

Company of Women

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Weaving wisdom, warmth and wellness into the lives of women

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Our focus...

Marketing 101

- Editorial 2
- 20 power marketing tips 2
- Up close and personal: a portrait of success 3
- Trade show savvy 4
- Courting your clients: Gaining clients through speaking 5
- You grow girl! 5
- Opportunity doesn't always knock 6
- First impressions 7
- Hearing the stories 7
- Self promotion brings business success 8
- Getting published 8

Notable and quotable

"The aim of marketing is to know and understand the customer so well the product or service fits him/her and sells itself."

Peter F. Drucker

Emotional branding

A lot of CEOs think that branding is hiring a company to design a logo and a set of standards for using it. However, Daryl Travis, author of *Emotional Branding*, would argue that it is much, much more. "Your brand, he says, is not part of your business, it IS your business."

He continues that a name is not a brand, neither is a logo and acknowledges that it's almost easier to say what a brand isn't rather than define what it is. He feels "it's what these symbols mean and the feelings they engender that makes the value of the brand."

He believes that business is about creating lasting relationships and he challenges us to ask: how does our product or service make the customer feel?

A brand is made in your mind. Perception is just about everything. Giving the example of the BMW or Mercedes, it can be like a badge that lends you a certain identity. People sometimes become brands. Take Oprah. When she recommends a book on her show, its sales are likely to increase dramatically.

The first three ingredients for building a brand, according to Travis, are customers, customers, customers. He encourages you to stop thinking transactions and start thinking relationships. "A transaction makes the cash register ring once, but a relationship makes it ring again and again."

And he takes that perception one step further. Selling, he observes, means talking to your customer, whereas relationship implies that you are talking with someone.



How does your product or service make the customer feel?

Listening to your customers is key.

Scott Bedbury in *Just Company* once said, "Anyone who wants to build a great brand first has to understand who they are." Developing an effective mission statement can be the guiding rod that keeps a brand from veering off into tempting side issues.

A mission statement, Travis explains, "can be the glue that cements the brand's focus into the minds of all its stakeholders. It can capture the brand's emotional appeal. It can be called upon to remind you what business you're really in."

Think outward, not inward. He provides some questions to ask yourself in the preparation of a mission statement, such as what would your best customer say about you, both the product and your people, your core competency?

He also provides some pointers to consider when developing your brand:

- You can change certain things about a brand over its lifetime, but the name is likely to remain untouched.

...continued on page 2

Courting your clients

Gain clients through speaking

by Cathleen Fillmore

One of the best way to get new clients is by speaking to organizations. There's something about the immediacy of being in front of people that has great spin-off benefits.

So whether you do it for the fees or for the contacts or both, you really can't lose. Another bonus is that speaking professionally will take you out of your comfort zone into learning new valuable skills.

If you're new to public speaking, then the first step is to get training. Start with Toastmasters or with a private coach. Once you've reached a certain level of competence and are getting great feedback, offer your services as a speaker to non-profit or community groups.

Maybe you're a good story teller and feel you're a natural on the platform. Not so fast! Are you also good at structuring your speech and sticking to the time frame?

Maybe you've been well trained and even have your own staged choreography: arms open here, two strides forward there. Stop! You need to unlearn all this.



You can do almost anything on the platform and get away with it as long as you're authentic. Please don't be staged or fake.

Perhaps you have a string of degrees and have done tons of research. You really know your stuff and you're very earnest about it. Stop! You have to unlearn all this too.

Be authentic. Be conversational without being patronizing.

Involve your audience. Forget about yourself and focus on what value you're bringing to your audience. That's all that matters.

Take your speech as seriously as you would if you were being paid big bucks for it. Because it's that serious!

Find a wonderful title for it. You know that buying decisions are based on chemistry, not intellect, so create a title that appeals to your buyers. Your subtitle should clarify the title. That's exactly the approach I've taken to writing this article.

Make sure you get testimonials from audience members to use later in your promotional material.

Now that you have some expertise and know exactly what you want to say, use the contacts you've gained to find your audience. Ask them for referrals to the associations they belong to. Ask your local librarian for The Association Book.

When calling a Conference Organizer, ask what the theme of their upcoming conference is and whether they've got their speakers lined up. Large conferences usually plan a year in advance. Let them know what you have to offer.

The trick here is to find ways to keep your name in front of them with periodic phone calls or brief mailing updates. Approach many different organizations at the same time so you keep the momentum going.

Your promotional kit should contain a bio including your accomplishments and qualifications along with three of your speaking topics. The third page should contain short testimonials from clients and/or customers along with a list of clients.

Now that you're all set with training, a promo kit and contact information for your target audience, go for it!

Cathleen Fillmore is President of Speakers Gold Bureau, a marketing coach and co-author of *Going for Gold! A Complete Marketing Strategy for Speakers*. For a free subscription to her marketing tips for speakers, send a blank email to cathleen@speakersgold.com or call 416-532-9886.

Writing tool

Want to tighten and sharpen your writing? At no cost, you can download Bull Fighter (<http://fightthebull.com>) (windows only). After you compose your piece in Word, run it through Bullfighter and see your score. Great for speeches, too!

Promote yourself by publishing - see pg. 8.

You grow girl!

Turning the podium from a funeral pyre to a block of wood

by Mary Michaels Weber

Ever had your voice "betray" you, trembling a little, going fuzzy when you want it smooth, mumbling when you want to



impress that business maven (or that ever so drop dead handsome...)! It can really knock at your confidence, credibility or

your rapport with a potential client. Ah, the tremulous murmur, the squeaky note that turns a podium into a blazing pyre for your immolated sense of dignity....

Consider this, that your voice is the front line of your business, "branding" your company. Your confidence, vibrancy, credibility register outwardly and internally through the endless conversation we have with life. When you trust yourself you speak more assertively to yourself and others.

A person's voice, gestures and way of walking engraves an indelible impression with you about their competence, energy, joy, intelligence and reliability. Deals are made based on our responses to a person. When you speak, you brand the face of your company. When you walk, talk, gesture, your client watches you to see if they can trust and buy in.

Leaders need to create trust and confidence. Many eminent leaders recognize that there is a gap between their level of skill and the ability to effectively communicate that skill - which often leads to some level of frustration. A large part of personal and professional satisfaction is born from being heard and understood effectively. How you speak affects how you manage an audience of 1 or 10,000. Here are three basic ideas to work from for those on the go:

...continued on page 6

Opportunity doesn't always knock

When Linda Babcock asked why so many male graduate students were teaching their own courses and most female students were assigned as assistants, her dean said, "More men ask. The women just don't ask."

They don't ask for raises and promotions and better job opportunities. They don't ask for recognition for the good work they do. And they don't ask for more help at home. In other words, reports Linda Babcock, co-author of *Women Don't Ask: Negotiation and the Gender Divide*, women are much less likely than men to use negotiation to get what they want.

In her research on this issue she found that men were eight times more likely to negotiate their starting salaries. The impact of neglecting to negotiate in this one instance is hard to overcome and perpetuates the wage gap between men and women. When we fail to

ask, it is the rare employer that will offer more.

Women often need to be more assertive about their professional needs and rewards in terms of getting the

experiences and opportunities they need to move ahead. They also make sacrifices in their personal lives by not asking for what they need most of the time.

Research has shown that women tend to expect life to be fair and they often don't realize that it's up to them to make sure that it is.

So can women learn to negotiate? Babcock reports that recognizing more opportunities for negotiation, anticipating roadblocks, planning countermeasures and resisting the temptation to concede too much or too soon, are all skills that can be learned.

Women are often reluctant to put relationships in jeopardy and many also worry about becoming too emotional in a negotiation, but Babcock advises that the key is to express appropriate emotions, ones that can help you achieve your ends.

She also observes that there are different perspectives on negotiation – the male view that it's a game or a contest with a winner and the female view that it's a collaborative undertaking – lead men and women to approach the process of negotiation very differently.

Through case studies and examples of current research, *Women Who Don't Ask*, shows women how to reframe their interactions and more accurately evaluate opportunities. It tells women how to ask, and why they should.

SOURCE: WOMEN DON'T ASK: NEGOTIATION AND THE GENDER DIVIDE BY LINDA BABCOCK.

"Everyone is in business for herself, for she is selling her services, labor or ideas. Until one realizes that this is true, she will not take conscious charge of her life and will always be looking outside herself for guidance."

Sidney Maubwed

You grow girl!

...continued from page 5

- Observe how you react to a situation: Does your voice lift? Drop? Go flat? Get a tad edgy? Notice the physical posture that seems to go with it. Notice your tension patterns – and the spatial pattern of your sound... get to know your enemies and allies.
- A quick loosening exercise that will warm up your sound: Humming. Hum in the car, the shower. Humming helps to increase the vitality of your sound.
- Tense all the muscles in your body, hold, and let go if you're wound up or tense before a speech, telephone call, or just having a tough day. Physical tension reflects in your vocal tone and can leave others with a message you may not wish to convey.

Over 90% of communication is non-verbal, or non-logical. Your credibility and persuasiveness are dependent on mastery of the subtle cues that you feed your audience. For example, think of five different people. Now imagine how they say hello. Notice your reaction to them, your judgment of their credibility and capability, their persona, intelligence, strength. Each voice is embedded in a physical language, tone, breathing pattern.

You might ask then, are you stuck with what you've got? Basic building blocks make up our sound. Building the voice is simple, accessible and fascinating. It is the place where you can come alive.

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