

the solopreneur zone

the resource place for solo-entrepreneurs

What You Know Can Sell You

Don't Bother Selling Yourself

Selling yourself and your services is too hard. Plus, you probably don't enjoy it. Most of us love the work we do, but dislike having to "find" clients so we can do the work. Since you would probably love clients to come to you ready and excited to get to work, you may want to turn to marketing strategies that share what you know so clients can decide for themselves that they need your service.

Show, Don't Tell

Most marketing strategies revolve around *telling* potential clients how great your services are and trying to convince them of the benefits of working with you. While there's a place for traditional marketing, clients like to feel they are making an educated decision when they choose to work with you.

Rather than telling how good you are at what you do, you can show potential clients by sharing your knowledge, and even giving it away for free (gasp...!) If I'm comparing two providers of a service and one has written several articles about their area of expertise, I'm much more inclined to assume the person who has written several articles is more knowledgeable. Plus, I'm more able to envision what it would be like to work with them because I've gotten a chance to "try on" their ideas and style.

Become an Info-preneur

This concept of sharing what you know to build your brand and market yourself is often called "info-preneuring". You are sharing information as a marketing strategy. Instead of simply telling prospects what you know, you are showing them. There is nothing more powerful than being viewed as an expert in your market.

You become an info-preneur by writing articles, being a guest speaker, serving as a resource for your market, etc. Look for opportunities to contribute your knowledge wherever you go and in whatever you do.

Yes, You Do Have Something Unique to Offer

Some Solopreneurs have a hard time envisioning themselves as an info-preneur. They feel that they are one of hundreds or thousands who are providing the same product or service, so there is nothing unique about what they offer. Besides, there are already several well-known experts in their field.

Regardless of how full your market may be, there will never be someone who has your unique take or theories. If there was only room enough for one expert per market, book stores would be a whole lot smaller!

Take some time to think about what you see your clients struggle with regularly or the steps they all seem to go through as they work with you. Begin to notice the patterns and processes of your work with clients. From these observations, you can begin to flesh out a personal theory you have, or a process you know is best for clients. Use these as the basis for your unique approach with your target market. You now have a "come from" place to make your articles and speaking stand out.

Select the Delivery Methods that Make You Shine

Once you've identified your unique message, theory or process, you'll want to pick methods of sharing your knowledge that help you shine. Many Solopreneurs get to this point and then stop because they aren't sure how to share their knowledge in a way that's easy for them. Rather than look to what others are doing, do what comes naturally for you. If

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you love writing, focus on articles, booklets and ebooks. If you love talking, focus on teleclasses, guest appearances and public speaking. If you prefer partnering with others, find websites and communities and become a contributor or a guest expert.

Establishing Yourself as an Expert in Your Market is a Long-Term Strategy

In the last issue, we talked about passive vs. active marketing strategies. Establishing yourself as an expert in your market *is* more of a passive marketing strategy and will take longer to directly result in clients. However, like the tortoise, it is a strategy that slowly builds on itself and will get you farther and sustain you longer than most active marketing strategies and you are less likely to burn out (like the hare) and stop doing them.