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## INTRODUCTION

Running a business is one of the most satisfying things you could ever do, but it can be challenging and tough going sometimes. In addition, it can be a lonely thing for you as a business owner. There are discouraging times, there are times when you wonder what the heck you've got yourself into, there are times you wish to bail out. Times of confusion and uncertainty.

Fortunately, the good times in business more than cancel out the 'bad', if you apply certain Success Principles to your business. This report outlines some such 'Blueprints' which are fundamental to your success in business. If you use these blueprints, your good times will outweigh the bad. You will experience success as a rule rather than the exception.

This is not a report about specific marketing methods, but it contains foundational principles you must put in place in order for any marketing method or other customer acquisition strategy to work. This report, and its sequel, contain the basis for your success in business.

Study it, work through any assignments you are given. Persist in these blueprints and you will succeed in your business.

Wishing you success and God's blessings.

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## **FORWARD**

### **BEGIN AS YOU MEAN TO GO ON**

You are reading this book because you either have a business or you're thinking of starting one. Either way, the blueprints for your success are the same.

Every successful venture starts with a written copy of the intended, desired outcome or Mission Statement. If you don't know where you're going, you will be frustrated, dissipating your energy and resources unnecessarily.

So before we go on to discuss the Blueprints for your Business Success, let's be sure that you have written down the answers to these questions. Writing them down gives you tremendous clarity and helps you stay focused.

1. What is the purpose of your business?
2. What is your widget (product/service)?
3. Who is your target audience?
4. What is your financial/income goal from your business?
5. When do you intend to have achieved that?
6. What resources do you have available to help you achieve your business goal?
7. Where can you find these resources?
8. Are you committed (willing to do whatever it takes, as long as it's legal and appropriate) to succeeding in your business, or are you interested (willing to do only what is convenient) in making it succeed?
9. Who is your team (the people you surround yourself with, who advise you and help you achieve your goal – eg Business Success Coach, Accountant, Virtual Assistant, etc, as appropriate to your needs.)?

10. How much time are you giving to your business? Is it adequate? If not, how can you fix that?

Think about the answers to these questions. If you would like some help in brainstorming the questions above, contact me by dropping a line on the Contact page at [www.totalsuccessforwomen.com](http://www.totalsuccessforwomen.com)

## 1. HOW TO POSITION YOURSELF FOR BUSINESS SUCCESS

If you want to ensure a steady stream of customers in your business, you must always remember why you're in business in the first place.

Sure you want to earn a decent income for yourself, but you also want to provide a useful service don't you? That second reason should take precedence over the first. Your main aim should be to provide a useful service to people. Making lots of money from it should be secondary.

When you have your priorities in that order, guess what happens? The money starts to come in! You literally become a customer-magnet. Know why? Because when people sense that you genuinely care about them, they'll become loyal customers and will get their friends and family to buy from you as well.

Remember, no matter how much money you want to make from your business, without customers, you won't make a thing.

So always, always, always, always, always (you get the point, don't you!?) always (!) think about your customers first.

Consider it an honour to be in a position to serve them. Then think of ways to serve them to the best of your ability.

## Here are a few ways to take good care of your customers:

a. As often as possible, **ask them what they want or need**. The most successful businesses are the ones that satisfy the *\*known\** needs or wants of customers. Don't assume you know what they want. Ask and be sure. You can do this through questionnaires or forum posts – be creative and you'll discover ways to find out the needs of your target market. Find out what your customers want, ask them how you can serve them better.

Then provide that need for them. Even if you don't sell the product or service they want, find someone who does and refer your customer to them. Be a resource; they'll love you for it. You'd have saved them the trouble. And they'll reward you for it by being loyal to you.

b. Aim to **provide more value for money**. This can be in form of 'try before you buy' offers, or giving away something for free. It could also simply be regular courteous service - going the extra mile, so to speak. Always think 'how can I provide more value for my customers?' With that mindset, you will be alert and open to opportunities to give more value to your customers without breaking your bank balance!

c. **Remember and acknowledge special days in your customer's lives**. Send a gift on their birthday or other special days in the year. It doesn't have to be an expensive gift. The gesture, the thoughtfulness behind the gesture, is worth more than money can buy. It makes the recipient feel special, and sends home the message that you really care and value them. This in turn builds even more loyalty for you. Now don't go all 'righteous' on me, thinking *'it's an ulterior motive for being nice to your customers'*.



You bet it's an ulterior motive! However, it's one that benefits everyone concerned, as opposed to being a selfish one, see. Ulterior motives are questionable when they are selfish or inconsiderate. Every single thing you do has an 'ulterior motive', so you might as well make your business motive one that greatly benefits you and the people you interact with. That way, everyone wins.

d. **Offer excellent, speedy help and support.** This goes without saying (at least it should do 😊). Think about it: how do you feel when your query gets answered within 24 hours of your sending it? Or when you phone a help/support line, how do you feel when you're connected to a human being within minutes? Impressed, right?

Well guess what, that's exactly how your prospects and customers feel when you treat them the same way. 'Nuff said.

**Bottom line is this:** if you put yourself at the receiving end of your own services, put yourself in the place of your customers, you will realize how best you'd like to be treated as a customer. When you realize this, begin to treat your customers the same way. It's the old 'Golden Rule' again. Works every time.



## 2. SELF GROWTH = BUSINESS GROWTH

That's a common theme in many network marketing companies, and for a very good reason too. **Your business *will* grow only as fast as you do.** This truth applies regardless of the nature of your business so heed it well.

Where do you want your business to be in 5 years' time? Do you believe it'll happen? If you have any doubts about it then you need to work on your personal development until your belief level is high enough to pull you in the direction you desire.

The business world can be rough, and you need a certain mental toughness in order to withstand the hard times that inevitably come your way. That's why it's important to have a solid personal foundation in place, so that nothing sways you as you grow from strength to strength.

Most businesses fail within 5 years of being started, or so it's said. The number of failed businesses could probably be greatly reduced if each business owner spent time building herself up each day.

How do you build yourself up?

### Here are a few tips:

- a. **Invest at least 30 minutes each day reading or listening to a self-improvement book or audio.** Don't think you can fit it in? Well how badly do you want to succeed? Where there is a will there is a way. Meaning that if you *really* want to do it you'll find a way to do so.



b. **Spend less time doing useless, non-productive things** like watching certain TV programs, and replace such activities with useful things like reviewing your goals, visualizing and affirming them, taking regular exercise and applying the 10 Universal Principles of Success (see appendix).

c. **Let the last thing you do before going to bed be something positive** such as visualizing your dream lifestyle, reading a self-help book, reviewing your gratitude list or listening to a helpful audio. Some people even go to bed with a cassette playing, so that their subconscious can work with the info while they sleep.

Benefits of working on your self are many, but in a business context, one major benefit is that *you will naturally attract customers and clients who want to work with you*. People sense things (you probably know this from your own experience), and so they sense when you're at peace with yourself and with the Universe. This makes them want to hang around you and do business with you if need be.

So start today to grow yourself. Commit to your ongoing Personal Development. Invest in yourself by buying such materials. Attend Seminars, talk to experts in the field of Self-improvement. It's money well-spent, a true investment in every sense of the word.

### **Don't know where to start?**

Read '**The Science of Getting Rich**', by Wallace Wattles.

For a free copy of this book, visit [www.totalsuccessforwomen.com](http://www.totalsuccessforwomen.com) and look in the '*Sample Resources*' section of the site.



Get started today - the sooner you get to work on yourself, the sooner you'll see the results you desire in your personal and business life.

### 3. USE YOUR 'SECRET' WEAPON

The telephone. It's got to be one of the most underutilised business building tools today. Yet it has several **benefits** such as:

- It's a time-saving device (and time is money).
- It's often the cheaper alternative when you need to contact a prospect or customer, although with the advent of VOI technology, this is starting to change. (VOI stands for 'Voice Over Internet'. One major limiting factor with it is that not as many people have it as have telephones)
- You get an instant response so you know where you stand on an issue.
- Great for following up on clients (and we all know that 'the fortune is in the follow-up')
- Great for prospecting be it warm or cold markets.
- It's very convenient to use.
- Affords you wider coverage - you can reach a large number of people in record time when you use your phone properly. That helps you get your message out quickly.
- With the right sort of phone number, you can get customers calling \*you\*. Non-geographical ones have been shown to improve the rates of calls from prospects by at least 200%.

The list could go on, but I hope you're beginning to see the potential available to you through your phone.

I once had a chat with a client of mine. The topic of discussion was 'how to approach leads, given only their phone numbers and postal addresses.' I told her I'd phone them and make the phone calls last (maximum) 5 minutes. My main aim would be to collect their email addresses and obtain permission to send them more info via email.

She said (without taking time to do the math) that my option was very expensive, she's glad she's not the one paying my bill. Her plan was to send them packages by snail mail instead.

I calmly showed her how our numbers stacked up. My phone call at 3p per minute: 5 mins = 15p. With practice my aim was to make the phone calls 3 mins max (=9p total). Now I have actually discovered services that let me make phone calls to the States from the UK for 1p per minute, thus cutting costs even more.

Her postal package: stamps alone = 47p. Not to mention the additional costs of the paper, printer ink, and everything else in the package. And this may all end up in the trash, for all we know.

Apart from the obvious cost benefits, I was going to know immediately if the lead was interested in what I had to offer. If they were, then they were most likely going to read my email or snail mail follow-up, as opposed to deleting it (or throwing it away).

The other lady would have to wait for her package to reach its destination, and wouldn't know for sure that her package was seen or of interest to the particular prospect.

**~\*~Why don't people think of the phone as a first resort?~\*~**

In a word - FEAR.

The fear of rejection is one of man's worst fears, no matter the form of the rejection.

In this case, the fear is that the person at the other end will reject you and your offer. Or that they may be rude. And so on.

But you know something? Most fear is unfounded. And ALL fear can be overcome. By you.

**~\*~So how can you overcome Phone'o'phobia?~\*~**

- a. **Start making phone calls today.** You can only get better and more confident with practice. Set yourself daily targets, starting small eg one call per day, then increasing as your schedule permits.
- b. Before you make each phone call, sit or stand up straight, smile and **visualize the outcome you desire.** Then take a long deep breath and dial.



- c. **Have a definite objective** for each phone call: what do you hope to achieve via this call? If you don't know, you're likely to be nervous and mess things up.
- d. **Prepare a script in advance to use.** Not for you to read out over the phone: that comes across as fake. Use your script to guide your conversation and to remind you of the points you want to cover during the call.
- e. **Set yourself a time-limit and stick to it.**
- f. **Don't take rejections personally.** Count them as learning experiences: let them teach you how to get better on the phone.

~\*~**Some Tips To Improve Your Chances of Being Heard**~\*~

- a. Wherever possible, **use the person's name.**
- b. **Introduce yourself** briefly. Don't give an autobiography. The person at the other end of the line is not interested in you. They're interested in one person – themselves.
- c. **State the purpose of your call up front.** Don't babble. A business call is not when to ask about the weather.
- d. **Tell them how long the call will take then ask if it's okay with them.**
- e. Always be polite and **ask if this is a good time to call.** If it's not, ask when would be a good time. To improve your chances, give them a choice: 'I can call you back either at 2p.m. or 4p.m., which would you prefer?'

Make full use of your telephone and watch your business explode.

Remember, it's a numbers game. The more phone calls you make, the better you get, the fuller your marketing pipeline is and the more likely you are to reach prospects who end up as paying clients.

~\*~

**CAUTION:**

***Always check the laws of your area to make sure your phone operations (particularly cold-calling) are allowed.***

## 4. THE POWER OF PERSISTENCE IN BUSINESS.

Picture this: you're at the beach, soaking up the sun. You observe the sea water, constantly splashing against the stony rocks by the shore. From a distance it looks like the water is just washing against the rocks.

Closer examination reveals that with each splash, the rocks are softening. Fragments are being chipped off of those rocks. One day those 'stony, hard' rocks will turn into sand. The process will have taken a long time to occur, but it surely happens.

### What's this got to do with growing your business?

Everything.

Growth happens one step at a time. That's a fact of life. If you want your business to grow into the dream or vision you have for it, prepare to be in the growing process for a long time. Remember that your business will grow one step at a time.

How does your business grow one step at a time? Well, remember your goals? When you break them down into shorter term projects, and set plans of action to help you reach those short term projects, you need to decide which of those activities to do daily, weekly, monthly.

Some business-building activities happen weekly or monthly such as attending a networking meeting. Some occur even less often than that, but some will have to be done daily.

These daily activities may not look like they're bearing you any fruit today, but if you \*persist\* in them, just like the water continually splashes against those solid rocks, you \*will\* get the results you desire. **Consistency** is the key.

**Examples of 'Single Daily Actions' are:**

- a. Calling prospects (initial or follow-up) or other contacts.
- b. Reading self-improvement books.
- c. Submitting articles or ads to online sites.
- d. Posting messages on online forums.

**The power of the 'Single Daily Action' lies in your persistence.**

If you haven't got a list, make one today. List the activities you will do each day to bring you closer to your business goals.

Then prioritize these activities, and do them consistently.

Whenever you start to feel discouraged, whenever you feel your efforts are a waste of time, just remember the water splashing against the rocks. It finally breaks it down into sand. The sand eventually becomes the beautiful beach you enjoy during summer, you know.

Think of what your business is becoming with each successive 'splash' of business-building activity. Keep at it and you will see the result you desire.

## 5. BASIC MARKETING PRINCIPLES

Whatever business you're in, the truth is that **you're in the business of marketing** your products and services. Think about it. Without marketing, you're out of business, no matter how fantastic your widgets or services are.

I always tell my clients that spectacularly-marketed mediocre products, while not to be encouraged, will always outsell excellent products poorly marketed. So while it's great to aim to produce the best widgets on the market, it's more important to have a solid marketing system in place to get the widget out there.

Below are some principles that will help you develop the right mindset about marketing. Cultivating the right mindset is the very first step you need before you go on to choose specific marketing strategies. With the wrong mindset, you'll find it hard to implement any strategy you think of. So get started right by putting your brain in gear for your marketing campaign to be your most effective yet!

**a.** Marketing success begins with your attitude or your state of mind towards the marketing process. If you think that marketing is difficult and burdensome, that's exactly how it will be to you. **See marketing as a fun thing to do.** Believe that your marketing WILL bring you lots of customers.

**Decide to enjoy the process** (you have to do it anyway, so you might as well enjoy it), then go on and have a ball while you're at it! Remember, by marketing your products and services, you are making people aware of something that could be useful for them. Think of it that way - it may help you stop thinking about how uncomfortable you feel about it.

**To do:** Check yourself to see how you feel about marketing. If you feel negatively about it, change the thoughts behind the negative feelings into positive thoughts. Write down the positive thoughts and look at your list every day, at least twice a day.

**b.** Marketing is something you'll be doing for the rest of your life as a business owner. As long as you own a business, you'll need to market it. No marketing means no sales. No sales, no business.

Even when things are going great, you need to market. That way you'll be safe when things would otherwise be slow-going. So **realize that you're in this for the long haul.**

**To do:** Get the idea of a 'marketing break' out of your head! There is no such thing (unless you decide to stop running your business). Begin to actively seek out and apply marketing information to help you become good at it. **Consider hiring a Business or Marketing Coach** initially, to guide you along the right path until you get the hang of things.

**c.** One of the most important things to remember about marketing strategies is that you need to **be consistent** in order to see results. Notice how this issue of 'consistency' or 'persistence' keeps popping up. It's that important.

Don't think you can market once in a blue moon and have customers rushing to your door. No matter how great your product or service is, you must market it consistently. Be proactive about it. Go out and get the word out about your business.

Consistently. Repeatedly.

Consistent marketing ALWAYS pays off. Sometimes not immediately, but definitely pays off eventually.

**To do:** Spend some time each day doing something (proactive) to market your business (eg giving out 5 business cards each day, or writing and submitting article or handing out fliers – there are lots of possibilities.).

**d. Find only a few marketing strategies that you enjoy doing, and stick to them.**

There are so many ways to market your business that it's easy to get overwhelmed and end up with 'overwhelm paralysis'. The good news is that you don't need to use all of the available marketing strategies in order to succeed. Try various methods, by all means, but stick to just 2 or 3 proven ones. Remember you do have a business to run, and you want to have time to run it properly. Whatever strategy you do use, as long as you are persistent and consistent with it, it will generate you paying clients eventually.

Important as marketing is, you don't want to spend all your time doing it though.

**To do:** Find a few strategies you enjoy doing, and do them consistently. Which ones will you pick? Write them down and commit to doing them for the next 3 months before you consider changing (if you must). It's important that you remain focused on what you're doing at all times, so don't scatter your energy by chasing after many methods. Pick just 2 or 3 and do them diligently for the next 90 days. Improve on them until you are earning a decent income from them. Then you can gradually broaden your 'repertoire' to include other marketing strategies.

e. **Be clear about your marketing message.** If you're not clear about it then neither will your potential customers be.

This is especially true for service business owners though it can apply to those who sell products as well.

If you're not clear about your message, you won't know where to look for prospects. Lack of clarity is a major killer in business. You need to know (at least) what exactly you do, who you provide it for and what problems you solve.

**To do:** Craft a 60-second marketing message that clearly describes what you do, and who you do it for. Make it easy enough for a 12 year old to understand you. Have a written version and a spoken version. Begin to test out the spoken version on as many people as will listen to you. Tweak it until it feels just right. Then stick to that 'just-right' version.

## 6. BASIC MARKETING PRINCIPLES Pt II.

The best things in life are free, the saying goes.

And this goes for marketing too. Before you splash out a lot of cash in your marketing campaign, ask yourself "*How can I do this effectively at a lower cost?*".

There is *\*always\** a way.

You simply need to seek and you'll find it. It may take you a bit more time to achieve your results this way, but achieve them you will. As with all things, know the objective of your marketing efforts. Then brainstorm to come up with ways to make it happen.

**Free publicity** can be very effective in reaching your desired audience. The whole concept may seem daunting to you but do your home-work and you'll be pleased to discover that there are several ways for you to publicize your business for free. Examples are Press releases, media kits (which you can do yourself with practice, so it's free), radio slots (free publicity), write and submit articles online and offline, letters to editors (newspapers and magazines).

These days you can host free radio shows (eg in Blog Talk Radio) or even television shows on the internet, at no cost to you. These are powerful and no-cost ways to spread the word about yourself.

You may want to get a professional to do your initial public relations campaign, or you may do it yourself. You'll get better with practice so don't get discouraged if your initial attempts don't turn out so well.

In today's internet age, there are many other ways to grow your business at no cost. Think in terms of building a contact list, a network of contacts and associates who can either use your products or services, or can refer people to you. It's called '**social networking**', and you can find places to do it for free online, such as MySpace ([www.myspace.com](http://www.myspace.com)), Ecademy ([www.ecademy.com](http://www.ecademy.com)) – with the option to upgrade to more powerful networking levels, LinkedIn ([www.linkedin.com](http://www.linkedin.com)), Everywoman ([www.everywoman.co.uk](http://www.everywoman.co.uk)).

These sites allow you to build and grow large networks of individuals who are like-minded, or know people who are. It's important to apply web etiquette to these online communities otherwise you risk being banned from them, and you risk your reputation being destroyed even before you get started. In part 2 of this report you will discover some proven and useful tips to help you prosper in online networking communities.

**Your take-home tip then is this:** Think of low cost or free (but effective) ways to publicize your business then add these methods to your existing marketing plan. Pick the ones you find most fun. Remember as always to stay focused so that you don't become overwhelmed into inaction. A little consistent action is always better than no action whatsoever.



## 7. HOW TO ATTRACT CUSTOMERS

Whatever business you're in, you make your money from people. A good habit for you to cultivate is to **become *interested in everyone you meet***. Not nosey, not faking it, but genuinely interested. People are truly the most fascinating creatures alive, and it pays to be fascinated by them, and interested in learning about them.

You're in business to make money, yes, but you'll make money by serving people and meeting their needs. How will you know their needs unless they tell you? And how will they tell you unless you ask them? And how will you know what to ask them unless you're really interested in them?

So get proficient in asking questions and listening for the answers. From the answers you get, you may identify a need that your product or service can fulfil. If not you then perhaps someone you know might be able to help out.

Set yourself a goal to become really interested in at least one new person each day. Don't push your business at them, simply get to know them. It doesn't have to take a long time (your time is valuable, and so is theirs). It could just be a genuine compliment you give, or a quick question you ask. Do this knowing and accepting that this connection may or may not end up in business one day.

The key here is to be really interested. The questions will flow naturally when you approach the person from that place. If you do this, you'll make such a good impression on the person that even if they don't need your

products at the moment, they may know someone who does and will happily refer the person to you.

It's all about planting seeds of kindness and generosity whenever you can. Harvest time always comes.

## 8. NETWORKING: BUILDING BUSINESS RELATIONSHIPS

Networking does not just mean attending business breakfast meetings and handing out business cards, although those meetings are effective too.

Networking is a powerful way of marketing your business because it's based on **building relationships** with people. When people know, like and trust you, they'll be more likely to use your products and services. Plus they'll happily refer their friends and relatives to you (of course it helps if you offer high quality service).

This word of mouth aspect of networking makes it very cost-effective as a marketing strategy.

So how can you become a natural (read '*effective*') networker?

### Here are a few suggestions.

a) **Attend as many social events as you can.**

They don't have to be strictly business events either. Even your child's Parent Teachers Association meeting is an event that you can use to your advantage (be creative but not obnoxious).

b) **Have a definite aim for attending each one.**

Your aim could be to meet 3 new people and exchange details, or it could just be to make some new friends. Either way, don't just go there aimlessly. Go with a purpose, and spend your time there achieving that purpose.

- c) **Be genuinely interested in other people** and their businesses or occupations. People love talking about themselves, so get at least 3 people to tell you about themselves. In most instances, this approach makes the other person ask \*you\* to then tell him about yourself (what you've been itching to do all evening!). Since they've already talked about themselves and since you've patiently listened to them, they'll be more receptive to what you have to say.
- d) **Ask people how you can help them** promote their business or otherwise make their life better. Even if you can't help them directly, you may know someone who can. If you're talking to a business owner, ask them to tell you exactly the sort of customer/client they're looking for. Let them know you'll be looking out for clients for them. This point about making yourself a resource for others is so important that you will notice I've mentioned it quite a few times in this report already. Always think about what you can do for the other person. That's what it's about. When you do, be sure that someone somewhere is thinking of what they can do for you.
- e) **Ask for their contact details.** Get business cards from business owners, and promise to keep in touch (which promise you'd better keep or you'll look bad 😊). Offer your card/details also, but only after receiving theirs.
- f) When talking about your business, **don't talk much about yourself.** Talk more about the benefits of your products/services to others. That tends to get people interested in what you're saying, as they'll be thinking of anyone they know who might benefit from your offer. The best way to do this is to share success stories from your past clients. The saying is true: facts tell, stories sell.

The 'trick' about being comfortable in a social (read 'networking') event is to be genuinely interested in the other person. Ask them about themselves. Focus on others and how you can help them. Incidentally this is the same 'trick' behind confident public speaking - but more on that later.

That way you're not self-conscious, but you come across as comfortable, confident and caring. People will want to know more about you and do business with you, all because you showed interest in them first.

Next time you're in a social gathering, try the above tips and 'tricks' see how easy it is to become a natural networker, not to mention profitable.

## 9. THE MOST POWERFUL FORM OF NETWORKING

Public speaking is a powerful form of networking. Think about it: when you're in a gathering, who do you remember most easily - someone in the crowd or the lady who's just given a presentation?

Get into the habit of giving talks whenever you can. Give fr\*ee talks at places like the Chambers of Commerce, Rotary club, Kiwanis or anyplace where people in your target market meet.

**Give information-laden talks, not sales pitches. Show your expertise through presentations.**

There are several benefits to doing this: aside from the publicity you get, you can generate extra income by selling some of your own material as back-end products (booklets, tapes, etc).

As you improve (and yes you will become better and more proficient with practice), you may start getting paid speaking engagements - yet another income stream. All this happening while you promote your business.

If you're like most people, you're probably scared to death of speaking in public. Why not aim to be like the minority that do it anyway and are very successful? The fear will always be there, make no mistake, but don't let it paralyze you and prevent you from utilizing this very powerful and effective business- and credibility- building activity.

To get practice and training in public speaking, visit your local Toastmasters club (<http://www.toastmasters.org/>). This organization provides a safe and friendly environment for you to hone your public speaking skills.

Seek out public speaking venues and get started on the way to even more exposure for your business when you do.

## 10: THINK VIRAL!

The term '**viral marketing**' is the current buzzword in the business world. It refers to a method of marketing in which a product is spread fast and wide (similar to an infectious virus in medicine) by a 'carrier' other than the originator of the virus.

In most cases of viral marketing, the carriers of the virus are satisfied customers. Other products act as self-propagating viruses – the viral product is its own carrier.

Viral marketing works best when the product or service (or idea) in question is of high value or quality (real or perceived). Think of hotmail, a perfect example of a virus. Hotmail offers free email. What a great idea! In each email you send or receive however, notice the small ad encouraging you to get your free email account from hotmail.

That way the virus propagates itself.

Because it's free, though, you get all your friends to sign up for it as well – you're acting as a 'carrier' for the virus now. In each case, notice that Microsoft is not spending much extra money in advertising. Yet hotmail has over 40 million users today.

That is why other companies have got on the 'free email account' bandwagon. Yahooemail and googlemail are examples of free email account providers who offer equally (or in some cases, more) robust services than microsoft's hotmail one. With such competition, each provider tries to offer better, more attractive services – and the end user benefits from it all.

This is the beauty and power of viral marketing: it is very cost effective. Instead of spending tons in advertising, give away something of value to 'prove your worth'. Happy users of your product or service will spread the word for you. Remember, people are more likely to use something recommended to them by a trusted friend than by some stranger.

Better yet, you can accomplish effective (and some would argue, more effective) viral marketing campaigns when you sell the viral item at a ridiculously low price, and then encourage buyers to sell it on and keep the profits. I got this superb idea from **Jonathan Leger**, author of ['\\$7 Secrets'](#).

This brilliant method of viral marketing achieves several things for you: it helps you spread word about your product while putting money in your pocket at the same time.

This brings up another benefit of viral marketing: with your product in the hands of someone who's got it through a friend's recommendation, the **user gets to know you**. The more word spreads about how good your product is, users begin to trust you (and associate your name with quality products or services) and they ultimately like you.

Once you've got someone to know, like and trust you, you have become their friend, and thus are very likely to successfully sell (or up-sell) to that person whenever you want to.

A further benefit of viral marketing is that it gives you a chance to seek permission to market to prospects. People don't like to be sold to, but they do want to be informed about something that might be of value to them. If you include a feedback form or further information request form on your viral product, then anyone who sends you the forms is a hot prospect for you to

sell to. They have indicated to you that they are interested in your product or service.

These are the easiest people to sell to, as opposed to cold prospects.

**Permission marketing is more effective than 'interruption' marketing.**

I cannot emphasize enough the importance of having a good quality product to use as a virus, though. If your product is of poor quality, it won't 'catch on' as a virus. Worse than that, the wrong sort of word of mouth could spread about it, ruining your chances of making a sale of that product.

Other examples of viral marketing strategies include Blue Mountain and their free electronic cards. ICQ and their free chat system. Adobe acrobat and their free pdf file reader.

**As a consultant/business owner, what can you use as a viral product?**

There are many examples such as e-books, email newsletters (ezines), reports, articles, postcard sites, services – be creative, and you can come up with many more. Aim for high quality.

**Remember, 'give (or sell very low-cost) first to prove your worth'.**

Information products such as e-books and reports are some of the best viral products because in addition to the benefits of viral marketing mentioned above, info products increase your credibility and place you as an

expert in your field. This makes it easier for people to buy from you, because they respect you as well.

At this point you may get concerned if you feel you can't write. Not to despair. You can get someone to write for you. Ghostwriters abound who are willing to do this for you. Check out [www.freelancewritingexpert.com](http://www.freelancewritingexpert.com) . As long as the quality of the material is good, it's well worth the price when you think of the return on your investment. Also consider the long lifespan of information products.

Viral marketing and permission marketing are the future of marketing. People are getting wise to sneaky sales gimmicks and 'switch off' the moment they sense you're trying to sell to them. Viral marketing gives them a chance to experience you, to 'try before they buy'.

This builds trust, which is a vital ingredient in the sales process.

Viral marketing is also very cost and time effective, as you only have to send out the virus once and watch it spread by itself or by happy 'carriers'. It is a powerful form of word of mouth marketing.

This year, develop a viral product to start spreading. You can't afford not to, actually. Find something of good value you can give away or sell at a very low price, to prospects. Then they will be happy to spread the word for you.

What more could you ask?

## **APPENDIX**

**Article: “10 Universal Principles of Success”**

**FREE Book: The Science of Getting Rich**

## APPENDIX 1: 10 UNIVERSAL PRINCIPLES OF SUCCESS

### 10 UNIVERSAL PRINCIPLES OF SUCCESS

Success is not something that only a chosen few can achieve. Everyone can be successful in every area of his or her life. You just need to know how to do things in such a way as to make sure you succeed every time. Success comes as a result of forming certain habits, and continuing in them. Consistency is key.

To succeed, you need to be a certain type of person. Don't be discouraged if you are not yet that type of person. With practice, anyone can become a successful person. That includes you.

The successful person thinks in a certain way, talks in a certain way, and acts in a certain way. The list below briefly outlines 10 of those ways (and a bonus tip!). Anyone who consistently applies these principles to any area of their life \*will\* experience success in that area.

1. **Vision:** Have a clear picture of what exactly it is you want to achieve or become. Keep this picture at the top of your mind at all times. Doing something you want to do, because you want to do it, will motivate you to succeed at it. Start with the end in mind.
2. **Belief:** Believe without a shadow of a doubt that you can do it. Believe that you will succeed. Believe in a Higher Power (God), who is helping you get what you want. Stay away from negative influences (people, books/articles,

anything negative), which make you doubt your ability to succeed. Surround yourself with things that remind you that you can, and will, succeed.

3. **Take Responsibility:** Realize that you alone are responsible for your future. You alone are responsible for the outcome of your efforts. Don't look for anyone to blame. Feel free to ask for help as you need it, but remember the final decision is up to you. It's your life, after all.

4. **Affirm:** Make a habit of saying out loud what you hope to achieve. Speak of it in the present tense, e.g., 'I am fit and trim', as opposed to 'I will be fit and trim'. If you feel awkward speaking out loud to yourself, write down the affirmation. Then look at it (or better still, rewrite it) several times each day. This helps your mind stay focused on the goal. It also builds your self-belief and confidence.

5. **Commitment:** Make a firm commitment to take appropriate action. Decide to take whatever steps you need to take to help you achieve your goals. Then honour the commitment you've made. Too often we find it easy to keep our commitments to others while neglecting to keep our commitments to ourselves. This pattern has to change if you're to succeed in life. You do matter, you know ☺ .

6. **Set a SMART goal:** Now that you know what you want to achieve or become, you need to define it by making it a goal. Your goal has to be Specific, Measurable (you need a standard to help you know when you've achieved it) and Motivational (it's got to inspire you and keep you motivated), Attainable and Attractive, Realistic (no point setting an unrealistic goal such as "I want to be a millionaire this evening") and Timed (State when you hope to achieve it). The time frame is just that – a time frame. It's not supposed to

be a rigid thing, but rather a guide to keep you on track. Otherwise it'd take you forever to reach your goal.

7. **Plan and Take Action:** Work out a plan of action. Break down the plan into baby steps. Take a step or two each day, reminding yourself that each step is bringing you closer to your goal. Perform each act to the best of your ability, filled with faith, determination and purpose to reach your goal. Most importantly, be consistent.

8. **Persistence:** Do not give up until you have achieved what you desire. In the course of things, be willing to change any part of your plan which turns out not to work, and try something else. Thomas Edison did not give up in his quest to invent the light bulb, even though he'd 'failed' 10,000 times. Now that's persistence! See every failure as a stepping-stone to success and as a temporary set back. Learn from it and push on towards your goal. The only time you really fail is when you give up, so keep at it, you'll eventually get there.

9. **Gratitude:** Maintain an attitude of gratitude, knowing that your dream is about to become a reality. Refuse to grumble when circumstances look contrary. Refuse to complain. Be grateful for where you are now, and for where you are headed. Look around for things to be grateful for. You'll be surprised to find quite a few. Look for the good in every circumstance and think of what you can learn from adverse ones. Be thankful for the lessons you're learning in life.



10. **Become a giver.** In your relationships, always think in terms of what you can do for the other person. What goes round comes round. After all, whatever dreams you have most likely involve interacting with other people. Be kind and generous to all; you never know where your breakthrough will come from.

**Bonus Principle. Be in the know:** Find out everything you can about your situation/goal. Read books, listen to tapes, and talk to experts, whatever it takes. This will help you make wise decisions and keep you confident as you go along.

So there you have it. I have given you a summary of principles which, if you apply consistently, WILL guarantee you success in any endeavour. Don't just take my word for it, though. Prove it yourself by actually applying it to your life situation.

Knowledge is not powerful until you act on what you know. Think about that. Better yet, act on it! You'll be glad you did.

## **APPENDIX II: FREE BOOK: THE SCIENCE OF GETTING RICH**

Download your free copy from the 'Sample Resources' section of [www.totalsuccessforwomen.com](http://www.totalsuccessforwomen.com):

## How To Make Money With This Report

It's simple – sell it and keep 100% of the money you make from it.

All I ask is that you direct people to the [www.totalsuccessforwomen.com](http://www.totalsuccessforwomen.com) website to sign up for the free newsletter or join the membership site.

I'll send you periodic emails to help you sell this report. The more people we can reach with this information the more we can help people become successful in business.

## About The Author



Dr Kem Thompson is passionate about helping women to succeed in business and improve their finances that way. She strongly believes that every woman should have a business regardless of her current situation – employed, stay home mom, single mom, married mom, single woman, you name it.

She is the author of '*The Personal Success Blueprints For Women*' and '*Seven Beliefs of Highly Successful Women*', '*Business Success Blueprints For Women Part Two*' (soon to be released), and has written numerous articles published all over the internet.

Dr Thompson also provides Total Success Coaching for women, with specific Business Success Coaching and Personal Success Coaching programs in place. She is the Creator of the course for *Single mothers* "**How To Create A Profitable Information Marketing Business On A Shoestring Budget**". For more information on any of the above, visit the [www.totalsuccessforwomen.com](http://www.totalsuccessforwomen.com) website.

Visit [www.totalsuccessforwomen.com](http://www.totalsuccessforwomen.com) to sign up for the **FREE** ezine, '**Weekly Success Tips For Women**' today, and discover practical ways to succeed in business and life in general.