

# Marketing Media & Money

Fall 2017

Ditch the  
Sales Scripts -  
4 Steps that  
get You from  
Stressed to  
Sales!

**7** Ways to Get  
People to Show  
Up to Your Live  
Streaming Event

How to Fund Your  
Small Business

**Book Marketing 101**

Before You  
Get Booked  
on Podcasts...  
Be Ready to  
Say YES!

*Leveraging  
Your  
Influencer  
Status*

**Six Killer Ways to  
Increase Local  
Business Visibility**

# Welcome to Marketing, Media and Money Magazine!

When I started out in business years ago, I wished there were one easy place to look for the best of wisdom and current trends in the entrepreneurial world. It's a jungle out here and so much of the "advice" we see is outdated, untested, or hard to apply to our types of businesses.

As entrepreneurs, we create what we wish existed and know the world needs... and that is why the Marketing, Media and Money Magazine was born.

With this inaugural issue, I've reached out to the smartest and most passionate entrepreneurial minds I know. They're sharing their best, most effective strategies and ideas so that you can cut through all the confusion and get straight to what's working right now.

Inside this issue you'll find articles and resources you'll love, including...

- *Killer ways to increase your visibility online with just a few minutes of your time (you can't afford not to implement these great ideas!)*
- *Industry secrets to get you booked on today's hottest podcasts - so you can get in front of your ideal audience and get noticed fast*
- *How to ditch the robotic sales scripts and create authentic conversations that easily turn prospects into clients with 4 easy steps...And more!*

I've even hand-selected the advertisers and reviewed every single one to ensure you're seeing only trusted resources from cover to virtual cover. So, I invite you to dive in and discover your new favorite magazine.

My inbox is always open and I can't wait to hear what new insights and growth strategies you walk away with, and how you implement them as you move forward.

**Your brave guide through this jungle,**

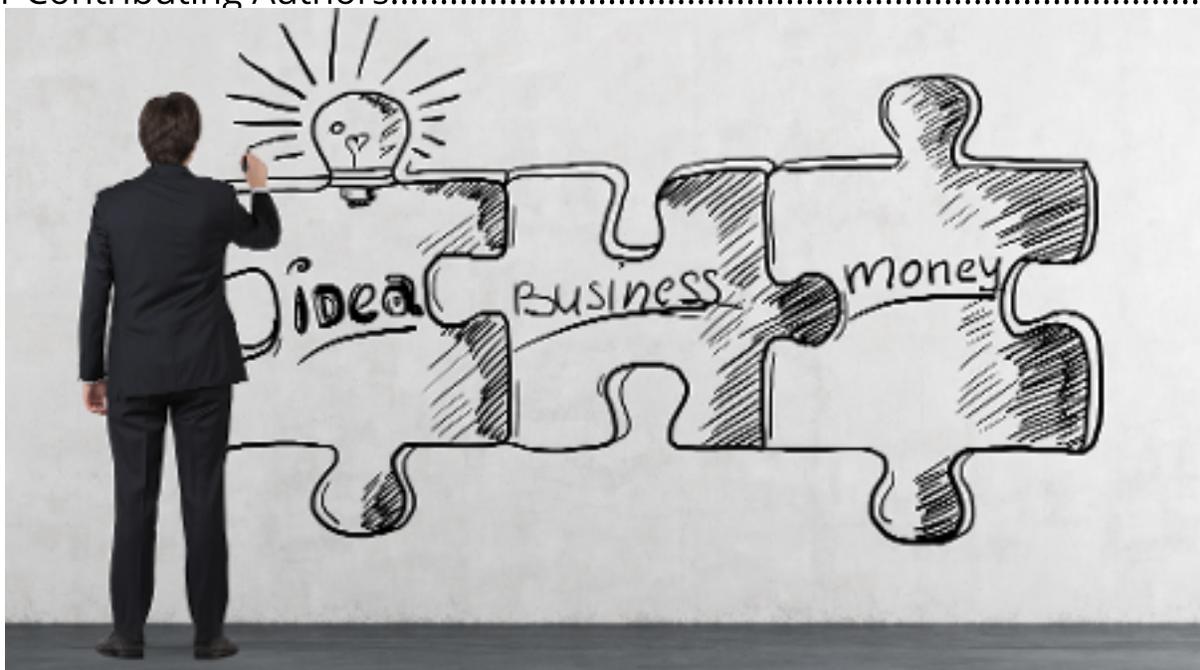
**Patty Farmer, Editor  
Marketing, Media & Money Magazine**

P.S. I've got a little secret to share with M3 readers first... Keep your ears open because in 2018 we're bringing back the award-winning Marketing, Media & Money radio show, along with our live event! If you know someone who'd be a great guest to interview or to consider for the event stage, I'd love to hear from you. Reach out and let's connect. [PattyFarmer.com](http://PattyFarmer.com)



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# Ditch the Sales Scripts - 4 Steps that get You from Stressed to Sales

There are a number of different ways to conduct sales conversations. Unfortunately, many people buy into a guru's system or sales scripts and it ends up failing. This is because the system or script series is not in alignment to who they are, how they talk and their values.

If you are feeling like your sales process is not a match for you, maybe it's time to shift to something that is aligned to who you are. Today, I'll share 4 steps to help you connect with your prospective client and make a sale.



## 1 - Consider Starting Your Understanding Before the Call

You can learn a lot about a prospective client before you talk to them by asking them to fill out an intake form:

- How detailed are they?
- What is their vision?
- Do they have a vision?
- What challenges are they facing?
- What do they say and what don't they say? Etc.

Your intake form can provide tremendous insight and help you have a really transformative conversation, because you know their focus before you ever get on the call. It can be very simple or very complex depending on the type of work you do.

## 2 - Set Your Mindset to Possibility Rather than to Proving

Sharing about certifications, past experience, your latest program, etc. right when you start the conversation is a sure way to lose the interest of the person on the other end of the line. If you find that you do this, you likely have three things on your mind:

- Getting the sale – boy I could really use the money.
- Let me prove that I'm worth it. Let me show everything I know in this one call.
- I have spent loads on training and certification, they need to know that.

Any one of those mindsets is missing the mark. Instead of spending time trying to prove yourself, laser target in on what is top-of-mind important to the prospect.

### 3 - Decide to “Let” People Hire You

How you look at the end goal of your sales call matters. When you are thinking of how you need to “get” people to hire you, you are coming from a place of lack and desperation. The vibe can be felt by the person on the other end of the conversation as a lack of confidence or lack of competence. Who wants to hire someone that is lacking those? I don't know anyone who wants to pay lot for someone that seems like they don't know what they're doing. Do you?

But, it was not really about your pricing. It was about where your mind was as you started the the conversation. When you shift your thoughts to “letting” people hire you after they have demonstrated that they are your ideal client and they have needs that you can help with, you end up with much better clients and higher income. You carry yourself with confidence knowing that you are only going to make an offer to people that are a good fit.

### 4 - When You Are On The Phone, Practice Active Listening (It's About Them)

When someone calls you to discuss services, they have already begun identifying what is important to them. Until you listen, you don't know what that is.

The biggest challenge many face in their sales conversation is that they do not listen to understand. They listen to reply. They are thinking about what they are going to say next instead of fully paying attention and it creates a disjointed conversation.

This is one reason why using someone else's sales script often fails. The scripting isn't necessarily bad, but it is not authentic to the person trying it and the language they normally use.

If you are more focused on remembering the script and what to say 1st, 2nd and 3rd, then you are not focused on your prospect and *they can feel that. When someone does not feel heard or understood, they feel “sold to” and don't buy.*

Instead, practice having an authentic conversation where you are co-creating with your prospect. Ask questions that allow you to deeply understand your prospects challenges and dreams. You'll both enjoy it more and you'll close more sales working with the exact right people for you.

Follow these 4 steps and you will be well on your way to creating conversations that lead to sales and lasting relationships built on respect and trust.



Stephanie LH Calahan is the Business Vision Catalyst and is known for the fast transformations she helps to facilitate in her work with busy, service-driven entrepreneurs. Be Unapologetically You! Visit <http://www.TalkWithStephanie.com> to see how you can uncover what's holding you back and how you can quickly and easily enjoy a wildly profitable, life-loving business of impact, meaning and guilt-free freedom.

# Six Killer Ways to Increase Local Business Visibility in Desktop and Mobile Search Starting Today

Searching for local businesses online, consumers can still miss nearby locations. To drive more traffic to a website and more customers through the door, check out these six ways a business can optimize their local business presence online.

## 1. Maintain a Google My Business (GMB) Listing

An accurate GMB listing provides valuable information. Optimize the listing to rank higher in SERPs and drive traffic. Check if a listing already exists and review for accuracy. Once the listing is claimed or created, [optimize for maximum online visibility](#).

## 2. Leverage Citation Building and Backlink Opportunities

With online mentions of a business, quality beats quantity. Look for better backlink opportunities, and improve rankings by [earning citations from trusted sources](#). Boost web presence by:

- Submitting listings to authoritative local directories
- Submitting listings to niche directories
- Optimizing social media profiles
- Writing guest posts



### 3. Don't Be Shy on Social – Join the Conversation

[Sprout Social reports](#) 57% of shoppers prefer to purchase from brands they follow. Dive into customer conversations: Ask questions, respond to comments, and share local content.

### 4. Create Quality Content that Attracts Local Customers

Publish E-A-T content featuring Expertise, Authoritativeness, and Trustworthiness on your blog! It can be “everyday expertise” not only degreed experts.

### 5. Get People Talking – Create Share-worthy Customer Experiences

Provide a great customer experience and take feedback seriously. Since 84% of customers trust online reviews as much as personal recommendations, ask for reviews, and make it easy for customers to write one.

### 6. Use a Store Locator Map & Location Landing Pages

When customers get lost, they lose trust. Multi-location businesses need to help them find their locations with a store locator and unique landing page for each location. Don't forget to customize each [location landing page](#) with location-specific:

- Images and information
- Offers and events
- Customer reviews
- Service areas, business hours

**New Customers Are Just Six Steps Away...** As search engines increasingly return results based on consumer intent, SERPs become more hyper-local. Get proactive with the six strategies above to increase local visibility, reach a wider audience, and attract new customers.



Bernadette Coleman is a SEO, Local Search, and Engaging Content Enthusiast. Known online as the #QueenofLocalSEO she contributes around the web on digital marketing strategies for SMBs and brands. As the CEO of [Advice Local](#), she leads a 3x Inc500 award-winning local presence management technology company.



# *M*arketing TIP

Being crystal clear on who your target market is and where they hang out and then developing a social media marketing strategy based on what social media platforms they are on and when will result in increased engagement and conversions.

**@pattyfarmer**

**Tired of going to events where you leave with business cards and connections, but never follow up?**



**How would you like to leave an event with clients and cash instead?**

Discover the FREE Solution  
**ReturnOnEvents.com**



# 7 Ways to Get People to Show Up to Your Live Streaming Event

What is everyone's biggest fear when they put together a live stream or virtual event? That you go live and no one shows up. Not only is it disheartening and maybe even a little embarrassing, but you also feel like you did all that work for no reason and just wasted your time and the time of your virtual assistant. The good news is that you can avoid this and put your fear to rest. I am going to share with you how to make sure you have an audience for your next Live Streaming event.

**1. Have a Plan and a Goal** You need more than just the topic and talking points when you plan your live streaming event. You need to have a clear goal in mind and plan the event around that goal. Decide what you want this event to achieve for you.

- Gain more opt-ins
- Grow your email list
- Drive traffic to website
- More YouTube subscribers

Then construct your topic, talking points and the entire event with a focus toward the audience that will help you achieve your chosen goal.

## **2. Schedule It in Advance and Give Yourself Enough Time**

It is never a good idea to wake up and decide you are going to live stream that day – or even that week for that matter. Instead, you need to give yourself plenty of time to plan and research what you are going to discuss because if you are not prepared, those that happen to show up for your live stream will know it. No one wants to listen to an unprepared speaker and it will decrease the chances of them coming back for your next live stream.

You also need to give yourself time to promote your event. Avoiding the fear of no one showing up means making sure everyone knows about it, and it takes time to get the word out. Those that want to participate in your event will usually need to schedule their time in advance to be available to participate.

**3. Use a Platform You Are Comfortable Using** Your live streaming event is not the time to try out a new platform you haven't used before. The chances of an error during the stream are much larger if you are unfamiliar with how a particular platform works.

If you are comfortable with Facebook Live then use that as your platform; however, you should do your research and be sure that your audience uses Facebook as their primary social media tool. You should always go where your audience spends the majority of their time. If your audience is on a platform you are not comfortable with then you can still use it for your event, you just need to make sure you work with it on your own prior to your live stream. In other words, you should get comfortable with it well in advance of using it for a live streaming event.

**4. Share with Your E-mail List** Your email list is ripe with people that have connected with you and are interested in what you have to say. Your first step in the promotion of your event is informing your email list. However, it is important that you do this in a way that does not look like spam. Take the time to make it more personal and give it a compelling subject line.

## 5. Share on Social Media and in Targeted Groups

Social Media, LinkedIn, as well as Facebook groups, are a great way to send invitations to a targeted audience. Choose the groups that would be most interested in your topic, utilize appropriate promo threads and groups that would best meet your chosen goal for the event.



You should also set up a promoted post for the day prior and the day of your event to remind those that you have invited and to also pick up anyone that may have missed the initial invitation from you.

## 6. Create a Page on Your Website Where the Live Stream Can Be Embedded

By creating a page on your website to embed your live streaming event you accomplish two objectives at once: you make it easy for your audience to find the event and you drive people to your website.

## 7. Utilize Your Promotional Partners to Help Spread the Word

If you have JV (joint venture) or promotional partners this is a great opportunity to have them be involved or to help you share your information and events while in return you share theirs. Live streaming events are the perfect time to utilize this motivated group to help you spread the information about your upcoming event to everyone in their network that is a fit for your topic.

The most popular live streaming personalities make it look effortless, natural and relaxed, but don't be fooled. Effortless, natural, and relaxed takes a lot of preparation, promotion and, yes, effort. However, with your goal in mind and these tips on getting your audience to show up, you too can make your Live Streaming event look effortless and natural.



Patty Farmer is a Marketing Strategist, International Speaker, Radio Host, Event Producer, & Best-Selling Author specializing in Marketing & Business Growth Strategies and works with lifestyle entrepreneurs and speakers to attract and convert their ideal clients 24/7 so they can make a bigger impact in the world, and even bigger deposits in their bank account. [PattyFarmer.com](http://PattyFarmer.com)

# Eating Your Way to The Top



As a high-achiever, entrepreneur, busy woman, (or man), striving to be the best at what you do in all areas – YES, I know who you are – have you ever wondered about the effects your diet has on your success in business? Now I KNOW you have good intentions, and I KNOW you KNOW what you should and shouldn't be putting in your mouth, but it's not always that easy to access the right choices and sometimes you just reach for the nearest thing without really-even thinking about it. Am I right?

One simple key to better health, is learning how to manage fluctuations in blood sugar levels as these can affect concentration, energy levels, performance, tiredness, and mood. The long-term risks of the combination of the two most powerful hormones involved – insulin and cortisol – are obesity, insulin resistance/type II diabetes, and HEART DISEASE. Known as the “silent killer”, heart disease is responsible for 1 in 2.4 deaths of men and women in the western world, despite the focus on lowering cholesterol levels and “fat” as the fiend. Increasingly, however, the wellness experts recognize that it is “inflammation” that is the major factor in these mega-health trends of the 21st century, largely driven by the increasing exposure to foods that are high in sugar or which convert to sugar very quickly. The office “cake culture”, buffet lunches, access to canteen or restaurant dining combined with long hours, traveling and high stress levels all make for a potentially damaging cocktail for you, for business practice and for efficiency.

Our food today is calorie rich but comparatively nutritionally deficient, especially in essential minerals such as magnesium, which is so important for brain function, heart health and good sleep, amongst many other things. In addition, other food elements such as the B vitamins are depleted by stress and low levels of Vitamin D3 can lead to depression and mental fatigue. This article examines simple options for enriching the nutrients in your diet; guiding you towards making better choices to maintain a healthy weight and cardiovascular system, reduce cravings, reduce mental and physical fatigue and assist in upping productivity and performance.

What you choose for break-fast (yes you are breaking your overnight fast) is the key to controlling blood sugar. It is this first meal that sets the scene for the rest of the day. Traditionally, before the development of cereal crops in the 1950's, our breakfast foods would have been largely protein based, i.e. eggs and bacon. The convenience of wheat or cereal based meals means that you are exposed to a rise of sugar into the blood stream, and the resulting dip, often by the time you reach your desk! That's when cravings for caffeine, the mid-morning snack, the lunch time carbs and/or the 4pm cake-moment become the norm to provide the much-needed pick-me-up. Let's be clear here, this is a PHYSIOLOGICAL response, and not something that you can control with self-discipline. By choosing more complex carbohydrates such as oats that release energy/sugar slowly into the system, and foods that further slow-down this release, such as proteins and healthy fats, (e.g. nuts and seeds) and by reducing "high sugar" foods such as dried fruit, pastries, and carbs, you will soon notice a substantial improvement to how you feel and perform.

Here are some suggestions:

Breakfast - Oats, full-fat yogurt, berries, eggs, lean meats, veggie juices, high quality protein shakes.

Snacks – a handful of almonds/cashew nuts – oat cakes (limit fruit intake).

Lunchtime tips:

- order first at a restaurant as you are less likely to be swayed by your fellow-diners' choices,
- choose lean meat, fish and salad or veg dish, skip dessert.

At buffets:

- use a small plate and choose brightly colored food – avoid anything beige!
- conduct conversations away from the table so that you are not mindlessly eating as you talk.

At the airport:

- find the juice bar
- take your food with you.

And finally, stay away from sodas and limit caffeine intake. Drinking at least 2 liters of water a day is the BEST new habit you can adopt. After all, being healthy is all about creating better habits. Once you undertake these simple changes and start to feel the benefits, your family, your friends and of course your colleagues or staff will start to notice and comment. This is one of my favorite quotes from my book: ***"In Life You Can Either be a Good Example, or a Horrible Warning"*** Catherine Aird



Dr.(hons) Gill Barham is an inspirational award winning speaker, functional nutritionist, Pilates teacher, radio host and author of the book **The Heart of a Woman – How to look after the heart you give to the world**. She lives in the UK with her husband of 35 years and has 3 children in their twenties. You can buy or download Gill's book on Amazon. Buy Book Her signature online program Your H.E.A.R.T. Matters is available world-wide. See Program

# Getting Started Using Social Media: Laying the Foundation

Have you been sold the story that using social media is a magic bullet and that posting on Facebook, Twitter, LinkedIn and Instagram is the answer to all business woes? If so, you are not alone! Being successful with social media starts with knowing WHY you should use it, WHAT you hope to achieve, and WHERE the prospective client or customer can be found. Read along and answer the questions below. As you do, you'll be building out the [foundation for a social media plan!](#)



### Let's start with the WHY...

- Why are you using social media?
- Why do you feel it's important?
- Why is this important to the potential customer?

Be as specific as possible when answering these questions because they will help you answer future questions.

### It's time for the WHAT...

- What do you want others to know about the brand?
- What types of shared content can generate interest?
- What makes the product or service unique?

When thinking about content types, keep in mind you must integrate blogs, videos, tips, and reputable content from others into the mix. For prospects to best remember the brand and the product or service, you must reach them in the way they learn.

### Last but certainly not least is the WHERE...

- Where does the future customer visit?
- Where is the best platform to market the products or services?
- Where is the close (sale) going to take place?

If the best platform to market a product or service doesn't match where the ideal customer is found, get creative. Use different methods to drive them to that platform.

Answering these questions is the first step in planning [what to post on social media](#)! The next is creating a social media plan to help you achieve business goals.

Notice, I said *help!* Social media enables you to reach more prospects, but it's not an end-all solution. There are many steps involved along the way, including a website, content creation, marketing campaigns, and other components necessary to achieve real success!



Lissa Duty is co-founder of [Rocks Digital](#) and organizer for the annual Rocks Digital Marketing Conference. Known as the "Online Social Coach" she writes, speaks and trains on all things social. She uses her 25+ years of marketing, administrative and management experience to help brands and businesses reach more customers online.



Make sure you know how to utilize the technology any media interview you will be on. For example, if using Skype, Zoom or BeLive.TV becoming familiar with the platform and settings beforehand will make the interview less stressful and eliminate many of the last minute delays.

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# **Before You Get Booked on Podcasts Be Ready to Say “Yes”**

One of the best ways to attract fantastic prospects for your business is to consistently demonstrate your knowledge, expertise and genius and show how you solve specific problems. One method that is growing in popularity is being a guest on podcasts and radio shows.

When you are a guest expert, you can sell more of your offerings, because the audience can hear (and sometimes see) your passion when you show up and share your brilliance. Your ideal clients will naturally magnetize to you, because you are talking about a topic they have actively selected to listen to.

Here are 9 actions you can take to make sure that you are an appealing guest when hosts are considering you for their show:

## **1 - Make sure Your Online Bios are Up-to-Date**

When was the last time that you looked at your social media bio sections to make sure that they are current? Hosts often go out and check your website and social media accounts prior to inviting you to be on their show.

## **2 - Create a Guest Expert Intro Page on Your Website**

Hosts move at a quick pace. Some have web forms they ask you to fill out and others request information via email or phone or even Facebook messenger. Be ready when they ask! Have one page on your website you can reference that has everything a show host might need from you.

## **3- Create Social Media “Containers” for Your Appearances**

Savvy guest experts will partner with their hosts to promote the finished interview. Make it easy for you or your assistant to share the shows later. Set up categories on your blog, create a media room on your site and or create photo albums on your social media accounts, etc.

## **4 - Be Ready to Attract New Fans and Clients - Your Lead Magnet**

Going on shows is the first step to get exposure and begin to form a relationship with potential clients. Yet, it is rarely a place to make a sales pitch. Think of your appearance on a show as an initial introduction. To take full advantage of your appearance, make sure you have a way to stay in contact with those interested in what you shared. Make your lead magnet something that extends the conversation and provides value.

## **5 - Collect Your Stories and Know Your Message but Be Flexible**

You may speak on a number of different topics or only one. Be clear on the primary message you want to express and how it fits with the purpose of the show you are going on. Then incorporate different types of engagement. Engagement types include: entertaining, informing, instructing, creating curiosity and challenging. Identify ways to incorporate at least 3 of these techniques into each appearance.

## 6 - Have Equipment that Will Make You Shine

It is true that you can go on a show with very basic equipment. It is also true that if you invest a little into your microphone and webcam you will sound and look better. If you are limited on funds, prioritize your audio first. People will forgive a grainy image, but if there is poor audio, they will turn away quickly.

## 7 - Remove Your Visibility Blocks

If you're like a lot of my clients, your biggest (I might even say only) barrier to "getting out there" and appearing on shows may be an internal one. Going on audio only or video-based shows can bring out a number of them. A [Visibility Block](#) is simply a belief that you knowingly or unknowingly have going on in your subconscious that is limiting your ability to get more visible.

## 8 - Get Clear on Who to Pitch and Who to Say "Yes" To

No matter if you choose to pitch to show hosts or if they reach out to you, there are still a few things to know and have in place. All opportunities are not equal. Going on shows is a time investment, so make sure you are choosing wisely. Take time to think through the types of shows that would best fit your goals.

## 9 - Identify, Track and Pitch Opportunities to Get Featured

Some hosts have pages on their show websites to apply to be a guest on their show. Others have production companies that do all of the scheduling for them. Others look for emails and introductions to get their guests. Others prefer to identify their own guests. Do your research and understand (to the best of your ability) how (and if) they want to be contacted. Be ready to capitalize on every appearance. Be ready to show up, shine and squeeze every drop of value out of your moment in the spotlight. And if you do even a portion of what is possible, you will be in the top 1% of guest experts. When you take the time to pull together the items I've mentioned here, you will stand miles ahead of the other people that hosts are hearing from.

Stephanie LH Calahan is the Business Vision Catalyst and author of Guest Appearance Gold. She is known for the fast transformations that she facilitates working with busy, service-driven entrepreneurs. You CAN create a wildly profitable, life-loving business of impact, meaning and guilt-free freedom.



If you would like a step-by-step guide that walks you through the steps you can take before, during and after a guest appearance or expert interview that will give you maximum visibility from each experience, sign up for the free guide, Guest Appearance Gold: Skyrocket Your Reach, Grow Your Influence, and Attract Great Clients at

<http://www.GuestAppearanceGold.com>



*Transform your social media traffic into happy, paying clients with this proven tool for creating connection.*



My amazing team is standing by to help you put an assessment to work in your business.



[www.SmartBizQuiz.com/Patty](http://www.SmartBizQuiz.com/Patty)



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*"Smart Biz Quiz is an essential part of our sales success, from pre-qualifying prospects to customizing our sales funnel. If you want to supercharge your sales, you need this powerful conversion tool."*

Alex Mandossian

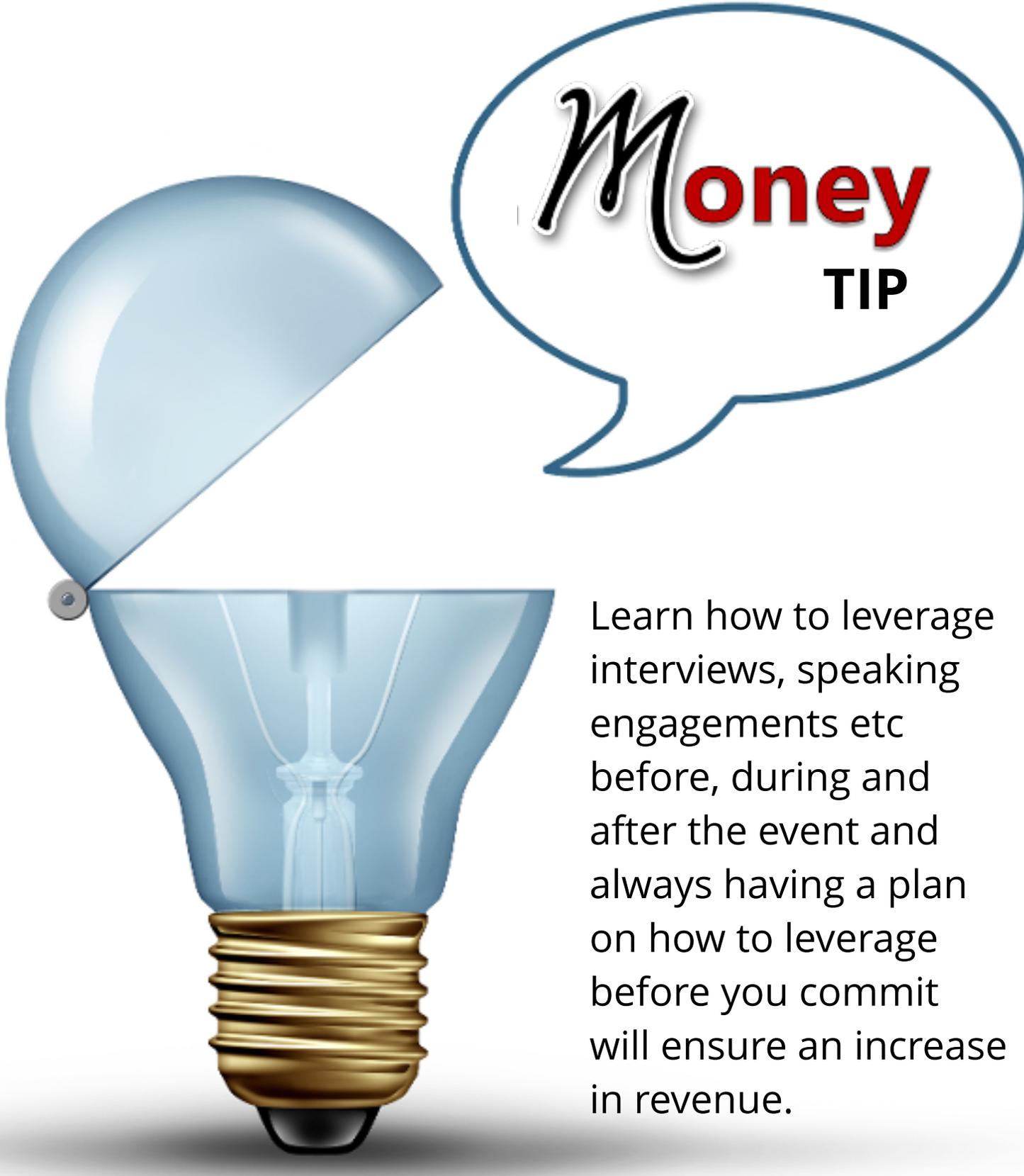
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Have questions? Contact us at [WeCare@SmartBizQuiz.com](mailto:WeCare@SmartBizQuiz.com)



# Money TIP

Learn how to leverage interviews, speaking engagements etc before, during and after the event and always having a plan on how to leverage before you commit will ensure an increase in revenue.

**Connect with Patty on LinkedIn**

# Book Marketing 101

## **Story**

Having a Bestselling Book Strategy is imperative for current and aspiring authors. From the size of your book, the cover design and distribution locations-all of these decisions matter to your success. As an author you have a story, a message and expertise to share. Having the right strategy is important as well as positioning yourself as a thought leader. Having a developed brand for your business is an essential key to success. Do you know how to stand out in a crowd? It is time to elevate and leverage your brand and expertise as a Bestselling Author.

## **Strategy**

You've published your book, so now what? Are you confused about what to do first or when to start your book marketing? Does it feel like everyone else's book is getting more exposure than your own? Creating an Author Platform is the solution. It's all about setting you up for success and eliminating the stress of the process. Every profitable author can take these actions to take next to build their brand, gain exposure for their book project and leverage their expertise:

### **Building a Brand**

- Become an Influencer in your industry.

### **Thought Leadership**

- Providing value to your audience will increase your credibility.

### **Hashtags**

- Use hashtags that are relevant and timely. *Curation Creation*
- There are many tools available online for content curation. Identify content that will be useful to your audience and provide value is critical.

### **Automation**

- Buffer, Meet Edgar, SproutSocial and Hootsuite are excellent online resources for automation. Limit automation and be available for maximum engagement with your audience.

### **Media & Podcasts**

- Pitching the media is a combination of talent and skill, the best approach is to pitch story ideas and not simply your book. This is an opportunity for you to build a stronger relationship with listeners and audiences.

## **Leverage**

A comprehensive book marketing campaign uses a variety of tactics to reach your ideal readers. The best approach combines online and offline components, and if done right, each amplifies and strengthens the other. This could include but not be limited to speaking, book launches, promotions and social selling.



Have you heard of Amazon? Did you know that there is a way to gain leverage on Amazon for your book? Have you thought about the different promotional opportunities available for your masterpiece? Do you know the benefits of KDP? Will you stay exclusively with Amazon or go with Smashwords or Kobo? These are all questions that you should ask yourself when developing your book marketing strategy.

Book marketing and promotion is not an easy task however with persistence and a strategy, your book will get noticed and generate sales. This is your time to shine and embrace your Bestselling Author status with a combination these three key components Story. Strategy. Leverage.



K. Paige Engle is a Travel Entrepreneur, Bestselling Author and International Speaker. As a Publishing Strategist & Branding Coach, she helps authors, entrepreneurs & coaches leverage their business brands with bestselling books at [www.paigeengle.com](http://www.paigeengle.com). Paige provides safe strategies & travel stories to women and has traveled to more than 20 countries and 300 cities worldwide. She has been featured on the cover of Queen of the Castle magazine for her international travel experience. You can find her celebrating the French lifestyle online at [@parisbypaige](https://www.instagram.com/parisbypaige).

# How to Fund Your Small Business

When I speak to my clients about their business. Lack of money seems to be the main factor. While everyone would love to have the millionaire next door come and hand them a wad of cash, it is not likely to happen. When shows like Shark Tank, everyone is trying to find that magic that will convince someone to invest in their idea. If you do not have a millionaire to lean on or cannot get on Shark Tank, here are some ways to get your small business funded.

Invest in yourself! So, this may be hard to hear but no one is going to want to invest in your business if you have not. I have many clients that have great ideas and they want to get a bank loan or find a grant. Here is the thing, if you do not have any money or assets, a bank is not going to loan to you. Business grants are like the end of the rainbow. There is a pot of gold waiting for you if you happen to find it. You have to be willing to put up money and time to get your business growing.

Many people know about Crowdfunding. What they do not know is how it works. There are two major crowdfunding sites: Kickstarter and Indigogo. Kickstarter is a project based site. Kickstarter screens for projects and makes sure you are not just selling your product. It does not work well for service based businesses. If you have a product, you really should consider Kickstarter. Also with Kickstarter, you have a well-known name behind your project. However, with Kickstarter it is all or nothing. If you do not meet your goal, you get nothing.

Indigogo, is great for any business. Indigogo prides itself on allowing you to keep the funds from the crowdfunding campaign regardless of whether or not you meet your goal. It is also international and there are broad categories that you are sure to fit into. There is no application process and you can start your campaign without any delay.

However before you try either, you need to have a base. Neither of these sites will create donors for you. While some will find your campaign by searching the site, you really have to have a following that is willing to help promote the campaign and contribute to it. It really is a lot of work. You will spend considerable hours working toward building the campaign as well as running it. Once you meet your goal, you will have the added pressure of meeting the expectations of your backers. And then, there is what you do after the crowdfunding campaign is over?

If crowdfunding is not for you, and you would prefer to have one or a few individuals back you there are many ways to do it. I certainly believe that accelerators can be good training grounds for businesses. Startup accelerator programs help entrepreneurs receive mentorship and training from like-minded people who have had successful businesses. In many cases, startup finance is available. Of course, none of this is free. You may have to fork over some interest in your company, how much will depend upon the accelerator.

Another option is to find investment groups. Everyone these days are having their own Shark Tank experience. There are groups on MeetUp that allow you to pitch to their group.



Many colleges and universities are offering the same things to their business students. They allow you to Demo and Pitch your idea. There are usually several investors as well as others attendees in the crowd. You never know who is listening.

If none of the above options is your cup of tea, then there is such a thing as alternative lending. A Cash Advance is like a personal loan but is specifically tailored for small businesses. You can acquire as much as \$250,000.00 and repay the loan based on future sales. They provide small business having bad or no credit history. It is usually an unsecured loan and carries a high interest rate.

An alternative funder is a mix between a cash advance companies and traditional banks. There are many alternative funders that offer a middle ground between banks and cash advance lenders. They focus on “midprime” business that do not qualify for bank loans. Therefore their rates are higher than traditional bank loans but lower than that of a cash advance. Alternative funders usually require a personal guarantee or business assets as collateral.



**Shahara Wright, Esq.**

Author; Speaker and Business Development Strategist,  
Business Lawyer, The CEO Effect, LLC

[swright@theceoeffect.net](mailto:swright@theceoeffect.net) | <http://www.theceoeffect.net>

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# Trade Shows Go Viral

Welcome to the world of virtual reality! Everyone is doing it — or should be — and with good reason. If you are not yet incorporating VR into your trade show presence, start making plans to do so. Why? VR experiences are both memorable and impactful. Your booth may be the first contact potential clients have with VR, and it's going to leave a lasting impression.

To get started with VR, understand why it's effective. Then, determine your target audience. When presenting a VR demo at a trade show, you must have a primary objective. The demo could help you generate awareness about your product, attract genuine prospects or engage visitors. Build a VR demo accordingly.

Using a VR demo is better than not having one. Here are three simple reasons why:

1. It offers a way for your audience to interact with your business.
2. VR allows you to scale bigger than video. For instance, if you want to show your new building or latest product, VR allows for interactive presentations with actual-size 3D models. This gives your audience a better representation of what you offer and delivers it with a wow factor.
3. Everyone has a video. Been there, done that. VR helps you stand out. With a VR demo, you can show how advanced and connected your company is to the latest technology. Videos are important and help showcase what you do, but VR goes beyond.

Trade shows are distracting. You will be competing with other booths, background noise and crowds. If you want to tell a compelling story, whether it's how your business came to be or a product launch, virtual reality cuts those distractions and draws in the viewer. Ninety two percent of trade show attendees come to see what's new, so show them in a way like no other.



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# Leveraging Your Influencer Status

*How to market your Business in 2018 fundamentally changing and it's time now to listen and act on those changes.*

We are shifting from ad powered marketing to people powered marketing. Understanding and embracing the power of becoming, and then leveraging your Influencer Status will be the difference between thriving in 2018 or simply not being seen.

For Entrepreneurs to continue in Business, we have to start to pull people to us through engagement, content and authenticity. And you have to build an audience. You can call it a tribe or community if audience is a word you don't like, but either way you have to build a following... a loyal following that will refer you and support you and share what you have to say. It will be the most effective type of marketing you have and it will back up any other marketing you do.

Why is it so important now to become an Influencer?

- Social Media Algorithms have severely limited your Organic reach
- SEO is rumored to be affected by paid website ranking placements, bumping your placement no matter how many SEO methods you use
- 615 million devices now use AdBlock ([pagefair.com/blog/2017/adblockreport](http://pagefair.com/blog/2017/adblockreport)) - Blocking pay per click and pop up ads
- There is a general distrust of traditional ads rendering them less effective
- Facebook just announced it is rolling out a 'Pause' button - these act like ad blockers on Facebook allowing your 'Friends' to stop your information going through their feed

By securing your Influencer status and leveraging it, you rise above the marketing limitations happening today and you have the bonus of opening other arenas only Influencers can excel at.

You also can start to attract:

- Corporate Sponsor Dollars (they want a direct 'in' to your audience , which they will pay for) - this is an under tapped money source
- Paying guest bloggers and vloggers to your media platforms (those who don't listen to me will have to pay an Influencer to tap into the Influencer's audience) - this is Bonus money, it can extend your reach and add, often much needed, content to keep your audience happy



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