



The Limitless Women Podcast The Marketing You Need Now

You offer an amazing and unique service or product but without marketing, no one will know about you and you'll miss many important opportunities to increase your sales. Marketing is key to running a profitable business, but where and how you start can be disconcerting. Listen to today's episode to learn some proven tips to get you started on your marketing journey.

Want to skip ahead? Episode Highlights

[02:13] Learn how to receive a more engaging response from your marketing efforts.

[02:41] Discover the key to great marketing.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube Channel, subscribe and check out the rest of the series.

In today's video, I want to share with you one of the most important pillars of business that I personally struggled with for years, just in case you're struggling with it also. I want to share with you some tips to make it really easy so that your ideal clients can find you.

The pillar of business I'm here to talk with you about today is marketing. It's absolutely one of the most important things that you can do as a business owner. In today's world, what we do with internet marketing is really different than we used to do back in the day when we have restaurants or retail stores. We really looked at real estate and where we were located to be our best investment for marketing. In today's world, where you are located is online, and your people need to find you there. But it doesn't have to be so complicated.



When I started doing this work of speaking and leading, what's grown into *Limitless Women*, the most important thing I could do is to reach out to the people I already knew. That's kind of your first step. Who is it that you already know that you have a relationship with? Have you let them know what you're up to. It can be a simple email. It doesn't have to be a complicated campaign. But let people know who it is that you work with, what it is that they're struggling with, and how it is that you can help them. We always go back to this one, two, three business model. Who is it? What are they struggling with? And how are you uniquely qualified to support them?

A little caveat to this is that I'll tell you that when you're reaching out to your friends and family and your warm market, be generous first. Ask them how they are, what are they up to. In today's world, we're going through a time where we're really craving connection. I'm sure they'd love to hear from you. But don't just reach out and say, "Hey, I'm doing this." Reach out and say, "Hey, how are you? What are you doing? I'd love to let you know what I'm up to too." You'll get a much better response from that campaign.

The next piece I'd like to share with you about marketing is that consistency is the key. What I need you to do to get great results in your marketing is to decide who it is that you're going to reach out to and how you're going to reach them. There's a lot of different channels you can choose. I encourage you to choose one or two to start with. Even if you just send out a newsletter once a month, people will start to see you. They'll start to know what you're up to. They can either become your ideal clients or they can become great sources of referrals for you as you continue to grow.

Social media is a great place to hang out. Choose a channel. Don't choose to try to be everywhere all at once because you're probably not ready for that. Do you have a team of people behind you to help you get there? Choose one place. Think about how you can add value. In our world, we call marketing foreplay. We really feel like it's a place where you warm up relationships. People need to know, like and trust you before they choose to do business with you. So how can you be out there adding value, courting them? Be in the language of really being in service first with everything you do.

The final thing I'd like to share with you is this. Rome wasn't built in a day, and neither is your business. Your success is going to happen when you actually choose to get consistent and stay on track. Often, less is more. It's not about having it be perfect. It's about having it be consistent so that your audience knows that you're there. Don't forget to put in a call to action. Invite them to reach out to you.



I'm going to do the same for you here. If there's a place that you're struggling in your business and you'd like support, please reach out to me through the Limitless Women website or connect with me on Facebook. That's where I'm most often in social media. It would be my pleasure to help you in any way. I can.

[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. Our mission is to help women business owners like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to LimitlessWomen.com for all the details. That's LimitlessWomen.com. Thanks for joining us!