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Solo Flyer
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Solo Flyer is the e-zine for those "flying solo" in their own business - Solopreneurs. Whether you've been in business for several years or haven't yet taken the plunge, you will find resources, strategies, new ideas, support, and ways to connect in every issue.

Fly solo, but don't go it alone!

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1. THE VALUE OF BEING CONSISTENT AND PERSISTENT IN YOUR MARKETING

Have you ever placed an advertisement, written an article or listed a workshop and wondered why you got little response? "Was it the content? The graphics? Me?!" you may have asked yourself. Then, since it got little response, you may have decided to move on to another of the supposedly great marketing techniques that seem to work for "everyone else".

It's Not You or the Technique...

It's probably not the technique at all (or you). In fact, it has been said that with enough consistency, most any marketing strategy will do. The problem is that most of us stop short well before the strategy has had time to be effective. According to statistics, it takes between 7 to 21 impressions or more for your message to have an impact on your intended audience.

You've probably heard of the well-known marketing classic Guerilla Marketing by Jay Conrad Levinson. In addition to lots of specific marketing strategies, one of his main premises is that being consistent and persistent alone will get you more than halfway to a successful business. Hmm...makes it worth taking a look at.

Being Consistent and Persistent Enables a Business Owner to be at the Right Place at the Right Time

Think about it. Let's say you are looking to refinance your house. Today you read an article on tips for getting approved for a loan - even if you are self-employed and cannot document your income. The article was written by a mortgage broker in a nearby town. Would you call the broker?

Why did her marketing message work? Because she shared the right message (refinancing for the self-employed), with the right audience (you), and the right time (you just happen to be considering refinancing).

Most likely, she had actually been advertising, writing articles and conducting seminars for several months or years about how self-employed individuals can qualify for great mortgage rates (most likely, this is a niche of hers - more on the value of creating a niche for your business in an upcoming issue).

That's all marketing is! Sure, the broker was trying to get business by writing the article, and it worked because she demonstrated her expertise, clearly showed an understanding of your problem and presented a solution.

You are Seen as an Expert by Consistently Sharing Your Knowledge

Scenario two: you'd vaguely paid attention to seeing the mortgage broker's name and company regularly. Months later, you decide you'd like to refinance your mortgage, but are concerned about being self-employed. Wasn't there someone who was an expert in this area? As luck would have it, you see an article or advertisement of hers in the paper today and you remember that she's the one who you've seen before.

You believe she must know her stuff because you've read her articles, glanced at her ads and may have seen a flyer for a seminar she gave. Because she has been so persistent and consistent in her marketing, you now associate her name with expertise in this field.

How Consistent and Persistent Are You?

How consistent and persistent are you? Do you regularly put yourself and your services where your target market is looking, or do you tend to get discouraged after only a few tries, then try something else?

Think about your own buying style: do you regularly make buying decisions based on one contact or impression of someone or their service? And yet many of us expect our prospects to! Hmmm....

If you're beginning to wonder if you haven't been consistent and persistent in your marketing because you don't really enjoy the marketing strategies you've been pursuing, the next issue of the Solo Flyer will address exactly that issue!

This article is the first in a series about making marketing as simple as all the "experts" say it is! Stay tuned for the next issue due out on May 29!

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Know someone who might enjoy this newsletter? Please pass it along! Anyone can subscribe to this free monthly ezine by sending a blank email to: SoloFlyer@dawnnichol.com

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2. PUTTING THIS IDEA TO USE! (and win free coaching!)

I'd love to hear how you've applied this idea to your business. If reading this article got you thinking about your business differently or has inspired you to create a marketing strategy that you can deliver consistently I want to know!

Simply send me a quick email by May 19 and tell me how you are going to put this idea to use (just a few sentences will do). Your name will then be entered in a drawing and one name will be drawn on May 20 to receive a free 30-minute Business Strategy Session with me!

How's that for a reason to put a little thought into this concept?!

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3. JOIN MY R & D TEAM!

I'm in the process of expanding and evolving my services for Solopreneurs and I'd love your input. Over the next several months, I'll be releasing a new website (The Solopreneur Zone), developing an extensive resource center, forming a directory of solopreneurs to connect with, creating dozens of inexpensive business-building tools & programs, and more!

But I need your help! You know what challenges you are facing as you build your business and what resources you haven't been able to find.

Benefits

Members of my R & D Team receive regular discounts and special invitations to pilot offerings of new programs and products.

What Would You be Committing to?

I know your time is very valuable. Members will receive one survey per month via email which will take no more than 5-10 minutes to complete. You may also receive an occasional email that does not require a response. You may join or leave the team at any time.

To Join

To join the team, send an email to Team@dawnnichol.com. You will receive an email reply with more details about the team. I look forward to working with you!

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4. UPCOMING TELECLASSES

The following are part of a series of teleclasses designed specifically for Virtual Assistants:

Marketing Strategies That Suit Your Personality: Thursday, May 15 3-4pm ET

The "Effortless" Marketing Plan: Wednesday, May 28 12noon-1pm ET

Visit <http://www.dawnnichol.com/VAteleclasses.htm> for class descriptions and online registration.

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5. COACHING

SOLOPRENEUR SUCCESS! Group Coaching

This is not your ordinary coaching group! Members are Solopreneurs who want a group that both supports them and challenges them to grow their business effectively. We discuss marketing, business plans, keeping motivated, and more, but with a twist: members are involved in determining what we talk about each week and will share their individual expertise to benefit the group.

We'll get down to the nitty-gritty of business-building and making your services stand out from the crowd. Expect to work strategically (smarter, not harder) and bring more of who you are to your business.

Cost: \$125 for 3 one-hour sessions per month.

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Technology Note: If you believe you may not have been receiving each issue of the Solo Flyer, it may be due to the latest email filters. To help ensure that you receive each issue, you may need to add dawn@dawnnichol.com to your "safe" list and/or add my email address to your Address Book.

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