



# 48



# MARKETING TIPS

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# How do you create a marketing funnel to build your business?

The biggest challenge for any new business is the marketing. It doesn't matter how great your idea or service is, if you don't generate customers you will not succeed. I have used every single method here at one point or another in growing my writing, speaking, coaching business. No one needs to do all 48 and some may not even apply to your business. But you do need to select 4 or 5 and then do them consistently and with excellence. Enjoy the process.

## 1 Be Clear About Your Message

1. I help\_\_\_\_\_
2. Do/Know/Understand\_\_\_\_\_
3. So they can\_\_\_\_\_

## 2 Develop a Great Logo

Here are some affordable solutions you can use:

- [Logo Design Survey](#) - Nathan West ([SolarioSolutions.com](#))
- [99Designs.com](#)
- [TheLogoCo](#)
- [CreateLogoDesign](#)
- [www.Canva.com](#) (if you want to design your own)

Or any one of lots of other sites. Just get something you can be proud of. You'll find that the visual representations of your business will create the first and most important impression of who you are and what you're all about.

## 3 Have a Great Website

Have an updated website for easy access to information. Don't get bogged down in building a complicated site before you start your business.

Some of the sites available for website assistance include:

- [CoachingWebsites.com](#)
- [solariosolutions.com](#) - Nathan West [Website Design Survey](#)
- [podcastwebsites.com](#)
- [writerwebsite.com](#)
- [Elance.com](#)

- [Contemporaryva.com](http://Contemporaryva.com)
- [SiteSell.com](http://SiteSell.com)

#### 4 **Have a Stellar Media Kit**

It should include your bio, what others are saying about you, celebrity endorsements, questions for interviewers.

#### 5 **Send Out Press Releases**

[PRweb.com](http://PRweb.com)

Learn how to write a press release at sites like e-releases. Tie in to current news items for the most effective press releases.

#### 6 **Special Report or Article**

Submit an article to 30 different magazines and newspapers. Use the *Writer's Market* for leads: Pick up USA Today – any day. You should be able to find 2 or 3 items that tie in to your book. Leverage those and write about them. Check out HARO (<http://www.helpareporter.com/>).

#### 7 **Newspaper and Magazine Submissions**

Send an op-ed piece to your local newspaper or business publication.

#### 8 **Interviews with Celebrities**

If you are writing on a particular topic, you can get new information and make yourself appear more credible by interviewing current experts in that area. People like Mike Senoff – ([hardtofindseminars.com](http://hardtofindseminars.com)) have made a name for themselves by bringing us content from well-known authors and celebrities. Ron Friedman–[The Peak Work Performance Summit](#)–made himself a recognizable name by organizing a massive online summit where he invited speakers like David Allen, Daniel Pink, Susan Cain, Shawn Achor, Marshall Goldsmith, Gretchen Rubin, Tom Rath, Greg McKeown and more to present. No one knew who Ron Friedman was until he connected himself to these well-known authors and speakers.

## Teleseminars

With technology offering us new options almost daily, it's wise to check out new methods of getting our message out. My very first teleseminar, promoted only to my small newsletter group, netted me a cool \$18,000. We use InstantTeleseminar for all our teleseminars and conference calls. Listeners can listen on the phone (up to 200) or on the internet (up to 2000). And they can ask written questions as you are presenting which you can screen and answer if you wish. I often do a teleseminar and then if the response is great, we will take that audio, transcribe the text and create a new product.

## Radio Show

Having your own show is probably not as complicated as you might think. Radio stations have to fill their time with desirable programming. If you have content – and a pleasing radio host personality – you can find a place for your own show. Typically, these are the options:

- They don't pay you and you don't pay them. You just provide great content and they sell ads to generate the revenue they need. I did this for four years on the biggest talk radio station in Nashville.
- You purchase the time slot and then control the ads as well. Normally there are 8 minutes of advertising in one commercial hour. If you are paying \$200 per hour for a two-hour show you would have 16 minutes of ad time available. So if you sold those 16 ads for \$20 each you would pull in \$320, pay your \$200 and put \$120 in your pocket. Obviously, your radio show is a two-hour long commercial for you so you would be getting paid to advertise your business. I did this for two years on the same station. I actually paid \$1000 for a three-hour slot on Sunday night.
- The radio station pays you for your "talent." This would be rare – radio stations don't put a high value on radio personalities.

## Radio Show/Podcast Guest

Be an expert on a local radio show – or on shows all over the world. Alex Carroll has been on over 1000 radio interviews. His site is [Radio Publicity](http://RadioPublicity.com). Alex sold his own little self-published book *Beat the Cops* by setting up his own radio interviews. As of the latest count, he's done *1,264 radio interviews*, grabbed more than *\$4,500,000 worth of free radio airtime* and raked in *\$1,526,000 in direct sales*...and is still going strong. Radio interviews are best – TV interviews are mediocre. And you can do radio

interviews from home while TV interviews can require extensive time, travel and expense. Read Aaron Walker's story on [becoming a podcast guest here](#).

## 12 TV Appearances

Be an interesting guest. Send your bio, interview questions and a copy of your book in advance. Practice Neurolinguistic Programming (NLP). Model your host. TV interviews are mediocre in terms of response – radio is better. I had a regular Monday morning segment (3-4 minutes) on the Fox 17 Nashville station for over a year. They had asked for my comments on a couple of employment situations in the Nashville area. At that point I simply suggested that we do a regular segment to address the ongoing changes in the workplace. I did not pay for that spot and at the end of each segment they would show my books on the screen and point to my website.

## 13 Podcasts

Do a weekly podcast. I started with a \$19.00 lapel microphone from Radio Shack and [Audacity](#) — a free download. After the audience grew significantly I upgraded to a Mackie 1202-VLZ3 mixer, a Heil microphone and an Edirol recorder — all with the help of Cliff Ravenscraft — our 48 Days [Podcast Answer Man](#).

## 14 Newsletters

Start a free newsletter. If you want to create your own newsletter, I recommend [Ontraport](#).. There are easy-to-use templates, subscription formats, and reader tracking systems. As long as you provide great content, people will subscribe and spread the word. I still try to keep a 95% free content, 5% promoting products or services. That mix has worked very well over the years.

## 15 Start a Blog

I use <http://wordpress.com/> — a free service. A blog is a window into who you are. And it's much more Google sensitive than a newsletter. Every update is captured and passed around the internet. Study how to blog well. For the best information on how to blog, I suggest [Mike Hyatt's Blog](#). He is the Chairman of the board at Thomas Nelson Publishers and has one of the most popular blogs in the country.

## 16 **Comment on at Least 3 Blogs Daily**

Become known as someone worth listening to on your topic area. You want to establish yourself as an expert and commenting on other's blogs is one of the quickest ways to do that. Don't promote your product or website – just make meaningful comments. People will find out who you are and follow you to your site.

## 17 **Nurture Marketing**

If you are looking for influence in corporate settings, use [Nurture Marketing](#). This is a process of creating “top of mind” positioning, where whenever there is a need related to your area of expertise, you are the person they think of. By becoming a useful resource of information you can create that positioning. I used this very effectively a few years ago to open up opportunities for presenting leadership development seminars – a very profitable portion of my business at that time.

## 18 **Affiliate Relationships**

Nearly any notable website will have an affiliate program. At 48Days you can go directly to the [48 Days Affiliate Program](#). There you can select a banner, create your unique hyperlink and immediately begin to get 15% commissions on any purchases that come through your link. You can follow that same process for any products that tie in with your message.

If you offer an affiliate program for your products or services you will have other websites promoting for you at no cost – only a share of actual revenue created. Since I am known for being a career expert, I recommend other books that can help a reader on that same topic. On [Dan's Reading List](#) I have about 65 books that I recommend with my reasons for including each one. I don't stock those books or ship them out – but every one is linked through our connection with the [Amazon Associates Program](#). It enhances my reputation as a source of helpful information and every month Amazon makes a nice deposit directly into my bank account.

You can make money in two directions with affiliate programs. Others will help sell you products for which you get money and you can get paid to help other people sell their products. How cool is that?

## 19 **Guerilla Marketing**

Do something newsworthy. Offer to help someone in the news who could use your assistance. The concept of guerrilla marketing was invented as an unconventional system

of promotions that relies on time, energy and imagination rather than a big marketing budget.

If you have a book on healthy eating, you could volunteer to provide breakfast at your next local Chamber of Commerce meeting. They will see first hand your area of expertise. If you are a career coach you could offer to take someone out of the unemployment line, work with that person and then report on their situation 90 days later. That would be a newsworthy item and could get you more coverage than an expensive ad in your local newspaper.

Dave Ramsey had a Friday caller where they shout – [“We’re Debt Free.”](#) The caller said he had read *48 Days to the Work You Love*, figured out what kind of work he wanted to do and had made over \$200,000 in the year that just ended. That video has been viewed 1,066,274 times as of this writing. I paid nothing. Do you think that kind of marketing is maybe more valuable than being in the yellow pages. Be sure to check out the video – [this guy’s crazy.](#)

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### **Give Away Free Audio CDs on Your Specialty**

Tell people everything you know about achieving success in that area. I created a 25-minute audio titled [“Is Your Job Your Calling”](#) and we’ve given away probably 5000 of those. We show it on our website as an \$11.00 product but our intention is to give away as many as we can. The CDs cost about \$0.42 each. Of course you can give away an electronic mp3 at no cost. But giving away valuable content is one of the easiest ways to position yourself as an expert.

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### **Give Away a One-Hundred Point Checklist for Success in Your Area of Expertise**

Could you make a list of 100 ways to be healthier? 100 ways to lose weight? 100 ways to increase your spiritual vitality? 100 tips for training your dog in 10 days? 100 ways to be a better speaker? Whatever your area of expertise, you should be able to create a helpful list.

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## **Referral Sources**

Identify 30-40 referral sources – people or organizations that could potentially refer customers to you. Become a resource of information for them. Don't wear them out with requests for referrals – just create "top of mind" positioning with them by helping them be more effective in what they are doing.

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## **Send Creative Thank-You Gifts to Referrals**

One of the most neglected personal courtesies in our culture today is simply saying "Thank You." If you do this consistently it will set you apart from your competitors immediately. We have sent candy baskets, books, gift certificates, plaques, cupcakes, engraved rocks, and more to people who refer business to us.

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## **Send birthday cards, anniversary of first purchase, benchmarks, etc.**

Another neglected touch is the remembering of important dates in the lives of those around us. We are too busy – and certainly too technologically savvy to send a real card! Guess what kind of impression it makes for someone to receive one from you? I use a simple service called [SendOutCards](#) so I still get the advantage of filling it out on my computer – but the person gets a real, physical card. Big impression – trust me.

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## **Use Fusion Marketing**

Identify other companies that have the same kind of target clients and the same standards of excellence that you have. Don't see others who are doing the same thing as you as feared competitors. Rather, connect with them and do things together. When I had a radio show I promoted any career event that would help my listeners. Remember, "a rising tide lifts all boats."

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## **Join Three Organizations in Your Community**

You might choose your local Chamber of Commerce, the Rotary Club and your town's Habitat for Humanity. They don't have to be directly connected to your area of interest or expertise. But this will give you visibility and credibility in your community. You can also be a part of national organizations or online associations.



## **27 Have an Exhibit Booth at Connected Trade Shows**

Check prominent speakers' schedules. Often there is an opportunity to have a booth at the back of the room. You can coattail on the reputation and credibility of someone more famous.

## **28 Seminars & Workshops**

Lead a workshop through your local church, Chamber of Commerce, or civic group. Create a 20, 40 and 60-minute presentation on your area of expertise. For the first workshops I did I used professionally prepared materials from [Inscape Publishing](#). I simply promoted the workshop, called *Adventures in Attitudes*, had 23 people register at \$469 each and facilitated the workshop as it was laid out. But that gave me great experience and visibility in our community.

## **29 Have Lunch Twice a Week with Someone You Can Learn From**

I am amazed how few people use this powerful principle. At the times of biggest challenge for me professionally I always sought out the most successful people I could find and invited them to lunch. I have always found people who were experts and extremely successful to be the most helpful and gracious people on the face of the earth. I learned many important lessons from those who had already walked the road to success. Don't overlook this method of accelerating your success.

## **30 Attend 2-3 Major Conferences Each Year**

Just choose those that would add to your expertise and where you would simply enjoy the location and experience. Don't try to determine exactly how you will benefit. I've gone to hundreds of workshops and conferences that had a loose connection to anything I am doing. But success principles are highly transferable. So I may go to a real estate workshop even though I have little interest in real estate investing. But I am sure to pick up 1 or 2 significant tips that are applicable to exactly what I'm doing.

## **31 Have a Personal MasterMind Group or Group of Advisors**

Call it whatever you'd like, but everyone needs a group of people with whom to share ideas, dreams and actions. A mastermind group is generally defined as a small group of like-minded people who meet regularly to support each other's growth. It's better if they are involved in different ventures and even have different goals. The common denominator

is that each member contributes support, advice and challenges for the other members in accomplishing their goals. Back in 1935, Napoleon Hill wrote (Think and Grow Rich) that a MasterMind group was the one essential behind every successful person he interviewed! And yet very few people create a Mastermind team to help them achieve their most important goals in life! Check out my Mastermind course - [How To Start A Mastermind Group To Create The Work You Love](#)

### **32 Read 3-4 Magazines Each Month**

You need to stay informed for intelligent conversations with your clients. Try [Fast Company](#), [INC](#), [Success](#), [Entrepreneur](#).

### **33 Be Extremely Intentional About the Use of Your Time**

Plan for research and reading, personal growth, relaxation, physical health, etc. We all have 168 hours each week – no more, no less. Decide in advance how you are going to invest those hours. People often ask me how I can produce the quantity of writing I turn out. It's because I say “No” to many normal things that consume other people's time.

### **34 Coach Others in Your Area of Expertise**

Once you have established yourself as an expert in any field you can make yourself available as a coach in that area. Coaching is a hot career opportunity right now and you can leverage your “intellectual capital” by coaching others. Create 3 options and let people choose which one fits them best.

### **35 Consult Organizations**

Similar to coaching, consulting allows you to help organizations see opportunities for new levels of success in your field of expertise. My son [Jared](#) lived in Africa for nine years, helping the poorest of the poor create new ways of generating income. Now living in Costa Rica, he consults with churches and other non-profits on how to use their funds wisely in complicated cultures. As a career coach I have consulted with organizations like Deutsche Bank, Tennessee Department of Corrections, National Federation of Independent Business (NFIB) and others on the issue of leadership development and the proper selection and placing of employees. You can do the same in your area of knowledge.

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## **Plan a Themed Cruise**

This is not as complicated as you may think. You can work with a travel agent to block out a section of rooms in advance. You can add to the stated rate for those rooms and promote the cruise to your audience. We have done several and have always loved the experience. I invite notable speakers – offering no speaking fee or guarantees, but allowing them a small commission for each passenger who registers through their promotion. This essentially eliminates any risk on my part and gives them the incentive to enlist their fans as passengers. We have had themes like “No More Mondays” and “Blending Work & Play” and find that people respond to the opportunity to blend relaxation, great food, informative workshops and memorable times of getting to know other winners. Check the [48 Days Live Events](#) for upcoming cruises with us. You can do the same.

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## **Create Electronic Products for Your Message**

This is an additional way you can get your message out quickly. You may want to just get your book into an ebook format – and still get it out to all the major distributors. You can check out [eBookIt.com](#) – an online service for authors and publishers that provides formatting and conversion of books to e-books, and even full distribution (optional) of your converted e-books to all the major e-book retailers. Use Pat Flynn’s [eBooks The Smart Way A Complete Guide to Publishing, Marketing and Automating a Killer eBook](#) to get up and running.

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## **Audio Products**

People prefer to get their information in varied formats today. Some will always read and some will prefer to listen. You will want to “repurpose” your content in multiple ways. Even if you have a traditional book or an ebook, I encourage you to create audio products for those who want them. If you do a teleseminars (#8) you can instantly create an audio product by simply capturing that teleseminars. Many of the big names in infopreneuring (Tony Robbins, Brian Tracy, Robert Allen, Brendon Burchard, Alex Mandossian) have created massive numbers of audio products by recording live events.

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## **Instructional Manuals**

I happen to love developing materials that can be put into 3-ring binders, with perhaps an accompanying audio or two. *48 Days to the Work You Love* was presented first in a spiral bound 8.5”x11” format. Then we moved to a 3-ring binder with a cassette and later with 2

audio CDs. We printed on one side only and had two CDs for what would have easily been put on one.

The reason is I often look at what we call “thump factor.” That literally means how much noise does it make when you drop it on the floor? The bigger the thump, the more you can charge for that. So while it may be possible to package the material in a small perfect-bound book at \$12.95, you may find that with an appropriate “thump factor” you can position that same material at \$39.00 or \$69.00. If your content has the appearance of being instructional material you can command a much higher price than what you would get for just 80 pages of content.

## **41 Books**

Regardless of the changes happening in the publishing industry, there is still a strong place for traditional books. You can do a book proposal and approach multiple publishers, or you can choose to self-publish. The key component in success with your book is in having a clear marketing plan in place. Great content is needed but your financial success will be directly related to your ability to market that book.

## **41 Ghost Writing or Co-Writing**

Most books “written” by celebrities or high profile pastors are actually written by a ghostwriter. Yes, this is a legitimate process of getting a book completed. In fact, probably 30-50% of “best-sellers” are not written by the “author” shown on the front cover. The most important thing is to have a great idea. Fees for having a book written range from about \$4000 to over \$150,000 for the most respected writers. You can check sites like [Guru.com](#), [RainbowWriting](#), or ask us about the competent ghostwriters in the 48 Days community like [Emily Chase Smith](#). A co-authored book will normally say Dan Miller and Mahatmas Gandhi whereas one that was ghostwritten will say Richard Branson with Dan Miller. Your expertise can be combined with the knowledge and reputation of another person to accelerate your success.

## **42 Distribution Agreements**

You will have some distribution in place if you use a traditional publisher. Or you can use a publisher like [Create Space](#) -- This is a division of Amazon for Authors, Musicians and Filmmakers. Your work will instantly be on Amazon, with physical books, ebooks and Kindle versions available if you wish. A pretty appealing package. You can also be a distributor for other resources that relate to your area of expertise. Typically you can be a

distributor for any major publisher with a 50% discount off retail. I generate significant income selling books written by other authors on the topic of finding your passion and creating work that matters.

### **43 Republishing Public Domain Works**

This is a highly lucrative and often overlooked way to expand your audience – and to create products with very little research and writing time. Anything published before 1923 is in the public domain. And thousands of books from 1923-1963 have also fallen into public domain. And just because it's freely available to anyone does not mean no one would pay for it. As long as the information you find is still relevant and there is a market for it you will find plenty of people willing to pay for this.

### **44 Specialty Sales**

If you have a message that would be an appropriate motivational piece for every employee at IBM, you can explore branding your content for them specifically. If you invent a toy that would delight kids when they open their Happy Meal you can approach McDonald's about that placement. Publishing organizations like [Jenkins Group](#) have expertise in selling your book by the thousands to book clubs, catalogs and corporations. Success stories abound about authors who got their book accepted in the ranks of Amway, Arbonne, Mary Kay or Pampered Chef.

### **45 Social Networking Site**

Yes, we all know about Facebook, Twitter and Instagram. The goals may vary but the intention of any social networking site is to connect people with the same interests in some way. If you have a substantial following you may want to create your own social networking site. So if you are an expert on horse training you can create a site for other horse lovers. Templates like [Ning](#) allow you to launch a site with very little cost. We launched [48Days.net](#) a couple of years ago and quickly grew to a group of over 15,000 people who are committed to finding – or creating – the work they love. Many people chose to create a group within the [48Days.net](#) community, recognizing they could draw from that larger audience. You may want to do the same.

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## Industry Conventions, Trade Shows, Street Festivals, Flea Markets

You will be able to recognize events that draw large crowds that may be a perfect audience for you to display your products or services. Normally you will be expected to pay a small fee for your space and often a small percentage of your sales as well. But it's a pretty low risk way to test the market for what you are offering.

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## Train-the-Trainer Programs

You may have materials that could be presented in a workshop or seminar format. If that's true then you may be able to train and license other trainers. Look at what my friend Dave Ramsey has done with [Financial Peace University](#). We have trained hundreds of people to present the [48 Days Seminar](#). If your material lends itself to a seminar presentation you may want to explore licensing, creating distributorships, or selling franchises.

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Add your own unique marketing tool here. You can use Twitter, start your own magazine, do a painting a day to sell on eBay like [Abbey Ryan](#), or use magic in your presentations like [Lee Lentz](#). There are thousands of creative ways to promote your business.

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You don't have to implement 48. But you do have to select at least 4 or 5 and do those excellently and consistently. **Without a clear marketing plan in place you are not likely to experience any significant level of success – regardless of the excellence of what you have to share with the world.**

# GET STARTED NOW AND IMPLEMENT 3-5