



THE 7 WAYS TO MARKET YOUR BUSINESS



Sales and marketing are the lifeblood of your business. There are many ways to grow, but all you need is one proven system to bring your products or service to the world.

The 4 P's: 4 Things To Consider When Choosing Your Marketing/Sales System.

#1 Your Personality:

The first thing you want to consider is your personality. What are you naturally drawn to? Are you an extrovert or an introvert? What is your tolerance for risk? How do you handle conflict? What is your level of emotional intelligence? Are you open to the idea of reaching out to your personal contacts and or people you've never met to talk to them about your opportunity? Do you enjoy selling or do you prefer finding someone else to lead the sales charge? Do you think a podcast, blog or growing a social media presence might be your jam or would you prefer to build a sales team or both?

These are all important variables to understand in choosing a marketing plan or style that fits you and your company. Every marketing/sales system will push you outside of your comfort zone, so it's best to start with your strengths in creating a plan that works for you.

#2 Your Personal Situation:

The 2nd P is your personal situation. How much time do you have for your business? What is your financial situation? Are you single, married, or have kids? Do you have a job? Are you in debt or do you have a little capital to work with?

Maybe you have connections with someone whom you want to work with that can complement you. Maybe they are killer at sales and want to lead a sales team or have some ninja marketing skills and you want to team up with them. Maybe you have some connections with some potential investors and you guys have a plan to invest in a storefront location or hire employees or create a SaaS Product.

Everybody has something. Strengths, skills, experience, knowledge, money, time, connections assets, etc. How are you going to use what you've got to build your business?

#3 Your Product:

The product or service you decide to sell will have a big impact on how and where you sell it.

If you're selling educational/coaching-type services, you would take a different approach than if you were selling a physical or home service product.

For example, posting on Instagram and eventually opening a physical location, might be a better fit for a clothing line, as to where a door-to-door sales approach might be a good fit for a home service product such as pest control. If I'm selling software, I might want to create some basic content that I can direct paid traffic to or purchase a list of businesses who might be interested in my product that I can cold call. If you're going to start a life coaching business, a podcast or youtube channel might be a good way to attract prospective clients.

#4 Your Peers, aka, Your Competition: (or as we like to say, your co-opetition)

This plays off of number 3 but goes deeper. Take a look at others who are selling the same or similar products as you. What strategies are they using? Combine what you learn from them with your own thoughts and ideas to help you come up with your own marketing and sales strategy. You might even find, that in many cases, what you are offering can complement what your "co-opetition" has to offer and there may be ways to work together in the future.



The 7 Ways to Market Your Business

Below are the 7 Main Ways Successful Companies Grow.

#1 Sales Team

One great way to market your business is to create a sales team. In the beginning, this could be you, or you with a partner or spouse, or someone you brought on to do sales for you.

The key to a sales team is to figure out one process or system that is proven, measurable, and profitable, with which you can then hire other sales personnel to continue to duplicate that success.

Depending on your product, you may consider a phone or door-to-door sales approach. You may also want to consider attending trade shows or other events where your ideal client may be in attendance.

If you're tight on financial resources, you may also want to consider starting with commission only sales persons.

Some sales teams are given leads and others are expected to generate their own leads through various marketing methods such as social media or through direct calling/door knocking. There are companies that sell lists for just about every industry that you can then use to contact prospective clients.

You will want to keep detailed notes on the prospects you reach out to and have a good system for follow-up. In the beginning, this can be done using an online spreadsheet. Over time, you will most likely want a CRM system to help track notes and assist in follow-up for prospective clients.

Creating a successful sales team may not be easy, but if you put in the effort and demonstrate some leadership abilities, this one system can help your business grow more than you could ever imagine.

It might not be easy, but if you're consistent and willing to put in the effort, you are guaranteed to receive great feedback and results that you will then use as information to adjust and scale your sales system. The key to this is fast, effective action, and adapting and improving as you go.

Sales teams are a powerful way to grow your business!





#2 Content Marketing

Content marketing is essentially what its title says it is. You share valuable content with your current or potential audience while allowing them to build a relationship with you or your brand. If they are familiar with you, trust you, and feel like you are able to help them, they are more likely to buy your product.

Some examples of content marketing are...websites, blogs, videos, (Youtube, Reels, TikTok) articles, white papers, social media posts, podcasts, webinars, forums, Facebook groups, books, (physical, electronic, or audible) fliers, radio, TV or any other kind of content that people may find educational, inspiring, funny or entertaining. Basically, anything that an audience would be drawn to because of some kind of value they receive from it.

In most cases, content marketing can take more time and energy upfront, but once you create an audience or following that knows, likes, and trusts you, you will then have what is known as distribution. This will open you and your company to many opportunities. Some of these include selling your current product, creating and selling other products or services, partnering with others to sell or promote their products or brand, and or getting paid by advertisers, etc.

If you have a sales team, creating content to share with prospective clients, is a great way to warm up or bring in more clients to work with.

Content marketing is an incredible strategy to attract more leads and customers to help grow your business.



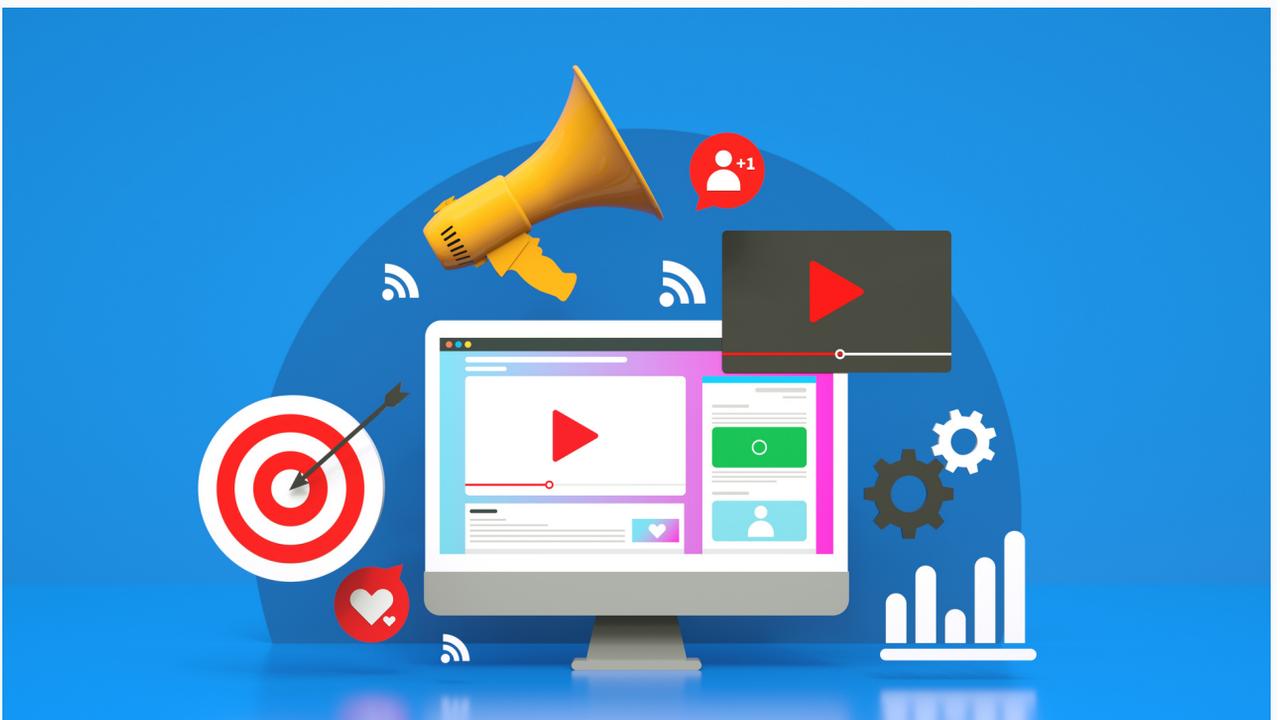


#3 Paid Marketing

Paid marketing is when you pay someone for the opportunity to market or sell to the audience they've created.

Some examples of paid marketing include paid google ads, social media paid ads, (such as Facebook/Instagram, Twitter, Youtube, LinkedIn, Pinterest) billboards/banners and other signage, direct mail, newspapers (online or print), radio or TV commercials, etc. You can also pay other content creators and influencers such as podcasters, YouTubers, and other social media brands or individuals with a following, to promote your product or service or send a message out to their e-mail list or following.

One of the main objectives of paid marketing is to create a system of profitability (i.e. for every dollar you spend, you make back one, two, three, or five dollars in return.) While that might sound obvious, it may prove to be harder than you might think. It REALLY is challenging to come up with the right combination of messaging and marketing to get there, but it's very possible and once you do it, it's like pouring fuel on your sales and marketing and can help you grow at an exponential rate.



#4 JV/Affiliate/Influencer

Joint venture, affiliate, or influencer marketing is when you work with someone who already has an audience that may be a fit for your product or service. But rather than pay them money upfront, you agree to some sort of profit share based on how that specific venture or offer goes.

An example of this is to have someone with a large email list email their audience to join you on a webinar. You then share value, make an offer for your product or service on that webinar, and then share those profits with the promoter.

You can also work with other influencers (aka anyone with a following or audience that might be interested in your product) to help promote each other's businesses. Some examples of this might be, podcast swaps, podcast interviews, YouTube collaborations, guest blog posts, speaking engagements, virtual online events or summits, etc.

The idea here is to give value to their audience while they get to know you.

Affiliate marketing is similar to JV (joint venture marketing), but instead of a joint promotion where you share in profits, it usually consists of someone sharing a link to a product while the promoter gets paid a percentage each time someone buys something using their link. This could be as simple as being paid a small percentage for recommending a camera that they buy on Amazon or getting paid \$500 for someone in your audience buying a \$1,000 course from your affiliate.

Many people have grown very successful businesses by just promoting the products or services of other companies.

If you are a great networker and love collaborating while growing your business, joint ventures and working with other influencers could be a great path for you to focus on. Just like anything, it will take a lot of work and time upfront, but as you continue to develop valuable relationships, the results will be well worth the time invested!





#5 Store Front Location

Having a storefront location can be a great way to help potential customers find your business.

Storefront locations include shopping malls, clothing stores, boutiques, salons, specialty shops, small or large retail locations, grocery stores, car dealerships, medical facilities, etc. I'm sure you get the idea.

The upfront cost and commitment involved are much higher, so you want to make sure to do additional research and your own due diligence if you are considering this approach.

I am currently working with a couple who want to start an upscale Mexican restaurant. However, after doing some due diligence on what it would take to get the restaurant going, we both agreed it would be better for them to start as a catering company. Once they improve their systems, have strong demand, and generate more capital, they are able to take on a bigger risk such as a storefront.

Just as a final disclaimer, in most cases we don't recommend starting here, but depending on your situation, considering a store front location could be a great way to market your business!



#6 Online Platforms

Online platforms can be a great way to start out if you don't have an audience and want to get in front of others quickly.

Examples of these are Amazon, Etsy, Upwork, Task Rabbit, Ebay, Fiver, etc.

There are pros and cons to this strategy, as you will be putting yourself in front of other competitors and paying a percentage of your profits to the platform. But depending on your business, this model can make a lot of sense for you as it allows you to tap into traffic that already exists.



#7 Word of Mouth Marketing

Word-of-mouth marketing is the result of you creating an amazing experience for your customers! When your product or customer service is awesome, your customers will want to tell others and that's when business gets REALLY fun! It's impossible to measure the ROI of WOM marketing...it's invaluable!

WOM marketing can happen organically or you can help manufacture it with certain strategies. Asking for ratings and reviews is huge. There are software companies that can

help with this. We have an automation review software called [FiveOak](#). If you want help, please feel free to reach out to us directly and we'll get you to someone who can help you.

Word-of-mouth marketing is a result of the hard work you've done and how well you've taken care of your customers. This is another reason why businesses are exponential and not linear. As you put in the effort up front, stick with what's working, and change or adapt what isn't, over time your efforts will begin to pay off BIG as your business starts to see exponential growth! That's when business and life start to get REALLY fun!



As mentioned before, sales and marketing are the lifblood of your business. Your business will not survive if no one knows about you. Your goal is to get as many people as you can to be aware of you and then buy from you.

Most companies focus on a hybrid of 2-3 of these categories. The goal is to come up with a plan on what you think will be best for you and your business and adapt over time.

As you have more leads, emails, phone numbers, listeners, customers, etc. you'll have and grow your own "audience". This is what is also called distribution. This will allow you to grow at an accelerated rate and allow for a number of opportunities. Some of these include selling more and different products, more JV or affiliate or collaborative opportunities, or more opportunities for sponsorships if that is your focus. So keep this in mind if you feel like you are pushing a car up a hill at the beginning. It takes a lot of hard work upfront with

little payoff but over time you can create a huge payoff with much less personal effort. That's part of the reason why business is so incredible.

Don't let this overwhelm you. The goal is to give you an idea of what is possible and things to consider. A poor plan executed is better than a great plan not executed. That's how you learn. Decide what to do. Do it then adapt. Soon your so-called poor plan will improve to be an ok plan. Then a good plan. Then a great plan. Never perfect though. Perfection is the enemy of progress and is impossible to achieve anyway. JUST START somewhere! Then keep going, and if you stay committed, over time your business will grow and so will your bank account ;)

For more information, go to: MillionaireUniversity.com

