

## MARKETING IS ENTERTAINING

That's exactly right, what better way to use your acting and talent than to market your business! I do it all the time! And I am going to share some of the top tips I use to be entertaining and grow my business at the same time.

1. Tell Stories – We all use stories, both personal and professional, to illustrate a point. Remember, facts can be boring but using stories can make you interesting. Your clients and prospects want to learn more about you – What better way to earn their trust and loyalty.
2. Something to Talk About – You want people to talk about you, all positive of course. The best way to get that happening is to differentiate yourself from your competitors. Start talking about how different and unique you are and soon everyone else will be talking too. The best possible position to be in is to have your clients bragging about being your client. Be a celebrity. Everyone will want to be part of your celebrity world.
3. Engage your Clients – If they're engaged, they are enjoying themselves. When your clients feel like part of your business, it makes it very difficult for a competitor to steal them away.
4. Host Events and Parties – Have contests, surveys, private sales, loyalty rewards, customer outings, networking events, family fun events ... any event that involves your clients and prospects. People want to have fun and it will be fun for you, too. Make sure you share the news and take pictures for social media too.
5. Calendar Marketing – Here's where you become as big a part of your clients' lives as they are of yours. Share events on a calendar. Make their events as much a part of your life as yours are. Why not? Showing up at events will introduce you to a whole new set of prospects AND it will instill loyalty in your clients. Plus, you can share their events on your social media and even publish an online calendar. Another fun way to use calendar marketing is to promote some obscure holidays or annual celebration days and find those that are relevant to your clients.
6. New Client Experiences – After you have closed the sale, do not sit back and relax. Now is the time to "wow" them...again! Make them realize that they made the correct decision in choosing you. You can:
  - Send a handwritten "Thank You" card
  - Blog about them or post it on Social Media (with their approval)
  - Send them an unexpected present (and not a pen or anything with your name on it)
  - Make them another offer they can't refuse
  - Make a customized "Thank You" video
  - Donate to a charity in their name

Put some thought into creative ideas, and watch the repeat business and referrals just float your way.

7. Be unpredictable – Pique their curiosity. If you keep them wondering what's next, I guarantee they'll keep coming back to see what else you are up to!