

Soul Proprietor Insider

Published exclusively
for Clients, Friends and
Associates of Marty Marsh



Wise Words...
 “Do you want to know who you are? Don't ask. Act! Action will delineate and define you.”
U.S. founding father, Thomas Jefferson

Coming Up...

- Monthly Free Email Marketing Clinic...Wed., Jan. 8th at 1:00 pm Eastern. Details at... <http://bit.ly/emailclinic>

Watch your email for announcements about these free teleclasses:

- Free Class: **Integrating Email Marketing with Social Media**
- Free Class: **Blogging for Profit**

Happy New Year!

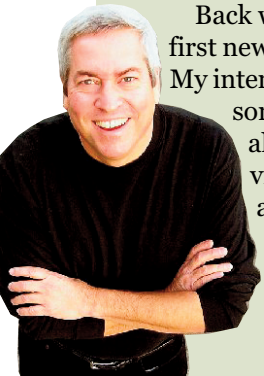
Is it just me, or does it seem like the years are getting shorter and shorter? Seems like only a short while ago I was wishing for everyone to have a happy 2013. Now it's 2014 already!

A couple of years ago, one of my mentors said that when it comes to your business you'll spend “the first year figuring it out, the second year working it out, and the third year rocking it out!” I didn't believe her then but, at least in my case, that has proved to be true — so far.

It was about two years ago that I decided to hit the re-start button on my business and to completely revamp the way I was doing things. And now that I'm on the leading edge of that third year, I'm ready to rock things out.

As I've looked with a critical eye at both my strengths and weaknesses, I've come to realize that my greatest strength is in helping business people get into action to grow their own businesses. Which is one of the reasons that I've decided to start publishing this little newsletter.

Back when I was just a kid I published my first newsletter. I've been hooked ever since. My intention for this publication is to mix up some good personal development stuff along with some fun stuff and to provide you with great business building advice. Let's rock out 2014 together. I'd love to hear from you, too. Email me at marty@martymarsh.com.



Does Writing Out Your Resolutions Help?

Whether we call it a goal or a resolution, the New Year seems to be the time most of us decide to set a new course, change bad habits or start new, better ones. Who doesn't have a resolution or goal that they make at this time of year? The sad fact is, though, that resolutions last only until about February.

Do you have lots of dreams and ambitions? Too many goals can lead to confusion and to wasted time. Instead of focusing on many dreams and goals, why not focus on just one or two?

To achieve your goals you will need to focus on them and one of the best ways to do that is by writing down each goal.

By writing down your goals you can see exactly where you are with your goal at any given time. You can see the point at which you started and where you are today. You will also be able to identify any problem areas and then take steps to overcome them.

It helps to break down your pri-

mary goal or resolution into more manageable steps. This is especially important for any large goals such as saving for a new home or losing a lot of weight.

Less than 5% of people actually write down their goals but studies have shown that those who write out their goals and resolutions see a much higher success rate.

You don't have to share your written goals with anyone. Writing them down helps solidify them in your mind and turns a dream into something that you are actually working toward.

Each day as you make progress you will feel a sense of accomplishment. This helps to motivate you to continue and achieve more. Plus your mind sees that you are making progress and this increases your willpower. You understand that what you are doing is not a waste of time or effort.

As you write down your goals you can identify which ones you want to work on first. Decide which dream is most important

and make that your number one priority. You can always start on a new goal once one is completed.

Some dreams may be just that. A dream. At least for now. You may, however, want to set a goal that will help you reach that lofty dream at some future point. Buying that new home may seem like a lofty dream right now. But if you put smaller steps into action now you may view this as a more viable goal for the next five years or so.

Writing out your resolutions allows you to always keep them in sight. Of course you will make mistakes or go off in the wrong direction. What's important is that you don't give up. When things go wrong look for the reason why and learn how to work around it.

You'll develop strength and character from taking action and seeing yourself through to the attainment of your goals. Your own life experiences will be enhanced and you may just very well be serving as a role model to someone else striving to achieve their own goals.

My Mission: To expand in abundance, success, and love every day as I inspire and lead those around me to do the same.

For Reflection...

I have the determination to complete important tasks.

I am focused on completing important tasks because they have the most impact on the quality of my life. By completing tasks on time and to the best of my ability, I give myself the best opportunity to have a full and rich life.

I am able to focus on the benefits of any task and find that it makes completing them much easier.

Success is largely dependent on doing things that others are unwilling to do. I always pay my bills on time. I tell the important people in my life that I love them. I am punctual and reliable.

I make a list of the important tasks I need to complete, which helps me get them done. I have a short

list of priorities for each day. I am free of the need to engage in unimportant tasks.

Life is short, and I choose to spend my time focusing on the things that are important to me.

My determination gets me through the times when I am struggling to follow through. I am capable of finding a solution to any task that presents a challenge.

Today, I am focused on completing the most important tasks in my life. I am grateful for the benefits I receive when I see these things through to completion. I am determined.

Self-Reflection Questions:

1. What are the 3 most important tasks I have hanging over my head right now?
2. What steps do I need to take to complete these tasks?
3. What resources do I have available to deal with these tasks?



Make sure you are making the best use of your outgoing voicemail message. Mention a special offer or a service that you provide. Invite the caller to follow you on Twitter. Always invite callers to visit your website after they leave their message.

7 Steps to Creating an Email Marketing Strategy

Having a strategy is an important function in every email marketing campaign. If you want to have a productive and profitable campaign, writing out your strategy will help.

1. Define Your Goal — Is your goal to get more people to follow you on Twitter, or to get more people to visit your website, or to get more people to buy xyz product? Each campaign will have its own goal.

2. Determine Your Content — Your content will depend on your goal. Regardless of the goal the content should be valuable, engaging, and useful to your target audience. It should always have relevance for them.

3. Design Layout — Choose the layout of your campaign keeping in mind the brand you've already developed. You may also choose that you'll use HTML design or you may choose to use only text — or TXT.

4. Determine Frequency — Decide how often you'll send out messages and when. Whatever you choose it should remain consistent. The more consistent you are the more your audience will respond positively.

5. Determine Monetization — If your goal is to send out a weekly newsletter then you should also figure out a way to monetize your newsletter via advertisements or product recommendations within it. If the goal is to promote a product that you will earn money from, then your monetization plan is likely already covered.

6. Quantify Success — While creating your goals you should be very specific so that you know what constitutes your definition of success. How much money do you want to make every time you send out an email message?

7. Evaluate — Choose specific times in which to evaluate your progress so that if something is not working it can be tweaked. Keep a spreadsheet so you can discover trends.

This assumes you've already built your list. If you don't yet have a list, you could develop your strategy first, then start building your list accordingly.

Most business owners and marketers rely on email as their main marketing strategy and on which all their other marketing is built. Email marketing can work beautifully if it is done the right way. I can help you plan the best email strategy for your unique business. Call me at 760-835-3854 or send an email to marty@martymarsh.com. Yes, my help is affordable! Plus, we can get you going fast!

Do You Take Time for Fun?

Getting things done is important, but having leisure time is just as important — maybe more so. People who don't regularly take time out for themselves may suffer from everything from heart problems to weight gain.

Adults often put their own fun far down on their list of priorities because they feel guilty taking time for themselves. But, Keeping yourself in the best mental and physical condition can give you more time with those you love.

Your Own Leisure Time — In your 20s, your idea of fun may have been spending time in nightclubs, and today it may be hiking with your family. The key to having fun is to know what is fun to you at this point in your life. It isn't necessary to keep the same hobbies for decades simply out of habit. There may be something new that you will love doing. Try out several new things to see what you like. Once you discover something that brings you personal enjoyment, you can begin to regularly incorporate it into your life.

Schedule It Into Your Day — No matter what you find fun, it's possible to inject a little of it into the tightest of schedules. If you love watching movies, watch half one day and half the next if necessary. If you love reading, give yourself 20 minutes to read and relax before you have to start your day. Find a way to engage in fun activities at least two days each week.

The Email Marketing Doctor is **IN!**

Join Marty on the 2nd Wednesday of every month for your **FREE Email Marketing Clinic**. Short lesson and a chance to ask any email or ecommerce marketing related questions you have.

For more information, visit... emailmarketingclinic.com

Next Clinic is:
Wed., January 8, 2014
1:00 pm Eastern Time
<http://bit.ly/emailclinic>

How to Conquer Shiny-Object Syndrome

How many times have you opened your email, clicked on a link and found yourself, hours later, still lurking around the Internet, often with less money in your bank account? One more shiny new program guaranteed to be the be-all-to-end-all holy grail of business success?

Many of my colleagues tend to share this “shiny object” trait. We each have more programs than we will ever listen to (and never benefit from); all bought in a moment of excitement that this new thing is exactly what we needed to solve our business and marketing woes.

If this sounds like you, too, my mentor, Jimmy D. Brown, has a solution for this and it’s a good one. But it will likely take every ounce of willpower you possess to make it work.

Any time you are tempted to buy yet another program, first, stop and move your mouse away from the “buy button.” Then bookmark the sales page and wait until Friday rolls around before making a decision to buy. If it’s Friday when you’re looking, wait until the next Friday before you make the decision to buy — or not.

Chances are that by the time Friday comes around you’ll have cooled off enough to either just say “no” or to make a better decision.

Marketing That Works!

Make a big splash at your next networking event

Most business owners I know have a real love-hate thing about going to networking events. (Me, too.)

Every marketing guru and book out there, though, tells you that networking events can be the key to you landing clients on a regular basis.

But for most of us, going around a room, glad-handing, and spouting off our prepared elevator speech just feels phony. And too often, that means we go to these events and stand on the sidelines sipping a drink and just hoping it will all be over soon.

Your ideal prospect might be in that room somewhere, but finding them just seems too hard and too scary.

Wouldn’t it be great if you could just connect with everyone there all at once and have everyone know who you are and what you do?

There are 3 things you can do to make this happen:

1. At the events I attend, people are invited to introduce themselves by coming up front and telling everyone who they are and what they do. People are also invited to share success stories if they’ve worked with someone in the group. Now this may terrify you, but I suggest that you just practice beforehand and have a good, even rough, idea of what you want to say and get up there and say it.

2. Provide a door prize. You get recognized for your generosity as the prize is awarded, and you can connect with the winner later as a follow up. It’s always best if you can give something away that relates to your business, but if a bottle of wine is easier, do that. The key is in getting the recognition no matter what you provide.

3. Create a “gift” bag and put on the table with all the brochures and business cards. I got this idea at a recent mixer I attended and a woman representing a funeral home did this. She put her brochure, business card, and some candy in a gift bag with a sticker on the outside that told who she was, what she could do for you, and all her contact info.

I’m going to try this with a Mardi Gras theme. You could do any kind of theme such as the Chinese New Year, Valentines, St. Patrick’s Day and others.

A great resource for goodies to go in your “gift” bag is Oriental Trading Company. They offer all kinds of fun things to include in your bag (On the web at: www.OrientalTrading.com) Be sure to include your business card and a brochure if you have one. I’ll be including my latest NewsCard along with a Mardi Gras mask, gold coins, and other fun favors. I’ll be taking 50 of these bags and putting them on the brochure table at the event just before Mardi Gras time.



Oddball and Special Occasion Marketing Calendar

JANUARY

Personal Self-Defense Awareness Month
International Creativity Month
Financial Wellness Month
National Mentoring Month
Cleanup Your Computer Month
National Thank You Month
Be Kind to Food Servers Month
Get Organized Month
Get a Balanced Life Month

FEBRUARY

National Time Management Month
Marijuana Awareness Month
National Cherry Month
National Wedding Month
Valentine’s Day (is February 14th)
Spunky Old Broads Month
National Laugh Friendly Month
National Black History Month
National Condom Month

MARCH

Credit Education Month
International Expect Success Month
National Craft Month
Optimism Month
Spiritual Wellness Month
Women’s History Month
National Nutrition Month
National On-Hold Month
International Mirth Month
International Ideas Month
International Listening Awareness Month
Colorectal Cancer Awareness Month

SOURCE: <http://www.brownielocks.com/>

Sir Ken Robinson: If you're not prepared to be wrong, you'll never come up with anything original.

January Focus: BLOGGING

5 Different 'Kinds' Of Blog Posts

Blog posts come in many different forms and lengths. If you want to keep your blog fresh and interesting, you should post often. One to three times a week is best.

Creating different types of blog posts will keep your audience interested. It will also keep you from being bored with your blog. Whether you are blogging to make money directly from the blog or you're blogging to drive traffic to one of your own programs or perhaps to an affiliate product, you should know about these five kinds of blog posts.

1. Review blog posts

Review blog posts can help you monetize your blog. When you review a product and include an affiliate link, you'll make a commission off of each sale generated with that affiliate link. Review blog posts should cover some of the major plusses — and minuses — of the product. Even if you loved the product, you should

keep your review balanced by mentioning a few things that could have been improved. Your audience will appreciate your honesty and be more likely to trust your recommendation.

Note: If you're going to review products, programs or services for affiliate commissions, you really must buy and use the product yourself before making your recommendation.

2. Quick tips

Quick tips are great "in between" posts since they are so short; normally between 100 and 250 words. If there's a great bit of information that you want to share with your niche but it doesn't really warrant a full blog post, you can post a quick tip. The tip should be focused on one key area of your niche. For example, "How to Grease a Muffin Pan" is a perfect quick tip article for a cooking blog.

3. Lists

Blog readers love lists! If you look at the most popular blogs you'll see that they make good use of these types of blog posts. You can make lists fit any niche topic imaginable. They are great ways to convey information online because they can easily be scanned by web readers who like to skim over information. You can create resource lists that

will help your readers find information on your niche. You can also create lists of different ways to accomplish a goal in a niche, like "5 Ways to Drive Traffic to Your Sales Letter." The possibilities are endless. (Did you notice that this article is a list?)

4. Interviews

Although interviews require some preparation, they can be very valuable to your blog. You can interview someone in your niche and share the results of the interview with your blog readers. This will not only help provide valuable content for your blog, but you can also generate more traffic going to your blog. Likely, the person whom you are interviewing will publicize the event on their blog and around the 'net which will bring more — new — traffic back to you.

5. How-to posts

Like quick tips, how-to posts help you provide valuable information to your readers. However, unlike quick tips, these posts go into much more detail on a certain topic. Some how-to posts are even separated out into two- or three-part courses. For ideas on what to create your how-to posts about, look at the most frequently asked questions in your niche and develop posts around those topics.

Easy Ways To Get Traffic To Your Blog

A blog without readers is pretty much useless. If you've been blogging for a while and have only been getting a trickle of viewers to your posts, you need to put a traffic building plan into action. Building traffic is as much of an important skill to bloggers as is writing quality posts. Most bloggers are terrific at creating content but don't know a thing about building traffic. Here is a quick guide to some of the most popular — and most effective — traffic building techniques.

1. Get social! Social networking and blogging go hand in hand. Your blog posts can be distributed across social networking channels in many different ways. Sign up for Twitter and tweet about your posts as soon as they are added to your blog. Update your Facebook status with a link to your new blog posts. (if you blog on the Wordpress platform, there are widgets that can be installed that will submit your posts automatically to Facebook.) Remember, that in order for social networking to be effective, you need to participate and interact with other people on your list. If you visit their links and respond to their updates, they'll be likely to do the same for you.

2. Get noticed! Find blogs in your niche and start following their posts. Make sure to add insightful and interesting comments on their posts. Not only will the blog owner take notice and visit your blog, other commenters will visit your blog to get more of your great insight into the topic. Don't spread yourself too thin with blog commenting, but make it a point to comment on a few related blogs each week.

3. Get good use out of your RSS feed! RSS feeds are a way to syndicate your blog's content so that it is sent to many different people in their own blog readers or on their own sites. Most blogging platforms have RSS feeds automatically included but you can add a lot more functionality to your feed by using a free service like FeedBurner.com. With FeedBurner you can add things like sharing the feed via e-mail to your feed so it will pull in new readers and encourage previous visitors to come back to the blog again.

4. Get articles in directories! You can attract traffic to your blog by tweaking some of your popular posts and adding them to article directories. You can post your popular posts as articles with a link back to your blog in many different article directories. Not only will you get a valuable backlink but your article may also be used by ezine owners which will bring you more traffic.

Next Month's Focus will be on: Content Marketing

Paul Theroux: I cannot make my days longer, so I strive to make them better.

Be sure to visit...

martymarsh.com/blogging

for more information about how to turn your blog into a marketing and money-making tool. I'll be adding new blogging-related content there throughout the month of January.

Let me help you make it simple and fun to do what you really want to do..

Just being in business for yourself is a challenge, period. And being in business for yourself and going it alone is an even bigger challenge. And for years, I did just that. I figured, "Hey, I'm a smart guy, I can do this all by myself."

So while it is true that I'm probably smart enough to do all this business stuff on my own, I finally discovered how much more simple my life could become when I reached out for some help. So I signed on to be coached by not just one, but two, of the biggest names in the business coaching world today.

I spent a boatload of money to find myself. To discover what it is I'm best at, where and with whom I want to spend my time, and what I want to do. But the biggest thing of all? I discovered who I *don't* want to be and how I *don't* want to manage my business. It was worth every penny.

3 big things I learned: (1) You shouldn't have to re-mortgage your house or go into debt to get help from someone; (2) one-size-fits-all coaching programs just don't work for me (or anybody that I know); and (3) I have to be true to myself and to my values.

Which is why I've completely restructured my business so I can serve more people at an affordable rate, be true to my values, and go to bed at night knowing I helped good people get better at what they do. If it's time you could use some help, let's chat.



What do you need help to do?

- Get more clients and make more money?
- Create an effective email marketing program?
- Set up a follow-up system that doesn't make you seem pushy, annoying or too salesy?
- Figure out your niche and how best to let those people know who you are and what you do?
 - Discover your best profit centers?
 - Discover what it is you and your business are meant to accomplish?
 - Create a complete Stay-in-Touch Marketing Plan that you can easily put to work throughout the year?
 - Brainstorm ideas? Talk things out?

Then let's chat about whatever it is.
No obligation. No hard-sell.

www.TimeWithMarty.com



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