

Get Your Message Out

It's Your Opportunity and Your Responsibility

By Mindy Gibbins-Klein

The Opportunity

If you run your own business, you have probably had to promote that business to your target market. Without making this a lesson in marketing, I think we would all agree that getting the message out is essential to any business. Isn't it great that if we put time and effort into it, and it pays off in terms of new clients and extra revenue, that we are the ones who benefit from that? You may feel that your income potential is limited, but I can assure you it is not. Even if you currently work with all clients personally and have reached the maximum number of clients you can manage

“ Creating presence requires having a sense of purpose beyond pleasing others ”

on a daily or weekly basis, you can still create other products and services to bring in more income. The opportunities truly are unlimited. One of my contacts recently added nearly a hundred products to his online store and he is seeing an incredible boost in his income from those.

Creating more products and services gives you even more opportunities to promote those to your target market. It's much more fun to talk about different products than just one and there's more of a chance people will buy something if they have a choice of products, rather than just a yes/no choice. Some people at the top of their professions cleverly market all of their products to loyal clients, who insist on having the whole set!

It's Your Responsibility

“But I only like doing the work; I don't want

to do the marketing.” As tempting as it may be to find someone else to do that marketing job, you are still the best person to get your message into the market. Even if you do use a marketing or PR resource, you still need to provide the content to them, don't you? You don't want to leave the critical job of articulating your value to someone else. Are you very clear about what it is you offer? If so, congratulations because you are in a very small minority. If you are not clear, then getting clarity is the first step for you. Spend the time to work through your business proposition, get help from your peers or a consultant, make some decisions. Then you will be able to craft powerful messages to articulate your products and service offering, and the value you add.

Be Persistent

It's great when other people are talking about you but they don't always get it right. Case in point: over the past five years, I have met thousands of people at networking events, many of them several times. I appreciate that in the coaching profession you sometimes need to explain what you do in greater detail; I mean, it's not like being a plumber or florist and having people understand immediately exactly what you do. And I can see how easily 'book midwife' could be misinterpreted. So I used to ask for very specific referrals and introductions to people who were thinking of writing a book but hadn't written it yet. It used to amaze me how many people still gave me referrals of people who had already written their books. You really need to repeat your messages many times before people hear you. There are a lot of distractions out there in the marketplace and everyone is busy. If you do something a bit different, be prepared to deliver your elevator pitch hundreds of times to get the message out there.

But Be Flexible

Of course, you can always adjust what you offer, depending on the message coming back from the market. Having so many people ask me about publishing prompted me to offer a CD on publishing options, and then a consultancy session to help people choose the right option for them. Finally, if it weren't for the constant barrage of publishing-related requests from business and coaching professionals, Andy and I might not have conceived the idea of Ecademy Press. Listen to your market – it could pay off.

Mindy Gibbins-Klein is better known as The Book Midwife (TM). She has helped hundreds of experts get their message out into the market by writing and publishing the best possible books, ebooks, articles and other products. A trained coach and marketing consultant with over 18 years of experience, Mindy passionately believes that every book deserves to be written and published, but only if it is the best book it can be.

The Book Midwife™ delivers workshops, information products and private coaching and consultancy. For more information, see www.bookmidwife.com

