

# Your Fast Start Marketing Report.

Prepared for the motivated small business owner

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**Well done on downloading our FAST START MARKETING REPORT.** You've just made a blindingly smart decision on behalf of your precious business, as you're about to discover a number of high impact, simple to implement and damn cost-effective marketing communications concepts that will empower you to attract more enquiry ... and ultimately MORE SALES (and that's the end game, right?).

Spend the necessary time understanding and then applying these ideas and you too could see your brand experience:

- More awareness
- More engagement
- More enquiry
- Mores sales

These concepts and ideas are what we employ (to varying degrees) in our business week in, week out. They're a result of figuring out what gives us the biggest bang for our marketing buck ... and by definition, doesn't include the stuff that just doesn't work. Or, if it does work, you'll need either a degree of some sort to implement them correctly, or alternatively you'll need to head out and employ a large agency who'll ask you for a large sum of money. No thanks!

We're all about ACCOUNTABILITY, SIMPLICITY, CHEAP(ABILITY!) and IMPACT!

### **Marketing Concepts.**

Before you head off down the path of understanding and implementing these ideas it's important (and mighty helpful) to understand some fundamental marketing concepts. Concepts that will provide a frame of reference to make the ideas we're about to share with you work even harder.

### **Marketing is the quickest way to an enquiry.**

Marketing is not the silver bullet that will be the make or break of your entire business strategy. It's mighty close to that, but let's be real, having a red hot sales strategy,



financial strategy, even human resources strategy are pretty important as well. What marketing (done well) is mighty good at however is generating quality, sustainable enquiry over the long-term. People contacting your business ready with their wallet in their hand.

### **Message is everything.**

The amount of business owners and marketers we speak to exclaiming, “I’ve got to get a website” or “We must get on Twitter” or “I better run an ad”, without spending quality time thinking about what they are going to say is astounding. A poor message in a great medium is a complete waste of money. Maybe they should be on Twitter, or have a website or be running an advertising campaign but let that be decided by budget and whether or not their prospects are at the other end of those mediums. What’s most important upfront is to get 100% clarity around what it is you’re going to say and then say it in the most engaging way possible. Message is King.

### **People are human.**

Really?! Yes, really! Whilst this statement sounds completely ridiculous, it’s also ridiculous how many business owners define their prospects by age, sex, income and geographical area. (It’s also ridiculous just how many businesses don’t spend any time defining their prospects at all). Defining your prospects demographically is near useless, as it gives you little insight in to what they think and feel. What pain they’re experiencing. What they think about the category in which you sell. What makes them happy. What pisses them off (‘scuse the French). Know this and you know them. At that point you’ve humanised them ... taken them from a set of numbers and symbols - 32 y.o. / male / \$65,000 salary/ living in the Eastern Suburbs - to something much more human. We’re emotional beings!

### **A brand is an emotional attachment.**

So, on that note, the idea of creating an emotional attachment to attract these things called emotional beings sounds like a good idea. Right? Great, then as a business owner and marketer everything you do from a message creation perspective should



be laser-focused on building that attachment. From the way you speak to them (via website copy, videos, brochure text etc) to the frequency in which you respond to them (via social media channels, complaints, enquiries etc) to the way you visually present your business image (via your logo, signage, uniforms etc).

**A strong brand is also a major point-of-difference.**

*People can copy what you do, but not who you are.* And the *who you are* is all about that emotional connection you make with your prospects and customers. It's your BRAND. And never has it been more important than in today's business landscape where there is no shortage of competition AND product / service parity is rife. Everything is the same! Taking the mind set that a new competitor offering exactly the same service or selling exactly the same product is just around the corner is great motivation and reason to spend quality time building your brand.

And remember, a brand is built not bought. In Australia it costs just \$75 to register a business, however, owning a business is not the same as owning a brand. Brand building takes time, just like any worthwhile relationship.

**You're a problem solver.**

People have problems. Businesses sell solutions. Think of yourself as a problem solver and you're on the way to creating great marketing communications that acknowledge your prospects' problems, having them nodding in unison about just how much you understand them and then hitting them smack, bang between the eyes with a solution that has them contacting you before you can say "Man, am I a problem solver or what!"

**We love an experience.**

Experiences are memorable. A great experience takes us on a journey that we remember for all the right reasons. One that we'll share with others (you've got to love word-of-mouth!), one that we'll want to experience again and again and one that provides us with sufficient value that (without us even knowing it) has us disregard



price as a key decision factor. Experience is a marketing concept that many business owners give little thought to, yet as consumers we experience every day. And here's the thing. By experience we're not referring to some amazing goings-on that happen when a customer does business with you - although that would be nice. Luckily, it doesn't have to be that complicated. All you need to do is to ensure that from the moment a prospect comes in touch with your business to that moment post-purchase where the transaction is complete, that the customer is well looked after, is provided sufficient, relevant information to make an informed decision, is well listened to and is generally made to feel important. This is sufficient ... anything more is a bonus.

### **Touch Points.**

Wherever a prospect or a customer comes in to contact with your brand is a Touch Point. And your job is to ensure that every single one of your business's Touch Points are consistent in look and feel, communicate the same message (visual and / or verbal) and work towards making your customer feel at ease so that deciding to transact with you is a simple decision. A no-brainer! Examples of Touch Points include your website, ads, business card, podcast, logo and tag-line, brochures, uniforms, voicemail message, on-hold message, signage, invoices and so on. There is huge momentum to be gained when all your Touch Points are working together ... it builds familiarity. And with familiarity comes trust. And with trust comes ... enquiry. And with enquiry comes sales. And a long-term customer. Get the picture?

### **We're a judgemental lot.**

All the great messaging in the world in all the great mediums of the world can fall on deaf ears and blind eyes if you don't look the part. Now this may seem shallow and superficial, but let's face it, as human (emotional) beings, we're a judgemental lot. On the whole, we're drawn to things that look nice and communicate clearly. Having a well considered, smartly designed ID for your business is just another way to ensure you build that emotional attachment. This isn't just about having a great looking logo (although you should, it costs no more than a bad one) ... it's about ensuring you have a consistent, well presented, look across your entire business. You should have absolute pride in the way your business presents itself.



## **We're over it.**

This is the most honest marketing concept of them all. As consumers, hit by messages to buy every hour of the day, we've got our BS radar on high. Extreme high! Have this in mind when creating all your marketing. It will stop you from creating *me too* messages that will fly in one ear and out the other. In fact, do your very best to first and foremost entertain your target audience with your marketing efforts. This doesn't mean make them laugh, but it does mean engage them in a way that makes them sit up and take notice of what you have to say.

## **If you're still with us then read on ...**

OK, so here's the first step to getting your message right. It's all about understanding the key elements of your brand.

Understanding the key aspects of your brand is a full day's workshop so now is not the time to cover it in detail (it wouldn't do it justice), but here's the questions that you need to answer:

1. Who are your business's best mates? That group of people that have the highest propensity to want to buy from you.
2. What do you do? Not rationally, but emotionally. Rationally, [Timbo's business](#) is a marketing consultancy, but emotionally, he shows how to make your business irresistible. Rationally, a Jeweller sells jewellery, but emotionally they make people feel special. [Check this blog post out](#) on this exact question.
3. How do you do it? Once you're clear on what it is you do, then back it up with the rational stuff ... the how.
4. How do you want your Best Mates to describe your business? This is all about getting clarity on the personality of your business. So, identify those 3-5 personality traits that best describe it. Is it exciting, smart, passionate ....?



5. What are the guiding principles that you base all business decisions on?  
Otherwise known as core values, these are the primary reasons you open the doors each day. If you're the business owner, then these will be the reasons (besides making a profit, of course) that you started the business in the first place. You may be guided by ease-of-use, customer-service, professionalism etc.
  
6. Who is that public figure that you see the business as being most like?  
Identifying this person doesn't mean you have to use them in your marketing ... but it's a great way of bringing the brand to life in yours and your staffs' mind. Once you've identified them then you can ask yourself, how would [insert public figure] go about [insert marketing challenge]? It gives you a different perspective.
  
7. Then finally, it's great to start visualising your brand even further by answering these (whacky) questions. If it were a person ...
  - i. What type of car would it be?
  - ii. What would its favourite food be?
  - iii. What would its favourite music be?
  - iv. What type of accommodation would it live in?
  - v. What would its favourite color be?
  - vi. What cause would it give to?
  - vii. What other brands does it respect?

So, are you convinced that these are some pretty damn important marketing concepts to wrap your head around before spending a cent on getting your message out there? And that getting your message right first before worrying about where to place it is a great place to start?

If you're not then re-read everything above this point ... or stop reading this altogether. Seriously, it's too important a marketing communications (and business)

concept to either not understand or not believe in.



In fact, we think brand building is so damn important that [we interviewed the Head of Marketing at Australia's Monash University](#), Professor Mike Ewing. In this revealing interview the Prof (as we affectionately call him) shares some tips and tricks on how to do it. (<http://smallbusinessbigmarketing.com/the-importance-of-brand-building-for-small-business/>)

OK, so now that you've got clarity around your brand, it's time to put it in to action. Here's what you need to do:

1. Write up the answers to all the above questions on to one page.
2. Write your Key Messages (those 3-5 messages that you and everyone else representing your brand should have top-of-mind when talking to prospects, customers, suppliers, the media and so on. [Here's a post Timbo wrote on how to do it.](#) (<http://www.theideasguy.com/brand-building/how-to-write-key-messages/>)
3. Now, go and find a Copywriter on Elance or ODesk or Freelancer – they are going to be a fundamental part of your virtual marketing team. You see, great writing is a skill; it converts people from prospects to buyers. Don't leave it to someone in your office. However, whilst some say a little bit of knowledge is dangerous, we think it's necessary. So, if you really want to bone up on how to write great copy, then take a [listen to this interview](#) we did with one of Australia's best copywriter (<http://smallbusinessbigmarketing.com/how-to-write-sales-copy/>)
4. Have your writer rewrite the copy on your website – You see, your website is generally where the most information lives about your business. Once you nail it, then you can cut – edit –paste that copy on to other touch points (brochures, ads, sales letters etc) – then you're developing that true consistency that we talked about earlier.

OK, so that brings us to the end of our FAST START MARKETING GUIDE – once you've completed all of the above steps then you're ready to start getting your message out there. And there is no better way to do it than by listening to past





interviews we've done with some truly amazing marketers. Just some of what you'll discover includes:

How to get mountains of free publicity with [Rebecca Derrington](#)

How to get your brand on TV for free with [Steve Sammartino](#)

How to think innovatively with [Dr Edward De Bono](#)

How to launch a male skincare range with [Olympian Michael Klim](#)

The importance of advertising with Gruen Transfers, [Russel Howcroft](#)

How to remain motivated with [Olympic Ski Coach, Chip Richards](#)

How to get your Facebook page converting with [Jen Sheehan](#)

How to get and stay connected with [Iggly Pintado](#)

How to blog for business success with [Darren Rowse](#)

How to optimise Google Adwords with Google-approved, [Mike Rhodes](#)

How to get others selling for you with super affiliate [Andy Grand](#)

Even how to promote and market an adult store with [AnneMarie Roda](#)

Plus over [60 more interviews](#) with smart marketers.

<http://smallbusinessbigmarketing.com/featured-interviews/>

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<http://itunes.apple.com/podcast/small-business-big-marketing/id319019197>

If for any reason you'd like to contact us then simply reply to any email you receive from us or email us at [feedback@smallbusinessbigmarketing.com](mailto:feedback@smallbusinessbigmarketing.com)

Yours in marketing success ....

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