributing to local hubs of people, who could benefit from your services through high-leveraged networking.
Interviews With Your Peeps	Set up interviews with people who are an ideal fit for your services, but are not yet clients. The aim is to learn more about their needs. And as you're discovering their urgent needs and what they're struggling with, this can often create an opportunity to offer a solution (your services).
Letter to Consultation	This way of sharing the value that you can provide (for B2B companies) involves sending letters to businesses in your niche, or area of specialty inviting them to a free consultation.
Offer a Consultations to Your List *	Here you are sending an email to your subscriber list inviting them to a free strategy session. This is like the <i>Outreach Letter to Contact Network</i> , but you use this when you already have a newsletter and a list of subscribers.
Outreach Letter to Contact Network	Send an email letter to friends, colleagues, and other contacts in your database – you can introduce your services and offer a consultation, or ask them to refer other people to you.
Overflow Partners	Are there any "Overflow partners" in your area of work? (People who do what you do, but have too many clients).

Activity	What it Is
Referrals from Existing Clients	Creating a Referral System with Existing Clients is about having a system of activities that encourages your existing clients to “refer” or send new clients to you.
Referrals from Partners (including JV Partners)	Referral Marketing with Partners is about encouraging partners (such as other business owners or organizations) to “refer” or send new clients to you and promote your work. This requires some thought about what types of businesses that would benefit from what you do, who also know and trust you. And you know and trust those you are referring as well.
Speaking *	Speaking to groups for free is one of the most effective ways to sign up ideal clients. It does require a good investment in preparation on the front end, as you need to provide value and feel confident making a compelling and clear offer. However, once you have a flagship speech, you can use it over and over again with minor tweaks.
Teleseminars/ Webinars*	Leading Teleseminars or Webinars is an effective marketing method to reach people online. It works best for those who are comfortable with technology, and understand how to write a value-rich class, that also communicates the value of your services in a clear and compelling way.
Telesummits	Hold or host multi-speaker on-line events around the topic of your ultimate result.
Workshops	Organize workshops that provide a tremendous amount of value to your attendees around the topic of your ultimate results. This requires an upfront investment in designing a value-rich program that also clearly highlight the value of working with you in a deeper way. Once you’ve crafter your workshop, you can use it over and over again
Yelp & Local Search	The local search marketing strategy is about being easily found online when someone is searching for a business like yours!
YouTube*	You create and upload a YouTube video to get on the first page of a Google search for what you do, making it easy for people who search for your kind of service to find and contact you.

Your High-Value Activities:

High value activities are those things you love to do, that also support your mission. In other words, *your* purpose, and your businesses purpose and goals. *If you want to grow quickly, focus your energy consistently on the high-value activities of:*

Fun and Purposeful Planning: this gives you clarity about what you do, who you do it for, and how to best do it, *for you*. In the way I’m teaching you to plan, you’re lining your energy up with

what would be most fulfilling and fun for you and your ideal clients! Fun and purposeful planning is also about being the best YOU, working from your best and truest Self, so you can be lit up, and be unshakably confident, as you *play* in the sandbox of time and space!

Delivering Your Services: as you provide your service to your ideal clients, they are benefitting, and so are you, and so is the web of life, and the economy! You are using your gifts in a way that feels great, and it's a win-win for everyone. As you deliver your services (which includes marketing), you will be at your best if you do it in an authentic way, according to what matters to you, according to your *personal definition of success*, and what you want to be known for. How do you want to show up for others? This makes you powerful, and draws your ideal clients to you, those who will love and appreciate what you do, and *how* you do it! Do it well, from your heart, and you'll attract people who will naturally want to refer others to you.

Marketing: Your marketing is a powerful way to line up with the law of attraction, and to gain even greater clarity about *who you are*, and *what you value*. This is truly a spiritual journey in many ways! Marketing, in the way I see it, is a way of fulfilling your mission, *and* making a difference for others. Can you see that it is also a way to teach others about what is possible, and to help people step out of their limitations, so they can have what they really want? You are *not*, and I repeat *not* selling yourself, or a widget. *You are opening the door to a solution to a problem and enriching someone's life when you talk powerfully about what you do!* Without owning and claiming the value of what you do (aka marketing) you cannot help others, or thrive in the way you truly want to.

Be on purpose in everything you do, and let it be fun!

“Real happiness abides in Self-knowledge alone. All else is fleeting. To know ones' Self is to be blissful always.” ~ Ramana Maharshi

As you go through this powerful program, you are creating a clear and solid foundation for a thriving, fulfilling business. You are also getting to know your Self in a very powerful way. You are seeing *who you are*. You are seeing what you value, and what you truly want. You are growing and evolving. You are seeing what you most want to contribute to others. You are expanding your concept of what is possible. You are getting to know YOU! Feel your way into deeper Self-knowledge, observe yourself and be awed. You are beautiful, and so is what you are creating! *Enjoy your journey!*

