



WHAT YOU
NEED TO KNOW
TO MARKET
YOURSELF
ONLINE

ESSENTIAL
web
marketing

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Last but not least, I want to thank you, dear reader, for choosing this book out of the many that are available. I am grateful for your attention, and I am excited to be along side as you reach your vision of marketing success.

Beth Cole



Contents

Introduction	7
Chapter 1 – Know Yourself	9
Chapter 2 – Know Your Audience	15
Chapter 3 - Know Your Offer	19
Chapter 4 - Get Your Look	25
Chapter 5 - Create Your Website	33
Chapter 6 - Tell Your Story	89
Chapter 7 - Facebook, LinkedIn, Twitter, huh?	95
Chapter 8 - Journal your Goals	105
Chapter 9 - Your Dream Team	115
Chapter 10 - Track Your Results	129
Appendix A - Tools and Resources	133
About the Author	145



Introduction

Are any of these statements true for you?

"I have a website but I don't use it to help grow my business. I don't know where to start."

"I don't know the first thing about setting up a website and I don't even like computers! What should I do?"

"I have tried to create my own website, but I don't like how it looks and it's not working for me. Now what?"

"Forget websites, I just want to blog and use Facebook to build my business. How do I do that?"

I wrote Essential Web Marketing to answer those questions and others such as:

- How can my website bring in more clients?
- How can it build my credibility as an expert?
- How can it help me with word of mouth and referrals?

This book is for coaches, consultants, and growing companies. It outlines a simple process every professional can follow to build an online presence that speaks credibility and brings in new clients.

This is not a guide for corporate websites or intranets. It has been written specifically for small companies who need to work smarter and not harder by leveraging the web.

I am glad you chose Essential Web Marketing. There is nothing more valuable than your time, thanks for investing it with me.



Chapter 1 – Know Yourself

*"All the technology in the world is not going to help you if you don't know how to engage people."*¹

-- Julie Cohen, juliecohencoaching.com



So, what is the best way to engage people online?

Be yourself and stay on-brand.

What, me? Branded?

If you think branding is only for the big guys like Coca-Cola, Nike, or Starbucks, think again. Personal branding is not about a big ego and it's not only for companies with big payrolls. Creating a brand is even more important for small companies because we need to be uncommon among the common.

We need personal branding because people have too many choices! Branding helps you stand apart and remain true to yourself. A personal brand will help prospects decide why they should choose you.

So what is a personal brand?

I believe a personal brand is your promise of value.

I launched my branding journey a few years ago with the help of Certified Reach Branding Expert, Wendy Terwelp of Opportunity Knocks™ (www.knocks.com). I want to share the takeaways with you so you can benefit from branding, too.

First off, building a personal brand is not about being fake. It is not plastic packaging or flash and dash, in fact it is the opposite. It's a way of expressing yourself honestly and authentically.

Personal branding is not just a logo and a look. Your logo and color scheme are part of your personal brand, but they are what's known as your business identity. Your brand, on the other hand, is the unique promise of value people will discover when they work with you.

As Wendy says, "Your brand is a way of identifying and communicating what makes you a star and using those qualities to separate yourself from your peers or competitors and increase your success. Personal branding is the strategy behind the world's most successful people. People like Oprah, Richard Branson, Tony Hawk, Queen Latifah, Steve Jobs, and Bill Gates."²

Hmm. That's pretty good company.

A personal brand program will help you stand apart. There are a bazillion competing offers. You have to be different in a way that draws and attracts. Personal branding helps you figure how you are different and gives you permission to say so.

And branding helps your bottom line. Your products and services should be unique to you, not everyday commodities. Wendy advises, *"Move away from offering a commodity because commodities compete on price. Branding helps you move to value-based pricing that is far better for business growth and stability."³*

It can be so liberating to think outside of the box and create a line of products and services that are unique to your company. That's what personal branding is all about.

Figuring out your personal brand can be a several-month process where you work with a coach, get feedback from others, and get clear in your mind. If this interests you, I would recommend contacting Wendy Terwelp (knocks.com) or any certified brand coach.

For now, here is a list of basic branding questions to get you thinking about your personal brand.

Basic Branding Questions

Make a list of the attributes you think people would use to describe you, i.e. *leader, fun, listener, visionary, artistic, gentle, etc.*

Next, think of your passions. What keeps you awake at night, or in what activity do you get “lost,” with no sense of time or task? Make a list.

What do you value?

How are you different than others (competitors)?

Imagine it is a year from now. Your practice is thriving. Who is coming to you for services? Are these clients part of a group/industry? Are you visible within that group? Be as descriptive as possible.

Create your positioning statement

Your positioning statement will help you land a “spot” in the mind of your prospect. When you are clear about what your offer and how you are different, it helps you speak confidently and present yourself in way that “sticks” in the mind of your prospect.

Your positioning statment should describe how you’re different and the results people will experience by working with you. You can also include your beliefs and values, your personal approach. Here is an example of a positioning statement from Small Fuel (source: <http://www.smallfuel.com/blog/entry/write-an-internal-market-positioning-statement>).

“To the small business owner who wants to grow their business. SmallFuel is a marketing firm that provides products and services specifically designed to grow small businesses. Our marketing is easier to understand, and provides more growth and value than marketing from other firms. Since we are a small business, and we work only with small businesses, we uniquely understand your needs and requirements. We guarantee that our products are the best way to grow your small business; if you aren’t happy with the results, we’ll give your money back.”

Summary

How are you feeling about your personal brand and positioning?

If you want to go deeper into this, I recommend the following resources:

- ❑ Be Your Own Brand, David McNally
- ❑ Wendy Terwelp , www.knocks.com

Let's take a closer look at your target market now. Knowing your market is one of the best ways to experience success right away.





Coaching success in the 21st century demands skillful navigation of that complex web called the Internet. Beth Cole understands how that web is woven and helps you strategically use it to catch the attention, traffic, and clients you need to make your business prosper.

-- Christopher McCluskey, PCC, President,
Coaching for Christian Living
www.christian-living.com

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- I have tried to create my own website, but I don't like how it looks and it's not working for me. Now what?
- Forget websites, I just want to blog and use Facebook to build my business. How do I do that?

Your website is one of the most important links in the marketing chain. Essential Web Marketing will help you get clear about who you want to work with and how you can stand out from the competition. Attract more readers and convert readers into paying clients with Essential Web Marketing.

Beth Cole owns The Webservant, a go-to company for new coaches and small startups. She is an expert in coaching individuals to clarity and action. Beth is trained as a coach and has twenty-five years experience as a small business owner, speaker, consultant and trainer. She is a Reach Certified Online Identity Strategist, and a member of the International Webmaster's Association.



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