

**Dotsie Bregel,
Founder and CEO of
The National Association of Baby Boomer Women
(NABBW)**



www.nabbw.com

And

**Boomer Women Speak (BWS)
www.boomerwomenspeak.com**

Presents

**Mastering Market Know-How for
Boomer Business Owners**

With

Amy Grossman

Sponsored by:



ELATIONS[®]
Healthier Joints
ONLY 30 CALORIES!

The delicious drink with
Glucosamine,
Chondroitin & more!

**MORE
ABSORBABLE
THAN PILLS**

Click www.elations.com for more info!



CREDIT ALERT!

8 Credit Card Secrets Revealed Get credit card smart with Ken & Daria Dolan's new report: "8 Secrets Your Credit Card Company Doesn't Want You to Know." Learn how to erase debt, stay out of debt, get the best card deals, avoid hidden fees, slash your interest rate & more.

▶ [Click here to download and print your FREE copy!](#)

Dolans

Click <http://www.dolans.com/order/?sid=PK1294> or more info!



Menopause sees 6,000 new faces each day.

And here are 4 reasons they can start smiling again...

Me Again[™]
wellness for menopause
and beyond
Available at **CVS**

<http://www.meagainonline.com> for more info!

Mastering Market Know-How for
Boomer Business Owners
With
Amy Grossman

Dotsie: Hello, and welcome to the call. For those of you who don't know me, I am Dotsie Bregel, founder of the National Association of Baby Boomer Women, which can be found at www.nabbw.com and www.boomerwomenspeak.com the number one sites on major search engines for baby boomer women. I am passionate about educating and empowering boomer women which happens to be my generation. Since launching www.boomerwomenspeak.com over five years ago, I have been connecting, encouraging, and supporting boomer women on a daily basis.

I feel like I have my finger on the pulse of this spirited generation, and I dedicate a great portion of my time to creating opportunities that inspire women to explore our passions and live life to the fullest. By the grace of God, I have become the go-to person for journalists who are interested in learning more about boomer women, and my prayer is to embrace all women and provide them with the means to soar.

If you are not a member of the NABBW, the fee to join is \$75.00. However, if you are on this call today, or at a later time, and are interested in joining, you can email me at dots@nabbw.com and I will send you a reduced link to join for \$60.00. This teleseminar is one of many that are archived in our member only area at www.nabbw.com. All of our past teleseminars are yours for free when you join, and it happens to be one of the benefits that a lot of our members really enjoy. This month our focus is on boomer entrepreneurs, but we really cover the whole woman. So we have had teleseminars about cosmetic surgery, we've had teleseminars about healthy hearts, and just actually last month our topic for the month was keeping ourselves healthy at midlife. Next month we're going to be focusing on travel whether it's traveling with girlfriends, or siblings, or spouses, or grandchildren; that's what our focus is going to be next month. So as you can see, you know, we kind of cover a little bit of everything.

So today, we are going to do the second in our series which is called "Midlife Entrepreneurs: Launching Boomer Businesses and this is the March series. Our first teleseminar in this series was just a week ago and it was about creating a vision statement. And so this week, what we're focusing on is Mastering Marketing Know-How for Boomer Business Owners.

Today we have with us Amy Grossman, who also did the first in our series and then our last class in the series will be presented by Kathleen Gage and she's going to talk to us about marketing our businesses online. And whether or not we have a brick and mortar company, for the most part, everybody should have a

Web site in this day and age. So while some of us have Web sites only, and all of our marketing is done for the most part virtually, some of us also have brick and mortar businesses, and what Kathleen is going to do is to address how to increase revenue online regardless of the type of business you have. So that's coming up.

Today let me introduce Amy. Amy is known as the *MBA with a heart*, and she is the founder of the Boomer Business Launcher, which can be found at www.boomerbusinesslauncher.com and she helps women in midlife to start or grow a business of their own. With the *Boomer Business Launcher Discovery and Jumpstart Program*, women now have a step-by-step method for creating a business that lets them live their purpose and earn a profit.

Amy built a \$1 million business that benefited the community, and shares what she knows with scores of boomer women who want to either start or grow a business of their own. So in this content-rich teleseminar today, you're going to learn how to do a marketing method assessment that will increase your marketing effectiveness. So welcome to the call Amy, I hope you're there after all of that.

Amy: I am; thank you. I'm delighted to be here.

Dotsie: Well, good. For those of you who did not hear the first in this series and you are a member, I recommend that you be on the lookout in your "Updates," because you'll have a link to listen, and then we're also going to get that transcribed so that should be coming, maybe next week. The link to listen will be there this week, and the transcription will probably be there next week. And so if you are launching a business, it's probably good to go back and listen to that one about the "Vision Statement."

Okay, let's get started. First, do you have anything you want to tell us about the bonuses that come with the call, and about your Web site?

Amy: Sure, yes, I have two bonuses to offer you for being on this call, or actually just listening to this audio at a later time because I know it doesn't fit into everyone's schedule to be here right now. But I have two worksheets that I think can be very helpful to you. One of them is *The Marketing Methods Assessment* and the other one is for *Qualifying a Niche Market* and you can get them by emailing me at amy@boomerbusinesslauncher.com. If you'd also like to get a little bit of feedback after you fill them out, then you can email me and I'd be happy to comment for you and give you a little bit of assistance on that. My Web site has a blog, it has lots of free resources on it. You also can get this special report, "Five Keys to a Meaningful Business at Midlife, by just going to www.boomerbusinesslauncher.com; it's right there on the homepage.

Dotsie: Okay, and also Amy has some other freebees other than that on her

site, so I would just recommend going to her site and really just kind of bouncing around and see what you can find. And I think that one thing that really helpful a lot of times when we're launching a new business or working with a relatively new business, is to search the Internet and come across all of this stuff, print it, put it in a folder, then go back and really start going through it. So I would recommend using Amy's site for that. Okay Amy, anything else?

Amy: Well, we're going to be talking about *The Marketing Methods Assessment*, but that's actually sort of just the combination. My goal for this call is to give a kind of overview of marketing know-how for business owners because marketing is really an ongoing kind of mastery that we have to concentrate on whether we're rank beginners or seasoned professionals at doing this.

Dotsie: Yeah, and that's so true because I know myself on having these Web sites, you know, it depends on who is writing about you this month, and where you have articles, and just what happens each month. All of that really depends on your business for that month. And it changes all the time. Sometimes you might get an article, or a mention in Time Magazine and be so excited, but in a month or two, that goes away and it's like, "Okay, now what?" So it is definitely ongoing. Why don't you begin by telling us how to create a marketing mindset that makes marketing natural and enjoyable; if that's possible.

Amy: Well, you just nailed it because that's right. So many people are reluctant marketers. They just think that it's really just a difficult thing to do. And I think it's because we often think—marketing has been given a bad name, often. We think of it as being pushy or sells, or trying to force things on people they don't want. And when we have that point of view, then of course we've all been subject to that ourselves, and so none of us want to play that role in the life of other people. And so if that is what we think it takes to get across to our perspective end users, you know, our clients or customers, then there can be a lot of reluctance, procrastination, or just not having much fun doing it.

But actually, marketing, I think, is misunderstood if that is the only perspective that one has about it. Because if you really think about it, marketing is providing a wonderful service to people. Effective marketing lets someone know how they can solve a problem that is bothering them; that they want to go away, or they didn't quite realize they had, but now that they know, they're really happy to find that there's a solution for it. So if you think of that even for yourself if there is something that you wish could be easier in your life and you wish there was a solution for it, and someone was to present that solution to you, it would be welcome. So that's the kind of marketing we want to do. We want to have people really look forward to what we have to say because we're teaching, we're coaching, we're being in service to them, and these are all very positive things. That's my sense of the marketing mindset.

Dotsie: Sure and I just think that a piece of that is really believing in what we

have to offer.

Amy: Yes, absolutely. If you don't have confidence in your marketing, then take a good look at your business and see if you have confidence in the business itself. Do you offer really good value? That's the starting point. You don't want to market something you don't believe in. That is absolutely true.

Dotsie: Okay, let's go on to the three reasons for putting the plan in writing.

Amy: Okay, we put the plan in writing because this clarifies your thinking, it creates an intention, and it gives you what I call the "bread crumb path" to follow. Once you have something written, then you can be held accountable to it, and you can go back to it, and it will also create a system for you.

Dotsie: Sure. So that's clarification, it creates intention, and the "bread crumb path." And I would like to say that this is so true in any kind of planning. I recall the different times I launched these Web sites, anytime I put any of it in writing, it really helped me clarify what I'm doing because you have to be able to explain it. As far as creating intention, it absolutely does that because you have to know what your intention is with this business. What is my plan? And as far as the "bread crumb" path to follow, that's perfect. Because these things are just floating around in our minds and we don't have them on paper, and we don't have a plan; we don't have anything to go back to. So I think those are great reasons for putting these plans in writing.

So let's go to the biggest marketing plan myth and why it can hurt your business.

Amy: Okay, yes. Well, myth #1 is if you offer a great product or service that you don't have to market. Unfortunately, that's not true. And I think some people who go into business, particularly if they are providing a service, and they do it really well, they just think that this will speak for itself. They don't understand that possibly half of your business is about getting business. It's the business of running your business, which very often is marketing to a large degree. So we really do have to market. Even the greatest product is not going to do as well if it is poorly marketed. The truth is that it is important to become good at marketing and it's an essential business skill. But again, if you do it with integrity, authenticity, and a spirit of giving, then it can be something that is enjoyable and I think at midlife, in particular, that's a frame of mind, I think, that is comfortable for us.

Myth #2 is that marketing is a lot of one-time activities. You run an ad. You say, "Okay, I've done my marketing," or get interviewed. Whatever the event or the opportunity is, thinking that doing it once is enough just doesn't work. Very often, I've seen so often that people will abandon an approach because they think it doesn't work but they really haven't given it the test of repetition and time. Repetition and frequency are the two things you can use to measure if a

marketing activity is working—you have to use those two. So the truth is that marketing is not a bunch of single events but an ongoing process.

Dotsie: Right, absolutely and I think it's so important to schedule time every week, every week in to your calendar to do some marketing. And the other thing I might mention is if you are not a good marketer, then it's important to hire somebody else who is, and let them do the marketing for you if there is another area you shine in. But I think it's really important as small business owners to recognize what our gifts are and not be shy about letting others work with us and for us. I mean we don't have to do it all and I think that we are more successful when we can start delegating things.

Amy: Yes, and when you think about it, you can get an entire master's degree in one small segment of marketing, like advertising. So these are all complex areas that are also changing all the time in terms of transient thinking, so we can't be masters of everything and I agree with you. Building a team and being able to delegate is an important business growth strategy or competency.

Then there is a third myth that I wanted to mention and that is that many markets big techniques—the myth is that you have to use many marketing techniques all the time, and do it yourself. And this dates back a little bit to what you said. Particularly if you get a lot of emails. There will be people telling you how to learn, how to do all the various marketing activities whether it is to get better at public speaking, making videos, creating a profile on Facebook, or writing articles. You know you are probably familiar with this. There are lots and lots of different ways to market your business. But if you do all of them, it's going to get pretty overwhelming. So I invite people to drop the guilt, drop the feeling that they are never doing enough, and to concentrate on a few things and do them well and do them consistently. The truth is you only need to use one, two, or maybe three marketing activities to reach your market and the secret to it is to be really effective at it by doing it over and over again. And I see so many people just get better over time. These things do take practice. You just refine it, and refine it as you go along.

Dotsie: Well you know, I have to go back to something you mentioned about repetition and time and doing the same thing over and over again. I know I have had people advertise in our newsletter and they'll do it one month and they'll say, "Oh I didn't see enough results." And you know how can we expect someone to see an ad once, and take advantage of what it has to offer? So I totally agree that repetition is so important, and time; and just wait it out. Especially if you think you are on to something good. You just need to be patient.

Amy: Right and advertising in your newsletter for anyone who wants to reach boomer women, is fabulous because you are delivering a target market which is a very wonderful thing to find out about. So then the idea would be to maybe change the wording a little bit. I mean that's what many marketers will do. One

word can make a difference in the response rate you get. So if you do it over time and you just measure the effectiveness, and fine tune a strategy you commit to, there is much more of chance of having success than jumping from one thing to another.

Dotsie: Right and I would say—just to give you a sample. Amy—this is her second teleseminar. Before today, I talked to Amy and she said that she had probably gotten about 50 new contacts by doing this last teleseminar. Sometimes our expectations are so high. I think 50 is great. Some people think oh their mailing list is so big, and they do media releases, and it's on both www.nabbw.com and www.boomerwomenspeak.com. They're thinking they're going to get hundreds, or thousands of new viewers. It's just not realistic. So I think that's another thing we have to consider when marketing. What are our expectations and are they real?

Amy: Yes, and there too you know, it is really quality not quantity. I know someone who has a list of 1500 names in the database; which is a very nice list. You know, that's nothing to sneeze at, but it's not huge. It does fabulously well because it's a well-qualified list.

Dotsie: Sure, and it is probably people who have opted in that are interested in what they have to offer. But I do think that people have to be realistic. Okay Amy, let's see, anything else about myths before we move on because it's already twenty after, and we have a lot more to go.

Amy: Sure, no those three myths are the most common. You know there are plenty, but those are the ones I thought I would bring up.

Dotsie: Okay, how about the two non-marketing ingredients that will make the marketing plan successful.

Amy: Well, again I think it is just having this marketing mindset that takes a more philosophical view or a view of why do you really want to be in business at this point in your life. All the research shows, and my own personal feelings from people I speak with is that we really want to make meaning in our lives. We want to make a difference. We want to do something that makes us feel that it's worth our time. And so to do that, it really requires that you do your marketing from a values perspective. You know, what do I really care about? What do I want the people who I do business with to care about? To view it that way. Which I honestly think is kind of a more mature point of view than a young person who might be thinking more like, "well, I just want to get results and be expedient."

Dotsie: Absolutely, and that's something I remember us talking about in your vision, on the other teleconference about vision, is the difference between doing business at midlife in comparison to when you're in your twenties and thirties, and we talked about this whole value idea, values that you want to put forth in

your business and how different that is at midlife than it was when we were younger. I think we're just a little more mature, and understand our markets better, and know what we value.

Amy: Yes, and it comes across as authenticity that people respond to. And it also just makes it easier for us to engage ourselves in the marketing because it is a form of creative self-expression. The other thing is, again, it is sort of an internal thing, is to look at your strengths and I'll talk a little bit more about that later. And also when you receive the *Marketing Methods Assessment*, it looks at your strengths and matching up your natural strengths with the marketing activities that are available to you.

Dotsie: And that, I think, is what it's all about. I mean when we can, I call on the God-given gifts, or talents, and whenever you can tap into that, I think you can be successful. Okay, so let's see. There are the two non-marketing ingredients that will help us with the marketing plan. How do we assess where we are now, and where we want to be with those marketing efforts?

Amy: This might be a good thing to do with a buddy. You might want to do that. It's always nice to have someone to bounce ideas around with, but I think basically, what you want to do is put in writing some of the metrics of your business. You know like what is the size of your database? What is your revenue? How many products do you have? So really do a little catalogue of where you are now and then the visioning of where you want to be. And this can be the first part of your marketing plan. And it doesn't have to be more than a paragraph, but putting it in writing, again, is extremely valuable.

Dotsie: Okay, and Amy, would you mind if we opened the call right now and just asked a question of somebody that was on the call that was interested in giving an assessment of where they are now and maybe you giving them a little feedback? Are you up for that?

Amy: Sure, sure.

Dotsie: Or anybody who has any questions about what we've talked about so far. So if you do and you want to be bold, it's an opportunity to let other people on the call and also people that listen to this at a later date to know about you and your business.

Caller 1: This is Lois

Dotsie: Hi Lois.

Caller1: And I'll jump in because I had a marketing break though after a year of really struggling to get the copy on my Web site finished. I'm a brain injury survivor who after twelve years, started to have improvements in brain function.

And three years later, I started my speaker business and three years after that, I'm going full speed ahead. But I have two distinct markets. I have a workplace market which is adapting to change, overcoming adversity, and humor, you know, survival humor; humor to get you through those everyday ups and downs. And then I have my brain injury market. And when I started out, I tried to make that Web site—write the copy so that it would appeal to both markets. And I finally came to a conclusion that, that was why it was so difficult and why I had not been able to finish my media kit and start marketing, use that Web site. And so I decided to make my *Lessons from Lois*, Web site for the regular, the real world, and I have a new Web site that I will be building called the www.themindmaze.com which will be for my brain injury market. And once I was able to identify that, all of the things that you were talking about became easier.

Amy: Yes, and I think you did come to the right decision about that because there are markets that crossover. Sometimes I like to use what is called, what I call anyway, a “nesting strategy” where you have closely aligned markets, you know where there's not very much difference between them but there's a little bit? And then as you roll something out, a product or a service; it's kind of a natural extension from one market to another. But I think what you are talking about are two distinct markets.

Caller 1: And what has recently been brought to my attention Amy is that—and this might be where my question is going—is that I just turned 50, well actually, my family says I'm closer to 51, but I'm still hanging on to “just turned 50,” I might have just turned 50 for the next ten years!

(group laughter)

Caller 1: But it has occurred to me that the baby boomer women market is a market that I never even considered that would have any benefit or value from—I've never gone there or thought that. So here I am; I'm very delighted that I've made this distinction and I'm going great guns on finishing up my *Lessons from Lois*; and getting ready to start my brain injury site, and now I'm facing that same dilemma in some aspects because the workplace is geared more toward results, where the boomer women would be more geared toward what you're talking about value and meaning. So what advice can you give me for a girl who just got clarity and sees a bunch of clouds up ahead?

Amy: Well, one thing I wanted to say is that when we are in business for ourselves, it's an evolving process. I mean, businesses don't just spring up fully formed. You know it really takes a lot of time to nurture it and to bring it along. But I want to ask you, what would it be if you only picked one of those markets?

Caller 1: I think the common thread between all of them is at the end of the day, I think we all just want to feel good about “who” we are, and we all want to feel happy. We want to feel we've made a contribution, and we've done our best.

Amy: Yes, and that's what your service is providing, in both of those markets, right?

Caller 1: That's good that you brought that to my attention, to look for still those common threads even though I might be segregating or separating some of that. There still is a common message and a common thread.

Dotsie: And you know what, if I could interject something here if you haven't listened to the Vision Statement seminar call, were you on that call?

Caller 1: No I was not, but I sure am going to go there.

Dotsie: Yeah, I would definitely listen to that because this whole idea of your values and what you have to offer is addressed in the Vision Statement, I just wanted to share that with you, so I'm sorry, go ahead.

Caller 1: No, I think that's it, and I think that's what makes the marketing process so difficult is that—it can get pretty complicated if you don't—I think the vision call, or the vision process, really does give clarity.

Dotsie: Oh, absolutely.

Amy: And keep it simply. You know, as entrepreneurs, we have a lot of ideas, and we love a lot of our ideas, they are good ideas. The thing is, when we pursue many of them at once, it's kind of diluting our energy, so you might want to think of a roll out strategy. Do one of these markets, you know, concentrate on one of these markets and give it your all, and get something up and going to the point you feel it is really successful, and then, roll out the next market.

Caller 1: That's good advice, I appreciate that. When you first start speaking, you take whatever job comes in, and so I think that also complicates the process of narrowing that niche. But I'm to a point now where I've got overflow so I can do what you said. I think that is very good advice, thank you. To pick one and focus on that. One of the best things you said today to me was to pick one or two marketing strategies and be consistent with them. That's a nugget of gold. Thank you.

Amy: Great!

Dotsie: Oh good Amy, you're doing a great job! We're going to move on to the next question which is the Five Parts of a Short, Highly Usable Marketing Plan. So you want to share that with us Amy? And then at the end if you would just go boom, boom, boom, these are the five. Just reiterate them because I think that helps.

Amy: Okay, I think it's helpful to put something in writing. I also think it's helpful to keep it short so that you can write it quickly, you can keep it on your desk or upon the wall above your desk, some place where you can view it all the time, and you can also revise it pretty easily. So the first part is the big picture or the situation now. And this just needs to be one paragraph, just describe your business, who is your target market, what are your products. Now if you have something really significant going on, you have a new book that you've written in addition to your business, or a new product introduction, or you're entering a new market, something that is going to take a lot of your attention, then you can write a marketing plan for a particular product; that's fine, too. This is either for your whole business, or for a product launch, or you know, product initiative. The first part is just the big picture; you're just framing the context—this is the product, this is the market, this is my goal of what I'd like to do. I'd like to gain a significant market share.

The second part is what I call positioning or unique selling proposition and there are two little parts to that. The first is to come up with a few words that are the essence of the benefit of your product. And if you can make it fun, it's even better—or you know, memorable or catchy. So here are some examples. The Peace Core, "*The Toughest Job You'll Ever Love.*" eBay says, "*Buy it, Sell it, Love it.*" Blogger, which is where you can create your own blog, says, "*Push Button Publishing.*" Just in a few words, it captures the imagination and it also catches the essence of the benefit of that company. So that's one part of the second part of the business plan, the positioning or unique selling proposition. The second part is to write a 10-second elevator speech—so you're going to—it doesn't have to be as catchy as that but it has to be something that immediately says what it is you are trying to achieve. And again, this is either for your whole business or it's for a particular product or service that you're focusing on for this marketing plan. This is language that you will be able to use over and over again. And using consistent language is another thing that is very, very helpful in getting your message across to people.

Okay, the third part of the marketing plan is for your strategies and your tactics. How are you going to get the attention of your market, and in what specific ways are you going to do it? So strategy is a method or a system, and a tactic is a specific activity that supports a strategy. So for instance, a strategy could be to use public speaking to build your business, and a tactic could be to speak at six professional association meetings in the next six months. Another strategy could be to stay in touch with every contact on your list every month and a tactic could be to publish a newsletter, or to make five telephone calls a day.

The fourth is objective and this is measuring. Marketing is measurable, and that's really the nice thing about it. You can see if you're making progress but many people don't do that. They don't realize it can be very concrete. And some really—the Internet in particular, you can get lots of statistics about your marketing efforts. But even if you're not using the Internet, you want to be able to

measure how you're doing, and you want to set some specific goals because this is going to be motivating. For instance, you could say if you're a consultant, you want to have a certain number of consultants booked every month. Or you want to build your database to a thousands names and email addresses, or you want to get a certain score on customer satisfaction surveys. So you'd write down a few of these, not a lot, but a few; some key success indicators for your marketing which will tell you if its working or if its not working.

And the last part; this is going to be an action plan; this is not something that is theoretical. So now you take your strategies and your tactics and you really decide what you're going to do for specific due dates. So you could say you're going to book a keynote address at a professional conference in April. You're going to redesign your web page by June. And if it requires other people to help you, or to take ultimate responsibility for it, then in that section, put down the name of that person; otherwise, you would assume it's your responsibility.

So to recap the five parts of the marketing plan, which can be very short, but it has a lot of really meaningful information; number one; you put your situation down, number two; you get really clear on your unique selling proposition in language that's compelling, number three; you select of all of the things that are available, a few strategies and tactics for your marketing effort, four; you decide what you're going to measure, how you're going to measure the effectiveness of your campaign, and the fifth is that you make this an action plan and you put down actions, who's responsible, and the date it will be accomplished.

Dotsie: Okay very good. I have to say that I am really looking forward to the transcription of this teleseminar because I think that it will be really helpful for us to just read it and highlight and be able to just go from there. So don't forget if you're not getting great notes now and you are a member, you will get the transcription. Let's move on because we have about twenty more minutes left. You talk about the funnel versus the spoke and wheel marketing models; can you explain that to us and tell us what you think about that?

Amy: Sure. The idea that I wanted to bring up here is that there are a variety of ways to connect with your market. So you can choose what seems to be the best model for you. These are two; they're not the only ones around, but they are quite popular. If you have a piece of paper, you can draw a funnel. It's wide at the top and you have two lines going down and you have a smaller opening on the bottom. And this is telling you how you're leading prospects, people who may be interested in what you have to offer, through a process of becoming your customer or clients. And you've probably heard it before but it bears repeating; people do business with people they know, like, and trust. So the funnel helps to build that trust; it helps to build the relationship. And actually, I'd like to say this for all marketing, that's another mindset piece of it, to really think of marketing as just creating meaningful relationships with other people. Whatever you are doing, that should pretty much be your goal; you sustaining the relationship because

you want to have people come back again and again who do business with you. If you only have a customer who you serve once and they never come back, it's going to be too hard to sustain that business. You want to build loyalty. So in the funnel, at the wide top, that's where you want to invite people into your world. Typically, that's done with a free offer.

So if it's on the Internet, it can be a free report, or E-book, or course, it could be an audio, whatever you want. Some digital product that you offer for free that has good content, and that's the way for people to know that you have something that they are interested in. You know cosmetic companies have been doing this forever. You go into a department store and they give you a free sample, right? So you get someone to come into this funnel and they get to experience you, you then, in exchange for getting something free, get to have their contact information and whether it's their mailing address, their telephone, or their email address, depending on how you want to communicate, this is what you get. And then, you start to offer them, low risk products, or services that maybe are in smaller chunks at lower prices and the funnel is narrowing because fewer people are going to take advantage of that. Obviously more people are going to be interested in things that are free. At the bottom of the funnel, at the smallest point, you have your highest ticket items. The idea is to realize you can't expect people to jump in and buy everything you have to offer immediately if they don't get to understand and trust your company, your business, you, however you are presenting yourself. So that's the concept of the funnel.

The concept of the spoke and wheel is if you begin to take a piece of paper and draw a circle and then draw a smaller circle inside that, and then draw lines connecting one circle to the other, you get the spoke and wheel. And that is where you try and bring people into your inner circle right away and the spokes are the various kinds of offers that you provide to them. So this works if you have any kind of membership, or subscription, or ongoing way of serving people where they sign up and very often, it's a low cost to sign up. But once they are in your universe, then they come back again and again, because they are getting benefits from that membership and then you can market to them through these so-called spokes.

Dotsie: Okay, very cool. This is like a very quick class in marketing. I'm sure some of this could take a month to teach at a college course. Let's talk about the two market research methods that give you continuous market information.

Amy: Okay, good. The thing about marketing is that we can't really guess what is in the mind of consumers. It's just not possible to know what people are thinking. The only way to know is by asking them. And so, market research really, is getting that information about your market. Marketing research may sound like oh that's expensive, that's a whole specialty, it's going to be time consuming, all of those things could be true, but they don't have to be true because if you have a clear market; and that's the thing. Pick something clear; a

clear definable market, then you can find out about them. And that's why again, I want to mention that one of the bonuses is a worksheet to help you qualify your niche market and know that it's a good one. So if you email me at amy@boomerbusinesslauncher.com, I'll send that to you. So anyway, one of the tools you can use is called "Google Alert." And actually, you can sign up for that; it's a free service, you can go to Google if you want to or you can just go to my Web site and under free stuff, you'll see where it says "Google Alert," you click on it and you sign up. And what it is, is a customized search tool for you. So if you wanted to know about boomer women, you put that into the dialogue box in this Google Alert tool, and you decide how frequently you want to get information and then the Google Alert search engine collects all of this for you. You don't have to go searching for it.

Dotsie: Yes, Amy and I would just like to mention that I use this, and I have gotten a lot of business contacts this way because anytime anything happens with baby boomers online, I find out about it immediately and then I can follow up and correspond, if I want to. Whether it is a service, or a product, somebody who might want to advertise with us, or be one of our sponsors, or somebody who is launching a new site and I think, oh gosh, I can network somehow, it is excellent. And I also recommend doing Google Alerts for your own name and your business name or your web address because whether you know it or not, people are, or at least with our sites, writing about them, blogging about them, mentioning our contest, etc., and they don't even notified me. We do a lot of media releases and so the word just gets out there and I think it's really good to track who is writing about you and what you have to offer. So I highly recommend using that; it's an excellent tool.

Amy: Great yeah, that's a great example. And the second thing is pretty much the same because the blog universe is so big and active, and also is a way for you to hear some individual voices as well, then if you just sign up for RSS Feeds, it's a little orange box with squiggles in it, and if you click on that when you find that on a blog site, and you put in your email address, then those blog entries as they are entered, will again, also come right to your mailbox and you don't have to search for them. So if there are people who you think are provocative, or who are good at tracking trends, whatever you think you could learn about your market; and the blog is really the most forward-looking place to find out what's happening, then sign up for a few of these.

Dotsie: Great idea. Love it. How about the two biggest marketing plan mistakes and how to avoid them?

Amy: Well, I think we've pretty much covered this. The first mistake is not focusing. Don't feel that because you are writing a plan, it has to be a term paper and it has to be comprehensive and just because you know there are fifteen ways you could market your business, you have to put all fifteen in or even ten in, or even seven. Pick your strengths, focus on them, and do that well. So the first

mistake is this feeling of what you have to do, should do, and I think that they're kind of misguided.

And the second thing is not linking your plan to outcomes because that's what's going to make it real. So do some measurements and then you know, it will become huge fun as you start to reach some goals. And Dotsie, you talked about having realistic expectations; I think if you start measuring, that's when you can start to realistically calibrate, and see what is achievable. And setting goals that are achievable—you know, a little bit of a stretch, but achievable, is motivating.

Dotsie: Oh absolutely, we have about ten minutes and I'm going to ask about one more question, maybe two, and then I'll open up the lines for anyone to ask questions at the end. What three ways can you share with us to get the most out of our marketing plan?

Amy: Well, one is to share your plan. And you mentioned Dotsie that it is really good to ask for help and to delegate, and so there's lots of help out there. And it could be that you're using different people for different task. You know, specialist of one kind or another. So they see a little glimpse of your business. But what would it be if they saw more of it? What if they saw the integrated hull of it? Maybe someone is helping you with editing and someone else is helping you with podcast. Wouldn't it be kind of nice for everyone to know this is the whole picture about what your effort is? It builds a team, it makes it easier to communicate, and it makes everyone else when they see the big picture then they see how they fit into it. And that's more satisfying for them as well. And they will also probably give you much better insights and feedback because they truly understand what you are trying to achieve. So the first way to get the most out of your marketing plan is to share it with anyone who could be helping you to achieve what you are planning.

Dotsie: Okay, that's one.

Amy: Yes, and the second one which I have alluded to, is to create these score cards for tracking your progress and this doesn't have to be on the plan; it can be really simple, or you can make it a lot of fun. You can make it a bar graph, or a pie chart, or you know, put it up on your wall, and just really hold yourself accountable. So the third part of this which ties into that is to get someone to hold you accountable. Whether it is a coach, or a buddy, someone who knows what it is you are trying to achieve and helps remind you of that and keep you on track. It is very easy to get sidetracked in marketing because of all of the things out there that we could be pursuing and focus is very helpful, but having accountability partner can help create that focus for you.

Dotsie: Okay, good. And was that two?

Amy: That was three, one was a team, the second was the score cards, and

then get an accountability partner or coach.

Dotsie: You know one of the things we talked about was some people have a Board of Directors or something like that, and other people don't. But whether or not you have people working with you, or for you, or whatever the situation is, don't rule out, like your girlfriends. Because if it is something that is marketable to our generation, then I think that our girlfriends feedback is really important because they know you best; they know what you're trying to do and they want to help. And I think a lot of times, we can just run ideas by friends, or sisters, or siblings, or whoever and get other feedback that might be completely different because everybody thinks so differently from where you're coming from. And the only way to get that information is to ask for it. I really believe we need to open ourselves up when it comes to these ideas and you know, these businesses and just put ourselves out there.

Another thing I would like to mention Amy is working online. I just view everybody as my friend. If I come across a site and I think, "Oh this is cool, I love the way they're doing this," I just find the contact information button and I just email them and I introduce myself and say I love what you are doing and would you mind sharing how you are doing that or would you be interested in joining me in this venture; whatever. I just put myself out there and it is so rare that someone won't reply or they will come back and say are you crazy; I don't think that has ever happened. And you know another example of just putting ourselves out there is when I launched the association, we have what we call our associates and they're actually experts on "all things boomer women." I just spent so much time in the library, and in bookstores, and online doing research trying to find the people that I respected and wanted to ask to be the expert for the association. The site hadn't even launched; however, it did have Boomer Women Speak.com which was helpful so I had a little track record there. Every woman I asked except one was onboard. And they are really just doing it for the good of other women. And of course it helps to promote them and gets their web address on a site that has turned out to be successful, etc., but really in the very beginning, all I did was tell them what my plan was, tell them what I would like for them to do, and say, "Are you in?" Everybody was in. And some of these people I had never spoken to in my life. So I really think that is huge for business owners because I think that especially small businesses, we kind of get into our little offices and kind of feel cut off and I don't think there is a need for that.

Amy: Right, yes...that's a wonderful example.

Dotsie: Yes. We have about five minutes left and does anyone have a question for Amy, anything specific about what we've been talking about, and then I'm going to ask Amy for some resources that she can share with us that will help us; either books or sites; and then I'm going to ask if anybody on the call if they have enjoyed the call if they would be kind enough to email a testimonial to dots@nabbw.com and we use them on our sites, and we use them in our

newsletters and we'll include your name and your web address, a link to your site. So does anybody have a question for Amy?

Caller 1: Hi, this is Ed. I was on last week's call. I really enjoyed it.

Dotsie: Okay, great!

Caller 1: I discovered that the niche I'm trying to get into is kind of overpopulated to my surprise, which is to say, I'm just starting out trying to address boomers in many different ways in reference to those that get prostate cancer in their 40's and 50's and there's lots up there, lots of good stuff up there; up to I think, eleven thousand entries. So in terms of defining my niche, I do have a certain niche that nobody in the world has, I happen to know that. I think I told you last week that I am a rabbi and I'm a gerontologist so I put that to use in my prostate cancer stuff and I'm also a survivor. So I haven't a clue how to start developing that unique—the qualities that I know are unique, I don't know how to implement them. How does one begin that process in light of the competition out there.

Amy: Well you know that is actually the good news that there is competition. If there was no competition at all, it would really mean that you would have to make the market yourself. Have you ever noticed how stores that are similar will open up near each other? I mean you'll even have districts, the jewelry district, the flower district, because people like to shop around and they like to compare. So it really is to your advantage that there's a market. It means that there is interest there. And I don't think you should view it as being oversaturated because you are, as you say, you are—you have a very distinct set of qualifications to be talking to this audience. And so there are going to be people who are going to be interested in what you have to say.

Dotsie: And yeah, you have the faith piece that some survivors don't have. Did you say you are also a gerontologist? So I'm sure that is something else that another person wouldn't have. So you bring a lot to it that would set you apart and that's what you need to focus on, and I would say that is what you need to use in your marketing; what sets you apart from your competition.

Amy: Yes, definitely.

Caller 1: So in other words, and I appreciate you saying that, it kind of reinforces a less distinctive, oh I don't know, a little impression I had that they were so narrowly focused to whereas I can present more of the big picture stuff. That may be a difference.

Dotsie: But that needs to be front and foremost in your marketing pieces because otherwise, they don't know it.

Amy: Right. You have a unique differential in an established market. And that's a very good place to be.

Caller 1: Okay, thank you. Thanks.

Dotsie: Okay, you're welcome. Anybody else want to ask a question before we move into resources? Okay Amy, I guess you did a great job!

Amy: Thank you. Well, the American Marketing Association is one website you might want to check out if you're looking for marketing tools.

Dotsie: And what is that web address?

Amy: It's www.marketingpower.com. Now you can use that in two ways. You can find local chapters and there may be a speaker that's interesting to you. Or you can sign up for free and access some of their articles.

Dotsie: Oh, I bet they have some good ones. Anything else?

Amy: Yes. There is a blog that I would recommend and it's called Duct Tape Marketing and its www.ducttapemarketing.com/blog. And then there are a couple of books. One is the classic, *Guerrilla Marketing*, by John Conrad Levinson, you know, for people who are on a limited budget but who have a lot of imagination. And then there is a newer book if you are doing web marketing, called *Electronic Marketing for Small Business*, Tom Antion. And he is quite an expert on web marketing.

Dotsie: *Electronic Marketing for Small Business*; I haven't never heard of that one yet.

Amy: Yes, and that's on Amazon. I have that. It is a paperback and it's very full of information on how to do online marketing.

Dotsie: Awesome. You know I have to say that five years ago, and even three years ago when I went to the bookstore to try to find books on marketing online, there wasn't much. And now there is and well, there is more and more. The other piece that is so important now too is the whole search engine optimization which there is more being written about all the time for people who have virtual businesses. And one thing that I would like to mention just because it is something that I work with all the time and I'm really interested in, and that is marketing to baby boomers and more specifically, marketing to boomer women. There are some really great books out about that and in fact, I'm getting ready to make a product so if you get on the mailing list, you'll learn about it. But I'm going to be interviewing a lot of the authors of these books and putting together a product for marketing to boomers, and one book in particular, is called *BOOM: Marketing to the Ultimate Power Consumer*, which is the baby boomer woman,

and is written by Mary Brown and Carol Orsborn and Carol was actually on our panel discussion when we were at the International Business Women's Conference in DC and she was talking about marketing to boomer women. There is another one written by Mary Furlong who does the boomer summit which is called *Turning Silver into Gold*. And its how to profit in the new boomer marketplace so that is not just women, that is women and men. And then Matt Thornhill has a great website and newsletter and he and his partner, John Martin. And they went online about the same time I launched www.boomerwomenspeak.com so I've been following them all along. They have an awesome book called the *Boomer Consumer*. Again, that is for male and female boomers. And one other one that I'll just mention is *Prime Time Women*, by Marti Barletta, and that of course is about winning the hearts, minds, and business of boomer big spenders but it is focused more on women. So anyway, just for those women who are on the call that might be interested in marketing to baby boomers. Some of our members have businesses, websites, and services for boomers so I thought that I would share some of that information. Do you have anything else to share Amy?

Amy: Well I would just like to remind people to go to my website, www.boomerbusinesslauncher.com, check out the free stuff, sign up, I have a Boomer Business Minute audio newsletter that goes out about once a week. You can get the special report on *The Five Keys to a Meaningful Business at Midlife*, at the website, and if you email me at amy@boomerbusinesslauncher.com, I will send you the two worksheets; *Qualifying a Niche Market*, and *The Marketing Needs Assessment*, and you can follow up with me to get some comments after you complete the work.

Dotsie: Aright, that's great. And for those of you who aren't members of the association but are interested in joining, please email me at dots@nabbw.com and I'll send you that reduced link to join. And also if anyone has a testimonial about being on the call today and wants to send that, you can also send that to dots@nabbw.com and we'll put it in our newsletter and on our www.nabbw.com website. I think that's it, we actually went a few minutes over but it was all good information. I just want to thank everybody for being on the call and hopefully, you'll be on the call, I believe in two weeks when we have Kathleen Gage, oh gosh...is Kathleen next week already? I think it is, actually. Next Thursday. So if you are not a member and you are interested in information about that, please contact us and we'll be sure and get back to you. Thanks so much and best wishes to everybody who is launching businesses at midlife. Well, thank you and thanks for being on the call. I'll be in touch. Bye.