

Marketing Tips and Tricks

By Andrea J Lee

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In an article prepared especially for our choice Magazine Multi Media Expert Series, Andrea J Lee shares her top three marketing tips and tricks straight from the heart.



Top 3 Advanced Marketing Tips and Tricks for Business Owners Who Are In It for the Long Haul

by Andrea J Lee

By way of introduction, I'd like to say something personal. I've been in business for nearly 10 years. As a business coach, I have a direct connection to the emotional ups and downs of being in business for oneself: after all is said and done, there is nobody but you and 'it' all rests in your hands, 'it' being the success of your business. The fact that 'it's all you' is both an exceptional and a daunting thing.

Accordingly the best advice I can offer fellow business owners is from the heart. If I had 'it' to do all over again, and my livelihood, my family's well-being and my own self-expression were right on the line, or if I had the chance to say just a few things before I had to exit the planet, here is what they would be.

#1: Have something to say: say it loud and say it clear.

Confidence is a big issue for business owners, whether you are willing to admit it or not, in this particular moment. For new business owners, it's not hard to understand why. It's all new, after all. But if you take a moment to observe closely, you'll realize that veteran business owners, even ones who run multi-million dollar businesses, are sweating it too from time to time.

In an open and competitive marketplace, a business owner is only as successful as their last effort. Whether that means your magazine subscriptions are low this month; your book sales have increased by 100% or your workshop registrations are down by half, there is no more direct report card.

So what is the #1 marketing tip I'd leave you with? Look closely at what you offer and why you are offering it. Ask yourself "what's the boldest, most outrageous, perhaps even the most provocative message" you could take a stand for in your market?

It's not the easiest question to answer, but that's why it's really only for people who are playing for keeps. If you want to have longevity, you'll continually be stretching into this question and refining it. The best, most lucrative product launches, marketing strategies and business breakthroughs are always based on having something great to say, and saying it loud and clear.

Counterpoint: To get granular with point #1, try this exercise. Look around in your own marketplace. If you need to, look in the telephone book or do an online search for websites that are comparable to yours. Visit, and make a list of (1) what's boring you and (2) why. This is a rather deep exercise so don't be afraid to get emotional about it and see what happens.

Want some examples of what great business owners are taking a stand for? Great! Tune in to our multimedia class and I'll share a few.

#2: Have a clear offer and a deadline for that offer: no matter what business you're in, no exceptions.

Marketing is a broad topic that covers all manner of things from networking, speaking and the ever-present business cards, to print advertising, direct mail, infomercials and websites. What if I were to tell you there's one simple tip that applies to all of them, no matter how different they seem?

Until you put this into practice it may seem difficult, but it's a treat of a tip because it's actually fairly easy, it just requires some courage to implement. Regardless of whether you're using a classified ad or designing a billboard, have a clear offer or call to action, and a deadline for that offer.

Emphasis – no exceptions. Well okay, exceptions are allowed if you're just plain lazy or slacking at that moment, and hey, that happens to all of us. But this adage that's borrowed from the direct mail world is extremely valuable and isn't limited to product launches.

The Classified Ad Test: The fact is, the classified ad is one of the singularly most effective tools to drive business profit on the planet. What is it that makes it such a perennial and so high on ROI? It does almost nothing but have a clear offer and a deadline for that offer. Your task on this tip? Study classified ads. Use them as inspiration for the rest of your marketing. Time permitting, we'll actually do some classified ad testing on our multimedia call together.

#3: If you're so smart, why is your business so stuck? Get out of your own way.

Here is maybe the toughest tip I have to offer, and I offer it with love. It's been my blessing to work directly, intensely and personally one-on-one with hundreds of business owners. These have ranged from businesses that have been 'in the hole' by a sum that made even me sweat, to multi-million dollar businesses that have been sold for princely sums.

The best breakthroughs for each business owner I've witnessed come when they somehow get out of their own way. I think of it as the business rewarding the business owner for being courageous enough to grow as a person.

What does this mean exactly? Well, let's start by agreeing that as a business owner you are exceedingly bright and creative. That's not pandering, it's actually measurable – business owners are a different breed.

Very bright people get bored easily. In High School, you were very likely one of the ones who got into mischief because – guess what? You sought it. You attracted it because you could handle it. Mischief was a way to keep you occupied and growing. It challenged you to become better.

Growing up to become an adult isn't the same as being a business owner. Being in business has tried and true rules. There is a beaten path that works. Sure there are unbeaten, undiscovered paths waiting to be found. But those aren't the paths the average-bear business owner really wants, especially not when you're asking and curious about marketing tips or tricks.

Getting out of your own way starts with recognizing that bright people like yourself often seek difficulties in order to stay stimulated, and feel alive. It's exciting to save the day. It feels useful to be solving a problem.

Will you make a quick list – no elaborate intellectualizing please – of the things you're working on in your business that you think you might be giving way too much attention to? Marketing issues you can't solve can go on the list too. Then add further to the list the really stubborn things in your life as a whole that are stuck like barnacles, ever unresolved for some odd reason.

Without these kinds of difficulties life and business can seem quite dull. (What will you do with your free time – this is funny but very serious too!) The fact is, there are better ways to be joyfully creative and inspired without manifesting obstacles in your business.

I say: make your business and marketing a struggle-free zone and go sky-diving or play chess to feed your creative genius mind. Smart people struggling business and not reaching their potential has been my pet area of specialty and I can say with authority: if you're willing to get out of your own way, you won't need tips or tricks.

The final word

As you put entrepreneurial years under your belt, it does get easier. You begin to get good at not complicating things and finding money without struggle. Soon you'll be the grizzled wise one sharing fortune-cookie sounding tips with the young-uns on the block.

Sticking it out for the long-haul in business is worth it, I promise. And the road can be especially smooth if you stop to really consider the above three items.

Note: On the upcoming multi-media call together I will provide some additional choice marketing tips and tricks, of the easily implementable kind. I look forward to thinking big and following through on the details too. *Enjoy!*

BONUS: Tenth Tip

On our call Andrea promised our participants a tenth bonus tip.

Advanced Marketing Tip # Ten for Business Owners Who are in it for the Long Haul How to Make Magazine Advertising Work for You

By way of review, we talked at the beginning of the *choice* Magazine Multi Media Tele-call **Marketing Tips and Tricks**, about three key points when it comes Marketing. They were:

- (1) There are an infinite number of things a business owner can do to market their business. As such there is no finish line, so it's important to bear that in mind and not burn yourself out.
- (2) Because of the above, a good strategy is to always be testing new techniques to market your offerings. Test with the attitude that some things will fail, and it's best to fail quickly. Test cheaply, fail quickly, and of course, take what works and do it LOTS!
- (3) Last but not least, especially if you're a business owner in it for the long haul, remember that "you can't get it wrong", and "you'll never be done."

Hopefully this sets the scene well, inasmuch as you can become a little more lighthearted and playful about marketing. With that as a foundation, let's dive into the world of magazine advertising shall we? It's an apropos topic especially because it will help us interact with our hosts for this call, *choice* Magazine.

Without further ado, here are 6 general tips about how to advertise in any print magazine:

- (1) Try to always run your ad on the right hand side of the page, as close to the front and as high up on the page as you can. This general rule of thumb also applies to the Yellow Pages and newspaper advertising. It's based on many, many tests and is an essential rule of thumb used by savvy advertisers both big and small.
- (2) The magazines that draw the best results for advertisers are usually monthly (12 issues/year) or bimonthly (6 issues/year) magazines. If a magazine is running more frequently than monthly, say, every two weeks, that is usually not enough time to allow your advertising cost to be recouped. Now, *choice* Magazine is currently a quarterly, and I hope that someday they will move ahead with becoming bimonthly or monthly, but that of course will be based on demand, costs, etc. at *choice*. It being a

quarterly for now, it will be a better use of your money to advertise in both their print AND online offerings so as to gain that 'monthly-ish' exposure to their audience.

(3) If you are choosing not to run full-page ads, which is certainly reasonable, try to choose a vertical 1/2 page ad over a horizontal one if it's available. Try to obtain that vertical half page ad in the upper right hand corner of the page.

(4) Stay away from two-page advertisements that a 'centerfold-style' in other words, they begin on the left page and end on the right. These are typically expensive and generate less money than single page ads. If you have a multiple page advertising campaign you'd like to test, do so on the right hand side of the page and continue on the next page, requiring the reader to flip the page. Also if your ad gets torn out of the magazine it can be done in just one page tear.

(5) Black and White ads almost always stick out more and cost less than color. Review back issues of advertising in your selected magazines and assure yourself of this. Then test with black and white first and see how much response you get.

(6) Editorial style magazines absolutely work better than display type advertisements. Enough said.

And finally, a plug for **choice** magazine advertising if I may. If you haven't yet considered it, I recommend you try the Resource Marketplace option first. In most magazines there is an inexpensive way to begin testing your message, and **choice** offers a wonderful spot for doing just that. The small format is perfect for showcasing your pink spoon offering, which was one of our tips covered during our call. And repeat advertising is possible on a smaller budget which is exactly what you want. While not everyone will want to put magazine advertising at the top of their marketing strategies list, those of you that do will be excited I'm sure, to learn that you have such a great entry-level way to get started.

Thanks for giving us a choice, **choice!**



About the Author

Andrea J Lee

Andrea's experience with small businesses started at age 11 when she helped her Dad sort receipts and enter them by hand into a blue ledger book.

Since then she has helped businesses around the world reach six and seven figure financial success while creating lives rich with meaning and laughter.

Along with her previous print publications, "[Multiple Streams of Coaching Income](#)", "[Money Meaning and Beyond](#)" and "[Pink Spoon Marketing](#)" (with Tina Forsyth), Andrea mentors, teaches, coaches and writes from her home in Calgary, Alberta.

Having run multiple businesses of her own since 1997, Andrea loves her work – and – never likes to be too far from her husband Mike, two Vizslas Chili and Reka or her ping pong club.

Andrea continues to be a thought-leader in the field of personal and business coaching and is writing two new titles for coaches to be released in the next year.

For more info about Andrea visit: <http://www.andreajlee.com>



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