

A SOUL PROPRIETOR GUIDEBOOK

# The Right Marketing Mix



for  
**Soul Proprietors**

Marty Marsh  
[www.martymarsh.com](http://www.martymarsh.com)

SOLO-E SUBSCRIBER EDITION

# THE RIGHT MARKETING MIX FOR SOUL PROPRIETORS

**T**here's no denying it. Marketing is essential for the very survival of your business or professional practice. Without an active, ongoing marketing program in place, the success you crave as a soul proprietor will always elude you.

Every soul proprietor tells me the same thing: "All I want to do is help my clients. I don't want to spend my time marketing my business."

Granted, marketing and selling have both had a bad rap for a long time. There are still many soul proprietors who think marketing is beneath them. Worse, there are many who believe that marketing and selling is all about having to persuade people to buy something that they really don't want.

If you feel that way, perhaps hearing Joe Vitale's definition of marketing will make you think differently:

*"Marketing is sharing your love for your product or service with the people who most want to hear about it."*

**Doesn't that feel a lot better?** Can you see the difference? When you hear that definition, does it make you think that maybe marketing can be done in a way that brings integrity and passion into the mix?

I hope so, because without actively and consistently marketing your business, you won't have a business to worry about marketing for very long. Yes, I know you went into business to help your clients solve their problems and you're going to get to do a lot of that.

**But first, you have to attract those clients to you in the first place.** Then you have to demonstrate that not only do you have the solution to the problems from which they suffer, but that *you* are the one person who is best at whatever you do. No persuading is necessary. If they resonate with your offerings — and with you — then they will be eager to buy the solutions you offer.

The only way to do that is by creating the right marketing mix to first, attract

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those people who need what you offer the most and then, staying in front of them, educating them, sharing success stories, and extolling all the reasons why you are the one with the best solution.

And there are many marketing tactics from which to choose that you can use to attract your perfect clients. Tactics that range from paid advertising, to handing out brochures to networking both online and off. And of course the strategies and tactics you choose depend largely on:

- ▶ your goals
- ▶ your audience
- ▶ your business model
- ▶ your personality and
- ▶ your budget...

And one more really big one:

- ▶ your willingness to keep using a tactic long enough for it to work in your favor!

Many soul proprietors do a great job at one or more marketing tactics. They create and print business cards that look great and they hand them out all over the place. Or they create a great business — formerly a Like — page at Facebook and they build their audience. And too often, these things are ALL they ever do in the way of marketing. Oh, they may timidly send out an email message once in a while, but that's about it.

If you truly want to grow your business or practice, you really must have a dynamic mix of marketing strategies — what I call cross-platform strategies — so that you can reach your perfect prospects in a variety of ways. And while you do need a nice variety of strategies to do the best job, many soul proprietors forget to plan how their chosen strategies will work together. For example, are they putting a “Follow Me on Facebook,” icon on all those business cards they're handing out?

### Just What Is A Marketing Mix?

Your marketing mix is the collection of marketing tactics you implement to achieve your marketing goals. Independently, each tactic — if implemented strategically with a plan, goals and measurements — is likely to produce results on its own.

However, when your marketing tactics are integrated with each other, that's when you can really amplify your marketing and ultimately, your business success.

## Are you a “Soul” Proprietor?

- 🕒 **Soul Proprietors** love business because it is the best way that they can improve the world.
- 🕒 **Soul Proprietors** have clarity of purpose, a vision for success, a clear understanding of what they are offering and have put into place a variety of marketing activities and strategies — a dynamic marketing mix — to attract their perfect clients.
- 🕒 **Soul Proprietors** believe that business should be fun (and not feel like work) and is centered around creating real relationships with real people.
- 🕒 **Soul Proprietors** surround themselves with positive-minded, self-empowered, conscientious, and kind people who are committed to excellence in everything they do.
- 🕒 **Soul Proprietors** are not afraid to make money and are rewarded both financially and spiritually from the great work they do in the world.
- 🕒 **Soul Proprietors** support and give back to their community.
- 🕒 **Soul Proprietors** are well-read.



























































to have people stop me so they can use their cell phone to snap the code and find out if they are, indeed, a soul proprietor.

Of course, I also make sure I have lots of business cards — or my bookmarks — with me because someone always will ask, “Hey, what’s a soul proprietor?”

**Bookmarks.** Passing out a printed bookmark instead of a business card may be a better way to communicate with a prospect because a bookmark has staying power. Most folks will find a book to use it in and therefore you get seen more than once. People tend to not throw away things that they perceive has some value, and a bookmark has some useful value to just about everyone.

Back when the Kindle was first coming on the market — I was an early adopter — I would take my Kindle with me and I’d read it in public. Invariably, someone would come up to me to ask about the Kindle and how I liked it. Inside my Kindle cover I always kept some of my bookmarks and I’d give the person asking one of them. The joke was not lost on most people — you can’t use a paper bookmark in an electronic book.

But people happily took my bookmarks anyway, which not only contain all of my contact information but has a list on the back of all the qualities embodied by a soul proprietor. It’s the same list that’s at the beginning of this ebook.

If you’ve published a printed book — or intend to — it is especially important that you have a printed bookmark to stick inside each book. It’s a natural marketing piece for you, but, book author or not, a bookmark is another of those easy and inexpensive ways to reach out to prospects in a soft-sell manner.

I’d be happy to help you create and print a bookmark of your own. Just send me an email at [marty@martymarsh.com](mailto:marty@martymarsh.com) and I’ll send you some information about it. Put “Bookmark info request” in the subject line.

### **Ideas for integrating Offline Marketing into Your Overall Marketing Strategy**

Offline Marketing is probably the easiest to blend into your overall marketing strategy. You can easily place a QR code on the back of your business cards or simply the URL of where someone can get your irresistible free gift. You can also:

- ▶ Use all kinds of offline marketing as a different channel or platform for reaching your prospects when they are away from their computer.
- ▶ Use your social networking activity to let people know when you’ve published a new newsletter and when you put it in the mail.

## Notes...







# Do you own a Small Business, but have a **BIG** Vision?

**Do you believe — like I do — that business can be the greatest spiritual expression on the planet? Do you believe that through your business, you can make a difference in the world... ONE CLIENT AT A TIME?**

**Y**ou probably already know that you could be helping *even more* people if you could just attract more of the clients that are perfect for you, but you really don't want to figure out how to do it, nor how to implement it — and you certainly don't have the time or inclination to learn all the techno-mumbo-jumbo that it seems you have to know to be successful in marketing and managing a business in this wired world we find ourselves in...

## **AND YOU SHOULDN'T HAVE TO!**

**That's why you have me!** I'm here to relieve you of all the stress and strain of not only trying to figure it all out — like what to do first and when and why — but to also relieve you of the stress and strain — and sometimes the pain — of just getting it done.

If you're of a certain age (like I am, ahem!) you may remember the old Greyhound Bus ads that chirped, "Leave the driving to us..." Well, in that similar vein, I like to say "Growing Your Business Doesn't Have to Be Hard... IF You Don't Do It Alone."

My team of crack techno-geeks and wizards, stand at the ready to do all that "behind the scenes stuff" that *has* to be done these days — there's just no way around it — plus, I'm ready to jump in with you to make the plan and figure out exactly what is the best approach for attracting your perfect clients and putting that plan into place so that marketing your business becomes easy.

**The first step is to talk about it.** I set aside some time each week for struggling business people just like you, where we can spend a half hour on the phone discussing your Big Vision for your business and how we can work together to provide the help you want and need to reach your goals this year.

In your *Big Visioning Session* with me, together we'll discover the hidden profits in your business and discuss how you can break them free and start having the business — and the life — of your dreams.

**\* Please, take a moment out from helping everyone else, and do *yourself* a favor for a change.** Let's talk. Check availability and schedule time with me here: <http://bit.ly/BigVisioning>

Marty