

## Marketing Made Easy

You know your niche. After years of training, learning and skill building, you have developed an amazing product or service. You could talk for hours about how it works, what it does, and what is unique about you and it, but people still don't seem to line up to buy it. You are excited about it and want to tell everyone. You wonder what you are doing wrong. Sound familiar?

Marketing is a simple concept that follows the path shown below: Who → What → How

Most people miss the boat in marketing. They spend all their energy on the "How" part and skip the two steps that come first. "How" is all about you, your product, or service, or offering. It is a shock to find out that people don't really care about you -- that much. Face it: everyone is somewhat egotistical. Your prospective customers care about themselves: they are the "Who," and their issue is the "What."

Your marketing expert is your potential client, your "Who." The best marketing plans are aimed at one person or one group of people who needs your help or your product. The first step is figuring this out.

The next part is to know the "What: what their problems are. What do they need help with? What keeps them awake at night? What is emotionally compelling for them? There is always a reason that people will be willing to open their wallets and spend their hard earned money, and it is generally for something they really want. The reason needs to be emotionally compelling.

If you are unclear about the "What," your marketing will be ineffective. People don't want to hear right off about how great your product

is. They want to hear empathy for what is going on with them. They are in pain, broke, frustrated, unhappy or stressed about something in their life that is not working. It could be that their computer keeps crashing, or their clothes feel ugly, or their office is a mess, or their back hurts. Whatever it is, they want it to be different or better. Your “How” will offer a wonderful solution, but to get their attention, you first need to acknowledge who they are and what they need.

Once you have articulated the “What,” put those words on your homepage or on your brochures. This will help you pique the interest of your client base because they will say, “Yes, that is just the way I feel.” They will feel that you understand their situations and their needs. Then, and only then, will they will be open to your solution. Only at this point will they want to know the “How.” Follow this simple marketing flow and your business will grow overnight.

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