

EXPLORE YOUR ENTHUSIASM

EPISODE 102 TRANSCRIPT: STOP CREATING MARKETING DISTRACTIONS

You can make your marketing more effective with making one easy switch. Hello and welcome to Explore Your Enthusiasm, episode 102. I'm Tara Swiger and I believe YOU are the best expert in your business - I help you become that expert in my weekly podcast and in online and in-person classes, all of which you can find at TaraSwiger.com.

Today we're going to dig into something I've mentioned in a few podcast episodes: making your marketing more effective by FOCUSING your efforts.

HERE'S THE QUICK FIX FOR MAKING YOUR MARKETING MORE EFFECTIVE:

Pick ONE thing, and plan to talk about that one thing for 2-4 weeks.

If you do this, and I mean REALLY do this and if you have any number of followers at all (you don't need 1,000, you will see a difference from 100 people!), you will get an increase in sales.

Why?

Because you're making it clear and obvious how people can find your work, and you're focused on telling them to do exactly that.

You see, it's easy to worry about if you're using a tool correctly, or just "creating content" for your marketing tools, without actually using the tool to tell people about your product. I know, it seems obvious, and yet... I want you to look at your last 3 messages on your favorite tool (it could be Instagram, Periscope, your blog) - did you have a clear call to action, to buy ONE specific product in the last 3 posts?

If not, you're not alone! I think we get excited about creating a community and connecting with people on the tools and forget that the reason we're using them is MARKETING - sharing the message about what you make and what it can do for people.

And I've said this before: if you only want to use a tool to connect with your peers, that's fine, but don't expect to make sales from it! If you want to make sales from a tool, you must be clear with your intentions, and then do take the steps to let people know they can buy from you!

So if this is an easy way of making marketing tools more effective, why don't we do it? Why do we keep distracting ourselves with other stuff?

You may be getting distracted because:

- ★ You want to focus on the "right" thing.
- ★ You think you're not doing "enough."
- ★ You don't see immediate results and get bummed.

How do you stop getting distracted and focus on one thing?

Fill out the attached worksheet!

After you've filled out your worksheet, you can just implement it over the next two weeks or you can schedule it ahead of time. Use Buffer to schedule your social media, use your blogging and email software to schedule blog posts and newsletters - you can do all the scheduling in an hour or two (because you'll know exactly what to say after you fill out the worksheet), and then you can be done with marketing for the next two weeks! You can turn your focus to making stuff and shipping the orders.

Now, this focusing on one thing will only work if you have people getting your messages. I work with makers and artists who are past the initial start-up phase, and have a shop full of items, but I know some of you listening aren't there yet, or you're just starting to think about marketing.

But what if you don't have any followers, anywhere?

First of all, before you worry about any marketing, you have to have a place people can buy your goods and you need to have more than just 1 or 2 things available. First fill up a shop with over a dozen products, then worry about your marketing.

At that point:

1. Set up a mailing list (Mailchimp is free!) and create an opt-in gift (more about how to do this in episode 100).
2. Put the sign-up form on your website and in your thank-you email to customers. Make it your main link (include a description of what they're getting) in any social media you currently use.

3. Pick one tool, other than your email list, to use daily (most of my students have found Instagram to be the easiest one). Read 2-3 articles about using it effectively, and choose one thing to implement from each article. Then stop reading and just implement it!
4. Apply everything I say in this episode about focusing on one thing, but focus on your opt-in - share your opt-in on social media (and if you're blogging or periscoping) everywhere for a month, mixed in with other, interesting, valuable content for your people.
5. After you've done that for a month, then you can shift your marketing focus to your products.

Now, whether you have a lot of followers or a few, the goal is to make your marketing as effective as possible. To recap, you do that by sending just ONE message consistently, instead of a bunch of different messages.

If you need help clarifying your messaging, or choosing a tool to use, or even knowing what your people want from you, you can check out my book, [Market Yourself](#). I'm also releasing a new class about this in the next few weeks. If you sign up [on this podcast post](#), you'll be the first to hear about it!

Thanks so much for listening and have an enthusiastic day!

STOP CREATING (MARKETING) DISTRACTIONS: A WORKSHEET

Pick one product that you're really proud of:

You're going to focus *only* on talking about this for the next 2 weeks.

What kind of content have you already created around it?
(*photos, descriptions, blog posts, social media posts*)

What can you say about it?

What do customers ask before they buy?

How can they be a better owner of it?

Collect 2-3 good reviews or compliments on the product (*in your inbox or your reviews*)
Put them here:

Create 3 pieces for social media (for whatever tools you use):

Plan your next emails

(during this focus period).

Subject of email #1 *(Answer 1 question people have about the product)*

Call to action in email #1 *(it must be the product you're focusing on! Write exactly what you'll put in your email!)*

Subject of email #2: *(Share at least 1 testimonial or review of the product)*

Call to action in email #2: