

# 100+ WAYS TO GET KNOWN & MARKET YOUR BUSINESS

*without social media or overwhelm!*

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Contrary to popular belief, you don't need social media to get clients – or to make more money! This guide will show you more than 100 ways you can get known and market your business without social media.

Let me be clear. I'm not saying that you shouldn't have 'some' presence on social media; after all you know that prospects will be checking you out on social media. What I am saying is – you don't need to spend tons of time, money and energy on social media if you don't want to. There are lots of other ways to generate leads!

There are several reasons you may not want to focus on social media as your main method to generate leads.

- 1 Perhaps you're just sick & tired of the changing algorithms and techniques
- 2 You don't feel that it's the place for you -- perhaps there is something that works better for you.
- 3 Perhaps you're frustrated by knowing which social media platform to spend your time on.

The other thing to remember is that your followers on social media (no matter which platform) are not contacts that you own – you are subject to the whim of the social media platform – remember the day Facebook crashed; or talk to friends who have been put in “Facebook Jail”. I’m not saying social media is bad but just that there are so many other ways to market your business that you could consider. Creating an email list of contacts that you OWN should always be your #1 priority.

One Saturday morning, as I was lying in bed dozing, it occurred to me that while there are hundreds if not thousands of ways to market your business, it might be easier for you to choose one method if they were divided into categories. The categories are live; video; written; graphic and audio! So why these?

## Ask yourself....

Of these 5 categories, which do YOUR prospects best resonate with you?

You see, early in my coaching career, I was lucky. My first coach suggested that I host my own live events for women entrepreneur!YIKES – what did I know about hosting a day-long event for 100+ women where I would be standing on the stage for most of the day delivering content!

I was lucky because that coach saw in me a potential that I didn't see in myself!She saw that I resonated best with my clients when I was LIVE with them – teaching them what I knew.

Live events became my #1 marketing strategy. For years, those events helped me Get Known!

Producing live events became THE marketing strategy that I streamlined, that I systematized, and the results were great!

Today, my main focus for lead generation continues to be hosting live/virtual workshops.

I want to be honest here. There was a time in my business where I thought I needed:

- ... a business Facebook page
- ... one or two groups on Facebook
- ... to join several Facebook groups
- ... to be on Instagram, Twitter, LinkedIn, etc.

However, I've changed my thinking because doing all that posting and marketing just dilutes our attention and our content. Focused action gives us focused results!

Pick ONE main marketing strategy and stick with it until you've got it consistently bringing you a stream of high-qualified, eager buyers.

What is your #1 marketing strategy that:

- Your prospects resonate best with?
- You have streamlined?
- You have become an expert at doing?

When you do this ...

- ☑ Marketing becomes easier
- ☑ You get better results for your efforts
- ☑ You don't have to work so hard!

If you want to go from overwhelm to overjoyed, then master one major marketing strategy before you add another, and another.

Once you look at this list of marketing strategies and pick one type, you may find that you don't really need to focus on social media.

Remember, marketing is an experiment. I'm sharing some possibilities, now you get to choose, and test and tweak!






*Here we go...*




# IF YOU CHOOSE LIVE OR VIDEO...






## If you choose LIVE, here are some options:

-  Workshops (live or virtual)
-  Webinars – masterclasses
-  Networking (live or virtual)
-  Trade shows
  - Attend/network
  - Have a stall
-  Speaking (paid or unpaid)
  - Live
  - Zoom
  - Sell from the stage
  - Speak at conferences
  - Summits

-  Events
  - Yours
  - Other people's
  - Create something new

Interview as an expert in press

## If you choose VIDEO, here are some options:

-  YouTube videos
-  Email marketing to include your videos
-  Facebook lives

## IF YOU CHOOSE AUDIO...



### **G+R+O=W** EQUATION BUSINESS PODCAST

WITH  
DIANA LIDSTONE

*Here are some options:*

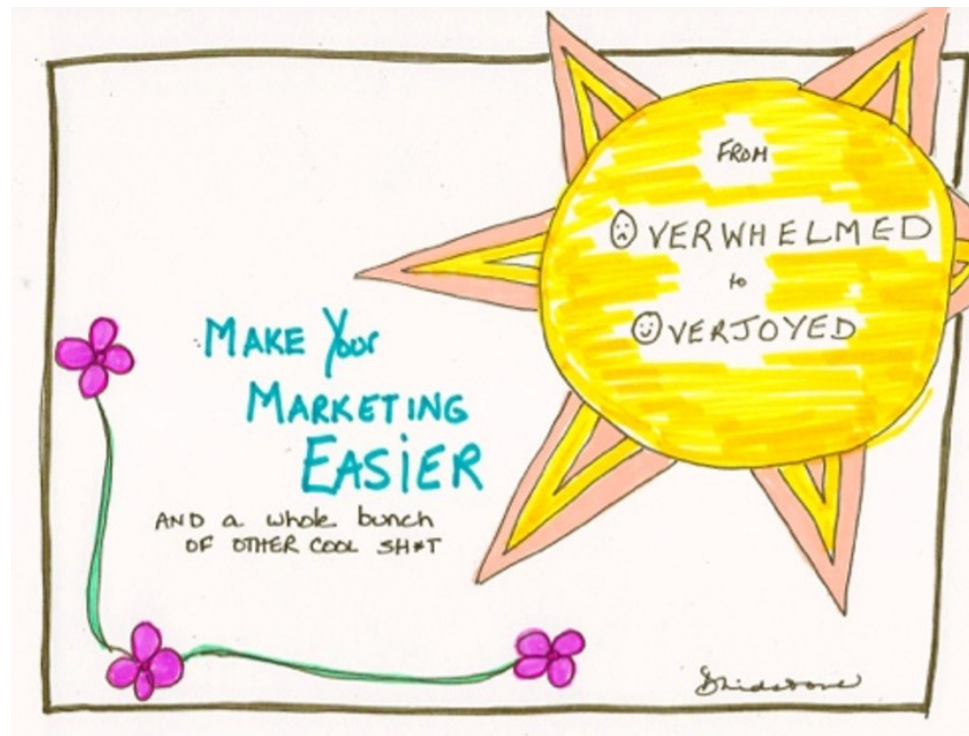
#### 🔊 Podcasting

- Be interviewed
  - Add an "Interview Me" button on your website
- Be a host
- Advertise on other people's podcasts
- Email marketing to notify about your podcasts

## IF YOU CHOOSE GRAPHICS...

*Here are some options:*

- \* Infographics
- \* Hand drawn visuals



# IF YOU CHOOSE WRITTEN...



*Here are some options:*

- ✎ Up level your email marketing
  - Introductory email sequences
  - Funnel – what's the path they take
  - Tripwire for an upsell
  - A/B split testing headings
  - Email daily, weekly, monthly
- ✎ Sell free things
- ✎ Blogging
- ✎ Newsletters
- ✎ Handwritten – snail mail cards/letters
- ✎ Press releases

- ✎ Write for magazines, newspapers, websites
- ✎ Letters, flyers, brochures
- ✎ Books
- ✎ Helpareporter.com

**Click here to check out my blog for tips & strategies to WORK LESS and EARN MORE.**

# No matter which form of marketing you choose, you will need the following to convert prospects into clients

## Great sales copy

- Strengthen your copywriting skills
- Bigger and more "Buy Now" buttons
- Add more testimonials (never too many)
  - Video
  - Expert or celebrity
  - Names and photos
  - Results
- Include your 'expert' bio
- Include sense of urgency – don't delay
  - Sales period
  - Enrolments closing
  - Bonus offer
- Are you solving a 'migraine' problem?
- Have you clearly NAMED what it is and who it is for?
- Have you clearly stated the value?
- Is shipping information, return policy and guarantee stated clearly?
- F.A.Q.s help solve objections before they come up no matter how small

- Awesome visuals
  - Mock-ups
  - Brand photography
- Demonstrated benefits, features, results?

## Website

- Easy to navigate
- Easy to purchase
- Opt-in/freebie to your email list
- In 3-seconds – can they answer what you do, who it is for and how you make their life better?

## Branding

- Product photography
- Website design
- Logo design
- Awesome headshots
- Mockups of digital products



## Build your mailing list

(YOUR \$\$\$ IS IN YOUR LIST)

- Lead magnets, freebies – checklists, e-courses, discounts
- Quizzes
- Encourage sharing
- Joint ventures
- Paid offerings
- Webinars, workshops
- Challenges
- Pop-ups

## Referrals

- Encourage word of mouth
- Affiliate programs
- Incentives for word of mouth
- Offer discounts for referrals

## SEO SEARCH ENGINE OPTIMIZATION

- Optimize your website, blog posts to rank higher with SEO

## Google my business

- Google reviews

## Testimonials

- Gather from clients then share everywhere
- Sales pages
- Website
- Newsletters

Free guides – Quizzes – Checklists – Templates

## F.A.Q.'s

- How to hire you
- Industry secrets
- What are they Googling?
- What have they asked you?
- What is it like to work with you?
- Before and after's

## Content - portfolio

Tell people how different you are from your competition

## Other Ideas

- Collaborations and cross promotions
  - Cross market to other lists
  - Interview each other
- Connect
  - Join masterminds or networking groups
  - Create a mastermind
- Share your work
  - What inspires you
  - Share your WHY story
  - Pull back the curtain in your biz
  - A day in the life of you
  - What's new in your industry?
- Offer scholarships
- Increase average spend (bundles)
- Monthly deals
- Directories – Yelp
- Join associations as member – Chambers, women's groups
- Awards – nominate yourself
- Volunteer in associations
- Customer Events
  - Invite long-standing clients
  - Hold office hours online
- Joint Ventures
  - Events, festivals
  - Product collaborations
  - Joint webinars/workshops
- Tell friends, family
- Top 100 List of Dream Clients
  - Reach out
  - Interview them
- Bring a friend for free (add to mailing list)
- Consider deal/coupon sites
- Free samples
- Frequent buyer reward programs
- Swag
  - T-shirts
  - Baseball caps
  - Mugs
- Charity events
  - Volunteer
  - Sponsor
- Free trials
- Online booking system
- Free or paid business listings and directories

## Conclusion

The #1 job of any of your marketing efforts is to provide you with highly qualified, eager to purchase buyers.

Whatever marketing you choose to use, be sure that you are constantly evaluating and tweaking it until it is doing its job to perfection. Marketing isn't a one and done activity!!!

If you'd like support growing your business, I invite you to book a call with me [here](#) and I'll walk you through my GROW Equation Calculator which will help you identify what to focus on next without the overwhelm and hustle.

### **Some free resources for you are:**

1. Subscribe to the GROW Equation Business Podcast – [Click here](#)
2. Check out my blog for tips & strategies to WORK LESS and EARN MORE – [Click here](#)

YOU CAN DO THIS!!!

## ABOUT ME



*Diana Lidstone*

After almost four decades in business and working globally with coaches, consultants, and other service-based experts, Diana Lidstone has gathered rock-solid wisdom and advice that has helped thousands of entrepreneurs and professionals accelerate growth and explode profits. Her work embodies #worklessearnmore!

As the creator of the Grow-meter, the GROW Equation Calculator, and The Marketing Proficiency Effect, and as best-selling author of *Shift into Rich: Navigate the 9 Roadblocks to Small Business Success*, Diana's signature The GROW Equation transforms frazzled, overworked business owners into profitable, overjoyed CEOs. Her new podcast, The GROW Equation Business Podcast, contains tips, strategies & interviews to help you grow your profits, your free time and your joy!

Diana and her husband love boating in the Thousand Islands, Canada. She is often found walking her dog and drinking champagne (not at the same time)!

[Book your complimentary Grow Strategy Session!](#)