

=====

Solo Flyer  
Dawn Nichol Coaching  
[dawn@dawnnichol.com](mailto:dawn@dawnnichol.com)  
<http://www.dawnnichol.com>  
Volume 2, Issue 5, 2003  
[SoloFlyer@dawnnichol.com](mailto:SoloFlyer@dawnnichol.com)  
[UnsubscribeSoloFlyer@dawnnichol.com](mailto:UnsubscribeSoloFlyer@dawnnichol.com)

=====

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!*

=====

TABLE OF CONTENTS

- 1. Article - How to Love Marketing!
- 2. Great Resources
- 3. Putting this Idea to Use
- 4. Resource Lounge Contest

=====

1. HOW TO LOVE MARKETING!

**Love Marketing?!**

Love marketing?! Now, that's a stretch! Do you view marketing as a "necessary evil"? Would self-employment be a dream if only clients would just come to you?

**Why Are So Many of Us Trying to Avoid Marketing?!**

I'll give you one guess on the number one reason Solopreneurs come to me for coaching...

Time and again they say their number one reason for hiring me is to find a way to never have to market again! They are looking for that secret that will attract clients effortlessly so they can just focus on doing their work.

Sound familiar?

**You Have to Do Some Marketing to get Referral Engines Going...and Keep Them Going**

Just like so many other things in this world, the ironic twist about marketing is that you've got to do it in order to get to the point of never having to do it again (and by that time, you probably won't mind it so much because you've gotten used to doing it)!

Truth is, even business owners who get 99% of their business from referrals are still doing things that keep those referral engines going. The key is, to them, it doesn't feel like "marketing".

**If Not Love, How About Like?**

Maybe the idea of loving marketing is too far fetched. If so, how about *liking* marketing?

What does it take to like marketing? Do those things that come easily or at least somewhat comfortably to you. You want to use marketing strategies that actually suit *your* personality.

Have you ever been envious of the person who seems to network effortlessly and get lots of business from it? Why are they so successful with networking while you have to shove your unwilling feet out the door, only to cling uncomfortably to the one person you know at yet another networking event that is supposedly THE place to meet clients?! They attract clients through networking because they like walking up to complete strangers and making small talk. While this makes you break out in hives, it feels like a great way to spend an evening to them.

The point? There is probably something you do so easily that you wouldn't even associate it with marketing...

- \* You love to talk?...then do public speaking or networking
- \* You love to write?...then write articles or maybe a book on your area of expertise
- \* You love to surf the net?...then create a great website and use the latest techniques to drive traffic to your site
- \* You love to *show* clients how talented you are (rather than trying to convince them?)...then offer your services to a local non-profit or donate a gift certificate for your services to an auction
- \* You love connecting people?...then establish yourself as someone who knows people in every industry or host a local networking event to help others connect
- \* You get the idea?...Good! Now, choose something you like doing and build your marketing strategies around that.

**So, Maybe it's "Do Marketing That You Love (or at least like), and Clients Will Follow"?**

You've heard me (and all those marketing experts) say that the key to marketing success is being consistent and persistent. If you try to persist at something that you don't enjoy, you're going to have a tough time being consistent. If instead you focus on ways you feel comfortable letting potential clients know you're out there, you are much more likely to keep at it - which *will* result in clients.

The most successful marketers only focus on a few strategies they know showcase themselves and their services best. Many businesses have been built on one marketing strategy alone!

Rather than making yourself try all the strategies that work for others but make you want to run the other way, pick what you enjoy and *keep at it*. A couple of years from now, when someone asks you how you market your business, you'll answer "I don't do much, clients just seem to come to me..." as you head off to a board meeting for one of several organizations you volunteer for.

-----

This article is part of a series about making marketing as simple as all the "experts" say it is! Stay tuned for the next issue due out on July 10!

=====

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](mailto:SoloFlyer@dawnnichol.com)

=====

**2. GREAT RESOURCES/BOOKS**

**Getting Business to Come to You: A Complete Do-It-Yourself Guide to Attracting All the Business You Can Enjoy.** Paul and Sarah Edwards and Laura Clampitt Douglas.

Every book Paul and Sarah Edwards write is chock full of information, but this one is 678 pages long! Getting Business to Come to You covers creating a marketing strategy that suits you including: how to stand out, niching and establishing yourself as an expert in your field. Best of all, they spend 350 pages on choosing marketing strategies that suit your personality based on whether you'd prefer to Make Personal Contacts,

Get Others to Talk About You, or Show What You Can Do. Business owners new and veteran can find plenty of new and useful ideas in this book.

=====

### 3. 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 see marketing in a new light I want to know!

Simply send me a quick email by July 2 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 July 3 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?!

=====

### 4. RESOURCE LOUNGE CONTEST (the kind of contest where everyone who enters wins!)

As you may know, I am about to launch my new website, The Solopreneur Zone! My vision for the website is to create a place for new and experienced solopreneurs to find the resources and connections they need to create profitable and sustainable businesses.

The website will have a great section called The Resource Lounge where visitors can find anything from webhosts to ebook publishers to insurance. For each category, I'd like to have several resources so visitors can determine which is the best fit for them.

**That's where you come in!** I'd like to know about your favorite resources...

Since you'll be taking your valuable time to share your favorite resources with me, I have a bonus for you! Everyone who returns the survey with at least 10 individual resources (a book or website would count as 1 resource) will receive a free Real Audio teleclass recording of your choice (a \$25 value).

**But wait, there's more:** The person who shares the greatest number of resources wins a month of Business Coaching with me (Three 40-minute sessions - a \$375 value)!

**The Details:** To share your favorite resources and participate in the contest, simply send a blank email to [resources@dawnnichol.com](mailto:resources@dawnnichol.com). My autoresponder will send back a list of the categories of resources I am looking for and how to submit your list. The deadline to return your list of favorite resources is **Monday, July 7 at 5pm ET**.

Please email me if you have any questions. Thanks for helping make The Solopreneur Zone *the* destination for building your business!

=====

Copyright June 2003, Dawn Nichol Coaching

---

Dawn Nichol  
Small Business Coaching  
530.274.3807  
[www.dawnnichol.com](http://www.dawnnichol.com)