

*Two Powerful Ways to Successfully Plan
Your Marketing, so You Can Attract Your
Ideal Clients, and Prosper in Your God-
given Purpose*

By Nadine Mullings

Learning how to successfully market your business can be one of the best ways to GROW your business, but with so many ways to market your business, how do you figure out what the best marketing strategy is for you and your business?

The first thing I would encourage you to do is to be committed to your business success. Here are three things you need to be committed to in order to be successful in your marketing:

1. **Vision** – What is the vision for your business that God has given to you? Your vision represents how your company will impact the world. Sometimes, days are hard and make you want to quit, but when you are committed to the vision you will stay the course.
2. **Mission** – What are you doing daily to reach your vision? Your mission is the daily activity that you do in order to see your vision reach fruition. You need to commit to the marketing activities for your mission. This could include things like your newsletters, phone calls, sales calls, social media posting, etc.
3. **Action** – What actions are you taking in your business? Are these spirit-led actions or actions that are random? Having a marketing plan is great, but it will not work if you are not committed to taking Spirit-led action and implementing the strategies.

When you are committed to what God has called you to do, you will be successful!

Now let's get into the two keys to successfully marketing your business so you can attract your ideal clients and prosper in your God-given purpose.

Create a written strategic marketing plan

There are 1001 ways to market your business, so it's important to get the ideas out of your head and put it on paper with a written strategic plan, which is the first key to successfully market your business.

It's important to be intentional about what you need to do to market your business, but only focus on the **activities that resonate with you**, and minimize doing things that you only 'think' you have to do.

To avoid RAM – random acts of marketing it's important to pray about what your strategy needs to be and then write it down! The key to creating a marketing plan is to keep it **SIMPLE**.

Having a Marketing Plan to grow your business is important, but sometimes creating the plan can feel overwhelming. Here are **9 simple questions** you can answer to help you get it out of your head and on paper. When you answer these questions, you will create a simple marketing plan for your business:

1. **WHO is your target market?**

Clearly define who you are trying to reach with your products and/or services. Who has God called you to serve? If you're not sure, seek God for guidance. It took me a while to finally get clarity on who I was called to serve, but once I got clear that I was called to serve Christian women entrepreneurs and business owners who have service-based business and who are coaches and/or consultants, it became easier for me to reach and serve my audience.

When you understand who your audience is, you are better able to market and promote to that target audience, so clearly define your target market

including the demographics (age, gender, income, etc.) and psychographics (beliefs, personality, hobbies, etc.) and this will help you to effectively market and promote your product or service to your target audience.

2. **WHAT is the problem that your target market has?**

Clearly identify what problem or issue your target market may have, and how you are uniquely qualified by God to assist or help with this problem.

Most, if not all, products or services offer a solution to some type of problem. It may be a direct problem or an indirect problem, but your target market should have some type of problem that your product or service will help to alleviate.

3. **HOW does your product or service solve these problems?**

After identifying the problem your target market has, now you have to show how your product or service solves that problem.

It is important to not only identify the features of your product or service, but more importantly to identify the benefits of your product or service. People identify better with benefits rather than features.

Saying your product is “light weight” is a feature, mentioning that your product is “easy and convenient to carry with you because it is light weight” is showing how that feature is a benefit.

Taking the time to identify how you solve the problem and clearly articulating that in your marketing material will work to your advantage.

4. WHERE is your Target Market?

The next step in your Marketing Plan is locating the target market that you have identified. The key is to find the places that your target market exists in large quantities. This is where you are going to get the most bang for your buck when it comes to your marketing activity.

The more people you can reach who are in your target market and are in one place (an event, conference, workshop, etc.) the better results you will be able to get from your marketing activity. You can find your target market in various places both online and offline.

5. HOW Do You Reach your Target Market?

Once you have located your target market, then you need to plan how you would like to reach them. What activities will you do to reach your target market?

As I mentioned, there are over 1,000 ways to reach your target audience (networking, advertising, email, video, speaking engagements, books, etc.), so you have to decide what method works **best for you**, your **industry**, your **company**, and your **audience**.

6. WHO are your ideal referral partners?

Referrals can be one of the best ways to grow your business, so including in your marketing plan who your ideal referral partners are and working to build relationships with your ideal referral partners can really help you to grow your business.

If you are able, including some type of incentive for referrals works well.

7. **WHAT differentiates your company from all the other companies in the marketplace?**

It is important to not only identify who your competitors are, but to identify how your company is different from the others in the marketplace. Once you clearly identify what makes you different than your competitors, then you are better able to articulate that in your marketing material to your clients and prospects.

8. **WHEN do you reach out to your target market and how much do you spend?**

Planning your activity is a very important step that many small business owners and entrepreneurs neglect to do. The key to planning when you are going to reach out to your target audience and how much you are going to spend is to create a marketing calendar.

This calendar will allow you to plan out **when** you will be doing certain marketing activities, **what** that marketing activity will be, and **how** much you plan to spend on a weekly, monthly, or yearly basis.

Taking the time to do this activity can make a huge difference in the growth of your business.

9. **WHAT headlines will you use to catch the attention of your target audience?**

Thinking about the words that you are going to use to catch the attention of your target audience is very important, so taking the time to think about

relevant keywords for your audience and your company will help you to craft the appropriate headlines for your marketing material.

Have you created a Marketing Plan for your business? If so, are there other aspects of your Marketing Plan that you include?

If you need assistance with creating a Marketing Plan for your business, we offer Marketing Plan Coaching for entrepreneurs and small business owners [contact us](#) to learn more.

Once you've answered the 9 simple questions, the next step in your written marketing plan is to create a Marketing System. My signature marketing system includes four foundational keys to successfully market your business. Here are the four foundation keys in **The B.E.S.T. Marketing System**:

1. **BUILD** – you need to always be building your **NETWORK** which is the foundation of your business. Your network includes prospects, people you can collaborate with, current clients, etc...simply, those who you are connected with.

Make sure you make connections offline at networking events, referral groups, etc. and online, here are **3 Ways to Grow Your Social Network**:

- a. **Grow your social networks organically (offline)**– Organic growth is the most affordable because you don't have to pay money for it, and if you consistently post good content you will be able to grow your network organically easily. Here are a few ways you can grow your social networks offline:
 - i. Encourage people to connect with you online by placing your social network information on your business card.

- ii. If you do public speaking engagements for your business, be sure to promote connecting with you on your social networks by placing your social network information at the beginning and/or at the end of your presentation
 - iii. If you have a retail space or an office that is open to the public, place signs around your establishment encouraging your customers to connect with you on social networks.
- b. **Grow your social networks organically (online)**
- i. Promote connecting with you on social networks by adding links to your social networks on your e-mail signature line.
 - ii. Email your current customers inviting them to join you on a social network. It helps to offer some type of incentive for joining like a discount, coupon, e-Book, report, checklist, etc.
 - iii. Encourage your current fans and followers on your social networks to promote your page to their network.
 - iv. Post good content and encourage your network to share your information with their network, by liking, sharing, retweeting, repining, etc.
- c. **Grow your social networks using paid advertising**– Each social network is different in the types of paid advertising that they offer, but it helps to look into the following options of advertising for the particular social network you may be on.
- i. **An Ad**– consider paying to place an ad that is targeted to reach your particular target market as a way to grow your network. The ad must have a good image, good copy, and be relevant to your target audience in order to be successful.
 - ii. **Promoted Content**– this is a great way to use existing content that has gotten a good response from your followers and

fans, and pay to promote that content to a larger audience. This can include a promoted post on Facebook, a promoted tweet on Twitter, a promoted pin on Pinterest etc.

- iii. **Affiliate marketing**– connect with someone with a large audience that fits your target market, and ask him to promote your business, you can offer some type of incentive for promoting you or you can offer to promote that person to your network. Even though your network is smaller, it could still be potential exposure to new people for the person with the larger audience.
- iv. **A contest or sweepstakes** where someone will win something for connecting with you on social media. Depending on the prize, the cost of this method could be minimal or expensive, but it's a great way to increase you fans and followers. Just make sure that the prize is something that is of interest to your specific target audience.

It is important to build your **AUDIENCE**; your audience is different from your network in that it includes those that have signed up to hear what you have to say and to find out what you have to offer whether it's signing up for your blog, email list, or following you on social media, those are some ways to BUILD an AUDIENCE.

After building your network and audience, you need to build your **LIST**. Your list is your database so that you can reach out to LIST and share and connect with them. The key is to build and connect **CONSISTENTLY**.

One of the best ways to connect with your list is Email Marketing. Let's look at the definition of Email Marketing. It is a digital marketing strategy that is used to market your business in an untraditional way. Traditional ways are tv commercials, magazines, radio, billboards, etc. Email marketing allows you to communicate with your list using an email service

provider such as MailChimp, AWeber, Constant Contact, Active Campaign, etc.

Email marketing requires you to have an email list. Having an email list is important because you do not own your social media followers; therefore, if the social media platform goes down or makes changes you are still able to communicate with your audience.

Consistency – this is key to effective email marketing. Figure out how often you want to communicate with your database and stick to it because your audience begins to expect to hear from you.

Content – what content are you sharing? Having content that is valuable in your emails is important to your list and it will lead to better results from your call to action.

[The B.E.S.T. Marketing Planner](#) is a tool that will help you schedule your valuable content consistently.

2. **ENGAGE** – you must consistently engage with the network, audience, and list you have built. Using video, blogs and podcasts are a great way to engage with your network, audience and list.

As an entrepreneur or small business owner, standing out from your competition is important. Creating a unique statement that tells why you're different is good, but as we know, people really like to buy from people they **know**, **like**, and **trust**, and a simple statement as to why you are good, may not be enough.

A great way to establish the know, like and trust factor is by blogging. Blogging is a great marketing strategy because if you consistently blog and promote your blog posts you will build an audience

who will begin to know, like and trust you based on the content that you publish.

So let's break down the way you can use a blog in order to establish the know, like, and trust factor and grow your business:

KNOW

Your blogging goal as an entrepreneur or small business owner is to become **known** as an expert in your field. People like to buy from people who are knowledgeable, helpful, and show that they care. Through your blog you can become known for providing valuable tips, tools, and techniques in your industry. If you consistently put out good content on your blog and that content is shared, this will help you to grow your "Know" factor.

LIKE

Another blogging goal is for people to get to **like** you. Your tone, writing style, and the content you provide on your blog should help with the like factor. Keep in mind your goal is not to be liked by everyone, but to be liked by your ideal target audience. When you know who you are talking to, and what their needs are, then you will be better able to create content that resonate with your target audience. Therefore, they will end up liking your content, and therefore, liking you.

TRUST

And lastly, your blogging goal is to build trust with your audience. This is a big one because people may buy from people that they don't know that well, and may even buy from people they don't always like, but they have to have a level of **trust** in you, your company, or your service in order to buy from you, so building the trust factor is really important. You can build trust with your audience by practicing what you

preach, by doing what you say you are going to do, by being professional, by being reliable and consistent. When you show up on your blog consistently and provide good information, you are helping to build the “Trust” factor with your audience.

There are many factors why you should consider blogging in your marketing strategy and growing the know, like, and trust factor is just one reason why entrepreneurs and small business owners should be considering blogging. Are you currently blogging for your business?

3. **SERVE** – we are in business to serve our ideal client, to help them. You can do this via paid or free content. Think about the ways you can serve your audience. Offering webinars (paid or unpaid) will allow you to share the content you have created. Another way to serve your audience is via events. I like to host events because it allows me to connect in several ways at once. **Here are 9 Types of Events you can host to GROW your business:**

Online Events:

1. **Webinars**

Webinars are seminars done online hence the name “Webinars”. They are a great way to educate your audience about a topic and provide valuable **insight** and **instructions**. The great thing about webinars are the individuals who sign-up and attend your webinars are basically raising their hands and letting you know that they are interested in the topic you are presenting. This is a great way to build a list of warm leads, people who are interested in a topic and could become a potential client for the service you offer that relates to the topic. When done correctly, webinars are also a great way to sell your program, course, etc. If people get value from your

webinar and would like to work with you further, then they may be interested in signing up for your next program or course.

2. Online Workshops

Online workshops are very similar to webinars. In fact, only one small detail makes an Online Workshop different than a Webinar, and that detail is a workbook or worksheets. When conducting an online Workshop, you provide participants with a fill in the blank download that they will use while going through the online workshop. The workbook/worksheets helps to keep your audience engaged as they have to fill in the blanks with the information provided during the workshop. Similar to webinars, online workshops are a great way to build a list of warm leads, people who are interested in a topic and could become a potential client for the service you offer that relates to the topic. You can also sell your program, course, etc. after the workshop is complete. If people get value from your workshop and would like to work with you further, then they may be interested in signing up for your next program or course.

Offline (In-person) Events:

1. Seminars

Similar to the online counterpart, in-person seminars give you an opportunity to bring people together in person to learn more about a particular topic. In-person events are a great way to grow your audience and make a bigger impact. People tend to get distracted and lose focus online, but when they are in a room and in-person, they are better able to be focused, and the impact is better in person than online. In fact, you have a higher conversion rate of getting people to commit to a program or course from an in-person event compared to an online event.

2. Workshops

Similar to online workshops, having an in-person workshop can be more impactful because of the engagement you get in person. Just like online, you would provide your participants with a workbook or worksheet to guide them through the information you provide during the workshop. And if you have a program or course, you would want to offer your workshop attendees the opportunity to work with you further by offering your program or course.

3. Conferences

Conferences are basically combining seminars and workshops into a larger event and having various speakers and topics for one day or over a period of several days. Conferences tend to be on a larger scale than a workshop or seminar so they are less intimate, but they give you an opportunity to expose your business to a larger audience, and because many conferences are held over several days it allows for more content which can also allow for a bigger impact.

Other types of business events that you could host that do not involve education are:

1. Meet and Greet

Give your clients and prospects the opportunity to meet you, your team, and learn more about what you have to offer.

2. Open House

Open your doors specifically so people can see how your business works. If you work virtually, you may consider renting a space for an evening and offering your clients and prospects an opportunity to learn more about what you do.

3. Launch Parties

Are you launching a new division, new product, new service? Why not have a launch party to let everyone know about it.

4. Networking Events

Hosting networking events are a great way to connect people and meet potential customers and clients. When hosting networking events, it helps to be consistent and host monthly, quarterly or yearly networking events.

These are just 9 types of events you could host for your business. What other types of events are you hosting, or have you hosted to grow your business?

For more marketing tips, tools and techniques, be sure to [sign-up to get marketing insights straight in your inbox](#).

4. **TRACK** – if we are not tracking the efforts we have made while building, engaging and serving we are not able to know what is working. You must track your accounting, sales, and marketing. You need to know how much you are spending and earning. Otherwise, the results of your efforts may go unnoticed.

5 Key Things You Should Be TRACKING

1. ACCOUNTING

- A. **Revenue** – how much money comes into your business at least on a monthly basis.
- B. **Expenses** – how much money goes out of your business on a weekly or monthly basis.

C. **Profit** – how much money do you have after your expenses
(Revenue – Expenses = Profit)

2. SALES

A. **New Clients** – how many clients/customers you have and how many new clients you acquire each month

B. **Sales Conversations** – how many sales conversations do you have and/or plan to make each month

C. **Leads** – where do your leads come from and how many do you have each month

3. SOCIAL MEDIA PLATFORMS

A. **Fans/Followers** – how much growth are seeing each month

B. **Reach** – how many people are reaching when you post on a weekly or monthly basis

C. **Engagement** – how many people are engaging in your posts

4. DATABASE

A. **List Size** – how many people are on your email list

B. **Opens** – how many people are opening your emails, pay attention to the subject lines of those emails

C. **Clicks** – if there are links in your emails, how often are people clicking your links to go where you are directing them to go

5. EVENTS

A. **Attended** – how many have you attended each month

B. **Hosted** – how many attendees did I have at each event

C. **Connections** – how many connections were made from attending and hosting events; how many of those connections became clients/customers

Your numbers will tell a story about your success and the results of your marketing. Your numbers teach you what steps you need to do more or less to reach your desired goal.

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Take Spirit-led Action

3 Ways to be Spirit-Led in the Actions of Your Business

1. **Divine Opportunity** – Business owners and entrepreneurs come across opportunities unexpectedly all the time. Many opportunities we experience are not planned and some of them are not for us. When we are presented with an opportunity, we have a feeling of being led and sometimes we do not. We must know the difference of being led to an opportunity and being presented with an opportunity.
2. **Divine Ideas** – Every idea we have is not for us to act on. When an idea is dropped in our spirit, we begin to feel that tug at our heart. This is a tug that we feel strongly and it seems it will not leave us.
3. **Divine Collaborations** – We connect with people all the time in person and online. God creates divine connections. Divine connections are appointed times that you are to be with others to deliver a specific message. We are here to do the work we are called to do, but it is not necessary for it to be done alone all the time. Pay attention to the collaborations and partnerships that present themselves in your business.

5 ways my faith plays a role in building my business:

1. **My Life's Motto**– My business is not my entire life, but it is a major part of my life, so leaving my faith out of such a major part of my life would be a huge mistake. In fact, my life's motto is "*Our life is a gift from God; what we do with that life is our gift to Him*", so what I choose to do in my business is also a part of my gift to God.
2. **Decisions in Business**– Every day we have to make hundreds of choices from the minute we wake up to the time we go to sleep. The day to day decisions in my life and in my business are influenced by my relationship with God. When I have a hard time making a decision I always make sure I pray about it before making a final decision. I find prayer and meditation bring a sense of clarity as to what I need to do next.
3. **Standards in Business**– My ability to run my business with integrity and morals is based on my belief in God. There are many ways to make money in business, some methods lack integrity and morals. I would never choose to participate in a method of growing my business that goes against my beliefs in God and the biblical principles that I follow in my life.
4. **Trusting my intuition**– In addition to basing my business decisions on my faith in God, having a personal relationship with Christ allows me to be led by the Holy Spirit, so trusting my intuition becomes easier because I am led by the Holy Spirit.
5. **Knowing that everything is going to be okay**– Running a business is like a roller coaster there are a lot of ups and downs, good days and bad days, my faith in God is what pulls me through and helps me to know that no matter what, everything is going to be okay!

All five things play a role in how I build my business. God is my trusted mentor, advisor, and coach, and I am truly thankful for the role my faith in God plays in starting, running, and growing my business.

ABOUT ME:



Nadine Mullings is known as The B.E.S.T. Marketing Strategist™. She is passionate about assisting entrepreneurs and small business owners to market and promote their businesses both online and offline using Spirit-led marketing strategies.

With over 20 years of experience in marketing and an MBA with an Ecommerce specialization, Nadine uses her experience and education to help small business owners to promote their brands using various marketing tools and strategies.

She works with coaches, consultants, and content creators to attract new clients, get repeat business, and build a strong social network through the proven B.E.S.T. Marketing System™.

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