

Becoming Your Own Best Marketer: Putting Yourself Forward In the World In the Most Compelling Way



Kathy Caprino, MA.
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Today's Learning Objectives

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1. What marketing is and is NOT
2. Why marketing is challenging for many women
3. The key marketing steps that have helped me
4. 7 worst small business marketing blunders
5. What is a personal brand?
6. The 5 essential steps to prosperity marketing

Authentic Marketing Defined

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Great marketing IS:

- Bringing yourself to market
- Attracting ideal clients/customers/communities for your work
- Sharing your amazing talents, gifts and contributions to be of service to others
- Authentic, integrity-filled, value-laden

IS NOT:

Sleezy, manipulative, cheap, slimy, untrustworthy

Why You Need to Speak Powerfully About Your Talents & Services

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1. No matter what your field, it's a highly competitive world
2. Confidence is critical – you must know what you're great about
3. You have to SPEAK about your talents and contributions
4. You have contributions to make that the world needs
5. The energy of how you share about yourself speaks volumes



Read [How to Brag Without the Backlash](#), on Forbes

Communication Challenges Impact Marketing

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1. Taking credit where credit is due
2. Negotiating effectively for what you deserve
3. Challenging power
4. Obtaining sponsors who can influence growth
5. Projecting self-confidence and a powerful presence and command

7 Worst Marketing Blunders

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1. Your business model is flawed
2. Your focus is misplaced
3. Your audience is a mismatch
4. You don't enjoy what you've created
5. Your pricing is off
6. Your services don't stand out
7. You lack the readiness and willingness to do what's required

Avoiding These Blunders

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Answer these questions:

1. What is your platform – how do you get the word out about your products/services?
2. What is your audience – the size, and their geographic, demographic and psychographic profiles?
3. How can you grow your audience substantially?
4. Who is in your loyal community (colleagues, peers and supporters) and how can you build it

Avoiding These Blunders

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5. What makes your services and products different, better, unique than anything else on the market?
6. Are your services, pricing, and offerings a match to the people who know about you and care about what you're doing?
7. Have you developed a sound business, marketing and financial plan and business model, and vetted it with an expert? (Check out Score.org or your community's Women's Business Development Center)

Marketing Steps That Have Helped My Biz

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1. **Developing helpful free downloadable material**
2. **Building a large list of like-minded followers**
3. **Writing extensively on topics I know but continuing to learn**
4. **Media platform and attention (comes from putting your work out there consistently)**
5. **Finding sponsors, collaborators and organizations who were instrumental**
6. **Researching and interviewing**
7. **Writing my book and developing programs**

Your Personal Brand

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What is a brand?

It's about the:

- Emotional
- Aesthetic
- Functional

... benefits you deliver

TIFFANY & Co.

Your Personal Brand

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Your Brand	Your Client/Customer
Your Unique Gift:	Who is your ideal client: <ul style="list-style-type: none">- Demographic- Psychographic
Your Special Offering:	What is their real pain and how do you uniquely address it?
Your Promise:	What do they want to hear from you now, exactly?

See Fearlessbranding.com and Reachpersonalbranding.com for more on branding.

Your Brand Summary

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PUT IT ALL TOGETHER:

I help _____ (target market)

Who struggle with _____ (key problems they face)

To _____ (the results they achieve)

So they _____ (the emotional, spiritual, financial, behavioral benefits)

Your Brand Summary

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Ex: Kathy's summary

I help midcareer women

Who struggle with wanting more, different or better in their lives

To identify what they really want, and get on the path to creating it

So they feel greater happiness, reward and success, both at work and at home

Get Clear!
Get Writing!
Get Speaking!
Get Collaborating!
Get Envisioning!

Need:

A crystal clear understanding of what you're passionate about and what you stand for in the world

in order to engage others and build a community that supports your work.



How to Get Clear

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Ask yourself:

- Describe your business (or professional story) in 10 words or less – your key topics, your area of expertise, your passion? Who are you? Who do you want to serve?
- Why you? (Take my free [*Career Path Self-Assessment*](#))
- What are the problems do you solve?
- What pain points do you address?
- What emotional benefit do you offer?
- Who is your ideal client or customer?
- Why exactly are you involved in this business/career?
- What do you want out of it?

Get Writing!

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**Communication = Community,
and Content is Crucial.**

**To engage with past, current
and potential clients and
referral sources, you must let
them know what you're doing,
and why it benefits them.**



How To Get Writing

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- Watch, look, learn – interviews and research with movers & shakers
- Articles – begin writing about what you know best
- Discussion groups on LinkedIn
- Brainstorm 3-4 different angles for content – e.g. How-to lists, recommended resources, e-book
- Find 20 KEY influencers in your field - What do you want to emulate?
- Newsletters – give your audience needs and wants and deliver it.
- Freebie download – develop a helpful survey, guidebook, etc.

Get Speaking!

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Communicating your expertise and brilliance, and gaining exposure through public speaking, workshops and seminars is an effective way to:

- **Build your community**
- **Develop new business**
- **Generate additional revenue streams**
- **Attract new clients and partners**



How To Get Speaking

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- List some events with speakers you've attended in that last year. What drew you to the event? What feeling did the speaker leave you with? Did you take any action as a result?
- Brainstorm three topics for workshops for three distinct audiences – what information is at the core for all three? What action steps can you provide?
- Identify 10 groups or organizations in your state you would like to serve. Research recent and upcoming speakers and the topics. What topic can you see yourself offering?
- Draft the one-hour talk, and practice it. Then deliver to a friend who will give you honest feedback.

Get Collaborating!

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- You can't achieve the success you long alone or in a vacuum.
- You need wonderful partners, colleagues, supporters, and business connections to help you gain exposure and recognition.
- You need others, to help you make the difference you want to.



How To Get Collaborating

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- What expertise, experience and connections could you bring to a collaboration with a great new colleague?
- Brainstorm three like-minded, like-experienced business owners whose work complements yours
- Reach out to potential collaborators through social media or via email, and tell them of your interest in their work and offer help.
- Find local organizations, publications, newsletters, memberships in your core area that could use your expertise and writing, and offer to contribute a piece, blog post, etc.

Read Judy Robinett's book ***How To Be a Power Connector***

Get Envisioning!

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You can't get where you dream of with your business/venture if you don't know where that is.



Build a compelling vision with S.M.A.R.T. goals

How To Get Envisioning

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- Draft a set of SMART goals for your business for:
 - 3 months, 6 months, 1 year, 5 years
- Brainstorm a list of the outside help you need. Identify the top three and estimate how much time/money/energy you can invest.
- Build a sound business, marketing and financial plan and business model.
- Develop a realistic budget for your *time, money and energy*
- Find an accountability buddy, mentor, and supporters who can help

5 Steps to Career Growth!

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1. **STEP BACK** – What is your situation telling you?
2. **LET GO** – Of the thinking and patterns keeping you stuck?
3. **SAY YES!** – What are your compelling visions for the next chapter (what would it look like?)
4. **EXPLORE** – Try on new opportunities and experiences
5. **CREATE IT** – Develop S.M.A.R.T. short-term and long-term goals and an accountability buddy

Where Can I Find Support?

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Find helpers:

- ✓ **Role model**
- ✓ **Mentor**
- ✓ **Sponsor**

- ✓ **Develop a coaching buddy**
 - ✓ **Strengthen your relationships**
- ✓ **Obtain expert assistance**

Breakthrough Takeaways

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- ❖ What is your compelling vision for the next stage?
- ❖ How can you bring yourself to market in a more compelling, effective way?
- ❖ What are you committed to creating in your life and work, starting today?
- ❖ What do you need to let go of today that will allow you to say “YES” to your growth?
- ❖ What concrete action will you take this month to create your breakthrough?
- ❖ Where will you find empowered support?

Your breakthrough to prosperity marketing – and generating new, rewarding opportunities – is here!



Kathy Caprino

SHINE!

It's your time.

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Check out Kathy's
[Prosperity Marketing Coaching](#)

Recommended Resources

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Resources

[Kathy's Career Path Self-Assessment](#)

[LinkedIn Primer](#)

[The Amazing Career Project](#)

[Resume Guide](#)

Forbes posts:

[The Biggest Mistake Career Changers Make](#)

[How to Find Great Supporters Who Will Nurture Your Growth](#)

[Successful People: The 8 Self-Limiting Behaviors They Avoid](#)

[The Most Misunderstood Issues About Building a Successful Career](#)

[The Clearest Sign You Are Not Ready For More Career Happiness](#)

[Why There Are So Many Terrible Managers in Business Today](#)

[How To Brag Without The Backlash](#)

Books:

***The Four Agreements*, by Don Miguel Ruiz**

***Brag: The Art of Tooting Your Own Horn Without Blowing It*, Peggy Klaus**

***Give and Take*, by Adam Grant**

***Breakdown, Breakthrough*, by Kathy Caprino**

***Tapping Into Wealth*, by Margaret Lynch**

***The Big Leap*, by Gay Hendricks**

***The Energy of Money*, by Maria Nemeth**

***How To Be a Power Connector*, by Judy Robinett**