

TABLE OF CONTENTS

| | |
|---|----|
| INTRODUCTION | 11 |
| How to use this book | 12 |
| CHAPTER 1: WHAT IS MARKETING? | 15 |
| Marketing as a path | 16 |
| Marketing as a relationship | 16 |
| CHAPTER 2: GETTING STARTED—YOUR MESSAGE | 21 |
| Your message | 21 |
| WORKSHEET: The amazingness of you | 23 |
| WORKSHEET: What you sell | 25 |
| Fancy marketers’ talk about features vs. benefits | 27 |
| Price is not a benefit. | 29 |
| WORKSHEET: Benefits and needs | 31 |
| Imagining the Most Right Person | 32 |
| WORKSHEET: Boil it down | 34 |
| CHAPTER 3: RIGHT PEOPLE | 37 |
| Who are Right People? | 37 |
| Understanding Right People | 39 |
| WORKSHEET: The Right Person | 40 |
| WORKSHEET: Where is your Right Person? | 42 |
| How Right People changed MY business | 43 |
| WORKSHEET: Translation guide | 45 |
| Finding your Right People | 47 |
| Give your People what they want | 48 |
| CHAPTER 4: BUILDING YOUR HOME | 53 |
| Your website welcomes people into your universe | 51 |
| WORKSHEET: How do you want your customer to feel? | 53 |
| WORKSHEET: How other sites makes me feel | 54 |
| WORKSHEET: Your website | 55 |

| | |
|--|-----|
| Your website gives all the information they need | 57 |
| 16 questions to help you write a douche-free bio | 58 |
| How to make it compelling | 60 |
| Repeat customers. | 61 |
| WORKSHEET: Delight your people. | 64 |
| Customer service | 65 |
| WORKSHEET: Policies | 66 |
| Referrals + testimonials | 70 |
| Always be listening | 72 |
| | |
| CHAPTER 5: ONLINE TOOLS | 77 |
| Why use online tools? | 78 |
| How to listen | 79 |
| WORKSHEET: What to listen for. | 81 |
| Experiment with listening | 82 |
| Preventative measures. | 83 |
| This is slow-going | 84 |
| How to connect | 85 |
| Friends with benefits | 86 |
| Is it time to scale up? | 90 |
| WORKSHEET: Replying to replies—the master plan | 92 |
| How to invite your people in | 93 |
| Irresistibly shareable | 93 |
| How one crafter makes her thing more shareable. | 94 |
| Asking for the share | 95 |
| How to know what tool is right for you | 96 |
| WORKSHEET: Choosing an online tool | 97 |
| How to create an experiment | 98 |
| Specific tools. | 98 |
| A quick word on tools you might forget about. | 100 |
| | |
| CHAPTER 6: OFFLINE TOOLS, AKA THE REAL WORLD. | 103 |
| WORKSHEET: Where’s your (local) Right Person? | 104 |
| Your message, offline | 105 |

MARKETING YOURSELF

| | |
|---|-----|
| WORKSHEET: Sharing what you do, in person | 107 |
| Walking out your door | 108 |
| WORKSHEET: Your business card | 110 |
| WORKSHEET: Who you already know | 111 |
| Events | 112 |
| Craft shows | 112 |
| WORKSHEET: Is this craft show for me? | 115 |
| Selling in shops | 119 |
| WORKSHEET: Is this a good shop for you? | 121 |
| WORKSHEET: Talking to a shop | 123 |
| WORKSHEET: First meeting with a shop | 124 |
| Shop owner confidential: Seven things boutiques wish indie makers knew about selling to us | 125 |
| | |
| CHAPTER 7: STRATEGY | 129 |
| Big vision | 129 |
| WORKSHEET: Intention + vision | 130 |
| WORKSHEET: Big picture, specified | 132 |
| Time | 133 |
| WORKSHEET: Time slices | 133 |
| Energy | 134 |
| WORKSHEET: Identify your cycle | 135 |
| Goals | 136 |
| WORKSHEET: Big goals and dreams | 137 |
| Marketing objectives | 138 |
| WORKSHEET: What are your marketing objectives? | 139 |
| Marketing strategies | 140 |
| WORKSHEET: Content strategy—the what | 144 |
| WORKSHEET: What to write about, specifically | 146 |
| WORKSHEET: Content strategy—where + when | 148 |
| WORKSHEET: Marketing strategy with 4 Ps | 149 |
| Turning it into a plan | 150 |
| Why a calendar is a great marketing tool | 151 |
| WORKSHEET: Turning the big plans into action | 155 |
| SUMMING UP | 159 |

Table of Contents

Acknowledgments.....160
Appendices.....161

ABOUT TARA SWIGER.....164
ABOUT COOPERATIVE PRESS165