

# The Marketing Plan Mini-Camp

With Juliet Austin

## Transcript of Module 1

Welcome everyone to the Marketing Plan Mini Camp. This is Juliet Austin from [julietaustin.com](http://julietaustin.com) and this is your first module. It's module number 1 and we're going to focus on the groundwork here. This is to help prepare you for action, prepare to get the marketing plan in place. A lot of people skip these steps and just want to know how to market and how to get more clients. The problem is if you don't do these things at the beginning, you won't be working from a solid base.

I know have been marketing for a while so a lot of you are going back and doing the basics here and truthfully a lot of people have done that. I did that to some extent when I started my business, my current business 16 years ago but it's always better to do it at the beginning because everything works more smoothly if you've done the preparation work and have your plan in place and then do the marketing. Things just happen easier and faster when you do that.

Planning is important and that's what we're going to focus on in this course - and today is, like I said, the groundwork. You need to plan your time using calendars, your clocks, using papers, being organized.

I really like this quote here:

*"By failing to prepare you are preparing to fail."*

And it is true. There is research out there that shows that those who have a marketing plan in place are more likely to succeed in business and it makes sense. If you read the success literature out there, the most successful people in business do plan and they're quite organized. It doesn't mean they were always that way and it doesn't mean if you're not that way now you can't become that way. The key is to work towards being as organized and prepared as possible.

What we're going to talk about today is the mindset, your mindset, the importance of setting a vision, having a vision, setting goals, and then creating systems and habits. You have to do these things - or you should do these things - before you do the action steps. These things lead you to a really organized and systematic way of working and taking effective action.

## Let's look at the mindset first...

I often say that mindset accounts for at least 50% of success. I've heard other people in business say that it can be up to 80%. Again, it's interesting because a lot of you are therapists and health professionals who understand the importance of mindset and looking at your personal issues and obstacles and working on them, but people tend to forget about this when they get into business.

There's so much to do and so they want to skip the planning. They want to skip looking at the mindset stuff and they just want to do - get the right marketing strategy in place and then just do it. But, the problem with that is if you've got obstacles holding you back, a negative mindset and attitudes, these things holding you back, it's really important that you look at them.

Be aware of your mindset and negative attitudes and work on them because they are going to, in the long run, even if you do have the marketing systems and everything in place, and the plan in place, you'll find that you won't succeed if you're not looking at what's holding you back in terms of your own personal obstacles.

We know positive thinking, and I'm not talking about positive thinking here in the kind of clichéd, "think positive" sense. I'm talking about having a mindset of being positive and that, "I can do this." It doesn't mean you're not going to have doubts occasionally, or fears, or those things aren't going to come up, but basically you want to be in a positive, "I can do this kind of mindset." If you're not there, I don't mean you should fake it. Sometimes you might have to fake it, but I mean to sort of work towards it consistently - work towards making your mindset more positive and getting more and more confident as you go along.

When we're looking at mindset, first of all, people tend to ignore whether it's the right time for them to be marketing, or be in business, so look at the timing in your life. If you're just starting, if you're someone who's just starting, even if you not just starting, look at where you are at right now in your personal life and in your business.

Is this the right time to really step up things in your business?

Is this the time to start a business? Look at what's happening in your life and how much time you have. A lot of people want to be in business, but then they look at the time and then they realize that they don't really have time to do it because they have other priorities in their lives. Being in business takes time and you have to allow for that time and be ready for it.

You also have to look at your level of motivation and commitment.

How motivated are you to be in business? How motivated are you to market? How committed are you to succeeding? If you're kind of waffling, it's probably not going to work very well. It's really hard to waffle and expect to get ahead because you're going to be doubting yourself. You're going to be procrastinating probably. You're not going to have clear thinking. You're not going to be focused, et cetera.

Looking at your level of motivation and commitment, it should be really up there at a somewhere between an 8 to a 10, I would say, the higher the better. Some days it's going to vary, obviously, but you really need to keep it as high as possible.

Then we're going to look at your attitudes and beliefs.

These are really, really important, as I was saying earlier. Some of the attitudes and beliefs come from having a negative mindset. You might make excuses. You might have certain fears that you may, or may not, be aware of. You may have faulty beliefs about business and marketing. You may just have a negative attitude generally about things. You need to get our mindset in a positive framework, as I said.

Let's look at some of the specific excuses you might have first.

You might tell yourself - I've heard all these by the way - and some of them I've used myself at various times but the first one is, "I don't have," something. "I don't have enough money. "I don't live in a big enough town." "I don't have a husband or a wife to support me". I don't have enough money. I don't have time," et cetera.

There are all these things that you can say and it's not like some of them might not be true, but if you're telling yourself these things - you either need to change things - if you find yourself making excuses, you need to change things or do something differently, if it's holding you back from achieving your goals.

"There's too much competition." I've heard this so often. There is a lot of competition in a lot of cities, a lot of the larger cities. That's reality. The key is to make yourself stand out is have a great website, number one. Most of the therapists and health professionals I see do not have websites that are really standing out.

The good news about it is if you invest in a new website, great, strong, compelling copy, good design, user friendly, yes it's going to be an investment up front, but you're going to attract more business and more quickly. You're going to stand out from the competition. If more people were doing this, wow, a lot more people could be successful.

"There's no point because someone's already done that. There's no point because, again, there's too much competition. There's no point because I have a chronic illness." Again, if you've got a chronic illness that's stopping you well then, from doing anything, then you probably shouldn't be in this course. If it's something that's an obstacle that you have to work with or get over or manage, then that's a different kind of attitude and different things you might want to be saying to yourself.

"I'll do it after." If you keep putting marketing off, you're going to pay for it later because the longer you leave it the worse it is. The other issue that is likely to come up for people is, "I'll do it when my business slows down," or, "I'm busy right now," or, "I've got a flux of clients so I don't have to do it right now." Then the next thing you know it's a week or a month later and your client load is down.

What we're going to be talking about in this course is getting things done in an organized way - so that you do things regularly. Marketing has to be something you do regularly. "I'm waiting to get more money." "I'm waiting to get my website up or improve my website." "I'm waiting till I have more time. These are things you need to watch for and catch yourself when you say them.

Fears, lots of different fears come up when you're building a business.

Fears don't go away completely. They can crop up at different times. Again, the key is awareness and figuring out what you're going to do about them. "I'm afraid of being rejected." If you're afraid to be out there and market yourself because you're afraid people are going to say, "No," you're going to have a hard time.

Many people are going to say, "No;" -way more people are going to say, "No," than are going to say, "Yes," to you. The key is, to some extent in marketing, part of it is a numbers game of getting out there in front of many, many, many people, hundreds, thousands of people so that they come to know, like, and trust you and so that some of them will become clients or will buy things from you. You really need to watch for this kind of fear.

"I'm afraid of being sales-y," very, very common fear in the health and healing fields. The thing that people don't realize though is that marketing is really about building relationships where, again like I said, people come to know, like and trust you over time. If you are out there marketing with the mindset of you're building relationships, and relationships are a two way street, it's not about you promoting yourself to people and then them referring you clients or begging people to become your client. It's about building relationships with people, whether that's through referral sources or potential clients through being in touch with them through an online newsletter, or whatever the case may be.

If you have the mindset that you're giving and building relationships with people, you won't be doing the sales-y thing. It doesn't mean that you don't tell people what you're doing, but it just means that you're out there with an attitude of giving and sharing and of building long term relationships.

If you're a health practitioner or a therapist you should know a lot about relationships, and you should be using those excellent relationship skills that you have when you're out there. Instead of the attitude that you're trying to sell or promote something.

Along with that comes the fear of presenting as self-serving. If you're out there with the attitude of generosity, and really wanting to give, and really wanting to help people, including referral sources, then you don't have to worry about that fear. It's give and take. Everything in marketing should be give and take.

"Afraid of doing the wrong thing," this can really, if you're disorganized, if you're not planning, if you don't have a plan, this fear of being afraid to do the wrong thing is going to come up. What you have to realize is there are certain best practices in marketing. There are certain things that work better than others. However, there's never any 100% guarantee until you try it because you're different than the person, the business that's next door to you or the practitioner that lives down the street or works down the street from you. There is a certain amount of risk and you have to just take chances.

Now, you want to take educated chances though. You don't want to just fling things out there and do what I call fling marketing. Fling this out, "Oh well, I'll try it. Juliet said I should just try things." You don't want to function like that. You want to have planned, educated decisions that you're making and take risks that are likely to succeed, likely to work for you.

"Fear of failing," is similar to being afraid of doing the wrong thing. Obviously if you're afraid of doing the wrong thing you're probably afraid of failing. Failure is part of being in business. If you haven't read any success stories or personal stories of people in business, start reading them because many of them have had many failures.

Even people like Einstein, "failed" numerous times - so you really want to not let failure stop you. Expect it, it's going to happen. Figure out what you did wrong, and learn from it, and move forward. That's the key. Probably more than other areas in your life, if you've never been in business before, this is going to test your tolerance for failure more than a lot of things.

Another fear is, "Afraid of being too successful."

"Oh, if I market too much then all this business is going to come to me, all these clients are going to come to me and I'm not going to be able to handle it." That can happen. You can get really busy, obviously, when you're growing and businesses should be growing, you can get overwhelmed. That's why you have plans and systems in place so that as you grow these systems and this plan is allowing for that.

You don't want to stop marketing because you're too successful. There's always ways to handle that by hiring people, by, if you're a practitioner or therapist, hiring associates, or referring to others, hiring more people in your business. There's always ways to manage that. You have to watch for that fear because it is a fear that comes up for some people.

Finally, we're going to talk about faulty beliefs and attitudes.

These are beliefs that aren't accurate and sometimes they are due to not knowing enough about marketing, so you're out there with faulty beliefs. This is really, really common - people do this when they're not familiar with what business is like or haven't had the personal experience of building a private practice or having a business.

"If I do this, I'll be able to fill my practice quickly or get customers really quickly." There are some things you probably can do quickly but just don't make an assumption that it will work because you think it's going to work, or somebody else seemed to do it and it worked for them.

Often I find people say, "Well, so and so did this so I should do it. I should be able to do it." They don't look at exactly how they did it, or they don't ask the right questions, or they don't know the right questions, or the person didn't tell them the specifics so they can understand and really know how somebody else succeeded and why maybe you need to do it

differently - or maybe it won't work the same way business - or maybe it will - but to just make that assumption is not very good practice.

"I'm good at what I do. I've worked hard. I deserve to be successful."

Well, if you're out there with that attitude, unless you're taking action and doing everything effectively, you're probably not going to get very far. You need to be more than good at what you do because you can be really, really good at what you do and if people, not enough people know about you, you can just fall flat on your face.

You can be mediocre at what you do or you can have mediocre products and services, or offer mediocre courses and if you market enough you probably could do okay. It's hard to have lousy products and be a lousy practitioner and do okay, but my point here is that just because you're good or excellent at what you do or have excellent products, you really need to be effective at marketing them and the message that you put out there. We'll be talking about the message in the second module.

I already spoke about this, "My colleague did this so it should work for me," and the other one, "Because I failed at this something, I can't do this."

Making just these illogical comparisons, "Because I failed last time I tried to market a course that I was trying to do, I'm going to probably fail this time." Or, "Because I failed last time, that means that people don't want that." That may not be true. It may be that you didn't market enough. It may be that your marketing materials and your copy might not have been effective. All these things matter enormously in terms of your success.

Okay, so those are the beliefs and attitudes that you need to be aware of. There are some exercises - and I want you to do the exercises. It's better if you do that before the second module so read the notes and do the exercises and worksheets on those aspects of faulty beliefs and attitudes.

The next section here is about vision.

It's important that you think about, and have a vision, and imagine where you go. I'm a big advocate that this needs to be in writing because it's just too hard to make things concrete unless they're in writing and you want them out of your head. You want them on paper so you're not re-thinking about them all the time. Having them on paper, you can revisit, you can add to, you can adjust.

A vision is important, thinking about the big picture and the long term. What is the big picture of? Why? What do you want for the long term and why? What do you want for the next 5 to 10 years? How much money do you want to make? What do you want your office or business to look like? Do you want to be hiring people at some point? Just write all that down.

At this point you don't necessarily want to be realistic. This is a dream. Write it as if it were a dream and think big and try not to hold yourself back because most people hold themselves back at this stage and it's important to kind of let your creative mind go and really be specific about what you want in every single aspect of your business, what it looks like and kind of its growth plan.

This will help you later set clear, and specific, and realistic goals. It will help you choose the marketing tactics so it is an important stage. Again, these things are not finite. This isn't rocket science, but many people don't do this and it's very important.

Next, you want to set your goals.

Most of you know about goal setting already. By the way, ideas are not goals. You write down a list of ideas of the things you want to do, that's not a goal. Those aren't goals because you're probably going to have way more ideas than you could ever put into actual goal statements.

Ideas are great. You need to keep them coming. You need to set them aside, put them on an ideas list,- there's a video on the page, at the top of the page, on managing idea overload that you might want to look at, yeah, because I have so many ideas that I can never implement in a lifetime. When I sometimes go back and look at my ideas list when I'm reevaluating my business, I find there's things on there that I'll probably never do, or that I've changed my mind about, or I have better ideas. You need to keep your ideas separate from your goals.

Goals help you provide clarity and help you prioritize so that you know what's the next step.

A lot of people get stuck and overwhelmed because they don't know what they should be doing next and they're not prioritizing. Of course, goals should be specific, measurable, and with due dates. We'll be doing that more in the final class when in module 3, when we do the marketing plan, the marketing action plan.

Goals need to be specific. For those of you that are working with clients, you already know this.



You know that goals should be very specific, they should be measurable and with a due date. You can't always meet the due date. You can be flexible with it but at the same time if you want to attract 5 clients by, whatever date it is, then you can figure out what your marketing plans, marketing tactics, , and goals are for that.

Systems and habits, we're going to talk about personal systems, and personal habits, and business systems as well. These are extremely important. Again, if you leave these until later and then you're in a massive growth spurt as your business starts growing, you're going to feel disorganized and overwhelmed. If you get all these in place early on, it's going to make things so much smoother and just make your business run easier and you'll save a lot of time and energy and headache in the process.

There are resources, like time. You need time to market. You need time to build a business. You need time to make your business grow. You need financial resources. You need money. You need some support systems, whether those are support systems in your personal life or support systems in your business life in terms of hiring people to support you because at some point you probably will need to hire some people.

You cannot do everything yourself. There is not enough time. You cannot be an expert at everything. If you're an expert in running your business, you're going to need to, at some point, hire other people to support you and hire experts to do these things for you that you can't do and that you're not an expert at.

Time, there's never enough time in business for all the things you want to do so you really have to nurture your time, and plan your time, and be careful with the amount of time you spend doing things and really be productive with your time.

You need money to run a business. There are a lot of ways to market on a low cost budget, but eventually you're going to need some money. Even getting a website up costs money and if you do a good job it can be a significant investment, one of the biggest investments.

You do need some money. If you don't have any, you might want to ask yourself, "Is this the right time for me to be in business?" because otherwise you may just struggle. I've seen people quit their job, or get laid off, and then they thought they were going to build their business really quickly and it didn't happen. You need to have a savings account - or a job or someone to support you. Or, you need to get investors somehow if you're in a business where you can do that.

Certainly if you're a practitioner or a therapist, you're not going to have investors. Or, you need to have a spouse or partner who's willing to support you while you get your business up.

The third way is using credit. If you're a practitioner or a therapist, you really have to be careful though about going into debt because it's not a business that's going to be, if you're only planning on seeing clients, it's just not a business that's going to reap you tons of money in the future.

It's going to be hard to pay back a debt unless it's a small debt because when you're only seeing clients, if that's your only business model, time is really finite because there's only so many clients you can see in a day and so there's a maximum amount of money that can be made from that unless you decide to offer courses or sell products in the future.

You're certainly going to need support systems. Like I said, it's really hard to do it by yourself. You need help and you need to accept and realize you need help and not be stubborn about it and think that you can do it all yourself because that's just going to hold you back.

As I already said, time management is really, really important in terms of meeting your goals. Marketing needs to be planned. You can't just do it off the side of your desk. Let's talk about some time management things here and some work habits. The time spent marketing effectively is going to bring you better and quicker results.

I've said this already. How much time you spend marketing depends on your goals, your lifestyle, and your priorities. I've worked with people who are really busy, it's not a major priority for them to build their business, and they maybe work 2 hours a week on marketing. I've worked with people who spend 50 hours a week on marketing and they're just gung-ho to get their business up and running. After it's running smoothly you still need to spend time marketing. Again, the amount of time you spend marketing is going to affect your results in the long term.

If you've got a family and kids and you need to spend time with them, or you like to have your weekends off and you don't want to work then, all of these things are going to affect how much time you have to spend marketing.

There's no right or wrong but you need to be realistic about how much time you want to spend and what your goals are and whether you can achieve your goals in the amount of time that you're spending building your business.

If you think that you're going to market on Fridays but then you realize that you play tennis on Fridays, you're going to have to make a decision. You're going to have to market some other time, or you're going to have to give up your tennis, or whatever the case may be. That's up to you to decide. Blocking out time for marketing is extremely important.

There are some worksheets here; I suggest that you fill in and try. What I suggest you do is you block out time for marketing. You have to look at your whole life, and the worksheets, I would fill in everything for your whole life there because people tend to overestimate how much time they actually have.

Fill in those worksheets of your whole life and what you do, business and personal life, and then block out some time for marketing. Again, that's going to depend on you and the more time you spend, especially if you're building your business, which I'm sure you are if you're in this course, it's going to depend on all of the factors, your goals, your lifestyle, and your priorities. Block out some time that you think that you have available or you think you want to put into marketing.

Then test it for a couple of weeks. Follow the schedule and at the end of the day, each day write in there whether you followed the schedule or not with a nonjudgmental attitude. If you procrastinated instead and searched the Internet or spent time on Facebook, you might want to record that. Or if you decide, your friend called and you decided to go out for lunch, write that down.

Again, this is a test period. It's for experimental purposes. It's not something that you're going to use effectively yet because you really do need to see where your time goes, and how much time you have, and what you want to do with that time before you really plan and structure and block out time on a regular basis. Test it for a couple of weeks for each day and then decide what's realistic and what's going to work for you, and then modify it.

If you're not used to structuring your time and sitting down to market or getting out into the community to market, it's going to be more challenging but anybody can learn to do it. You have to be more disciplined when you're in business. It's just the way it is.

For me, I work at home but Monday to Friday basically from whatever, 8 until 5, I'm at my desk. That's what I do. Someone could say to me, "Well, you can do your laundry while you're working." Yes, I could, but I don't. I could do my laundry during the day but I find it distracting. I just want to work, and take short breaks, going for short walks, and I don't want to do any of my household tasks during the day.

Now, there are people that are different than that. I have a friend who structures her time more loosely than I do - she'll sit down at her computer at night for 6 hours and work like crazy. I don't work at night. I'm a morning person. Occasionally if I have to I'll work at night if I've got a deadline for something, but for the most part I like to work during the day. Also, because I have to do a lot of writing and course creation, stuff like that, I do that in the morning when I'm really fresh.

Most people are better in the morning. There are some people that are better at night. Think of who you are, and when you work best, and think about when can you have private, non-distracted time and then test it and see what works best for you.

You're going to need some business and marketing systems in place too so that you're not overwhelmed and disorganized.

These are going to be things to manage your finances and maybe some tools for that. There is the bonus recording on managing your finances that you should, there are some notes there and you can download it and listen to that by a colleague and friend of mine, Karin Mizgala. She's a financial planner. I would strongly suggest you do that.

You need something to keep your systems in place, managing your books, whether you have- I strongly suggest you have a bookkeeper because it just takes that task away from you and frees up your time, but you may want to do some of it yourself until you get to a certain point where you are too busy. It's way easier to have a bookkeeper. It's just one less thing you don't have to think about.

That doesn't mean you don't pay attention to your finances. It doesn't mean you don't pay attention to your books, and look at them, and manage your money because you're the one running your business. You can't just abdicate responsibility to a bookkeeper or an accountant. You still need to be responsible. They're just doing the work for you and saving you time and they're doing an expert job. They're getting it all ready so that it's ready for your taxes and it saves you time.

When you're hiring people and using tools to manage your business, you're usually paying them less than you're earning per hour. Maybe not at the beginning, but depending on how busy your business is, you're going to be paying them less than what you're earning.

If you're paying a bookkeeper between 25 to 40 dollars an hour, you might find someone less than that. I pay mine, I think, 25 or 30 I think. If you're paying someone 25 to 30 but you're charging a 100 or 150 an hour, obviously that hour that your bookkeeper is doing your books you can

earn more seeing another client so you really have to factor these things in.

You need to have some way of managing your clients. I have a tracking sheet, I believe that's in module 3, you'll have and you can use that to manage where your clients are coming from, how many are contacting you, where your inquiries are coming from. I should say how many are contacting you, where they're coming from, and tracking that.

There are also tools on social media that you can use to track what kind of progress you're making there. You can track your website analytics through having Google analytics installed on your site. All these things are important because you need to track your results and save time.

Again, client management and client inquiries- you might want some kind of customer relationship tools to keep track of your clients and keep track of inquiries, those kinds of things so that you have them for later.

You might want to put your clients on an email list to let them know of things. You have to decide what's going to work for you. You certainly need marketing management tools. You're going to obviously have to use a calendar, you're going to have your marketing plan and you're going to be managing your marketing through all these things that you use, whether it's an email newsletter and you need a tool for that, or you're having a blog and you need a blog to manage that, or you're using social media tools to manage your social media accounts.

In closing, let me read you this quote:

*"When you establish a destination by defining what you want, then take physical action by making choices that move you towards that destination, the possibility for success is limitless and the arrival at the destination is inevitable."*

That's true for most businesses because most people aren't willing to do this for the long run and do it effectively. There's a thing called the 80/20 rule and I usually apply that to business. If you think about any industry there's 20% of the people that are getting a lot of the business - or most of the business - and those are the ones that are doing it right, doing it well, marketing a lot, being organized, all those things. Then there's the rest of the 80%. Some are doing okay and some aren't doing very well. You can be in that top 10-20% by doing things effectively, getting educated, getting organized, getting a plan together, and taking the steps.

Okay, that's all for now. I will see you in module 2.