

# the solopreneur zone

*the resource place for solo-entrepreneurs*

## 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.

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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.