

Attention Christian Entrepreneurs!

Market According to Your Personality!

Leave Stress and Apprehension Behind While
You Grow Your Business



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Hello!

As a Christian, I believe God has created us all with unique personalities, skills and abilities. He made us the way we are for a reason.

As a Marketer, I do not want to go against the personality God has given me. It doesn't make sense and it doesn't work. God created me with a more reserved, quiet nature. Now, if I was to go knock on doors and make cold calls, the enjoyment of my business would be lost. This type of marketing would also not be effective for me.

To promote our businesses in a way that is effective, we need to feel confident, not only in what we offer, but in the way we let others know about it. I know that if I was to go door to door or make cold calls, I would be apologizing all over the place for disturbing them, and confidence would not be the quality that was demonstrated.

When I choose marketing methods that are more conducive to my personality such as article writing, blogging, or requesting testimonials and sharing them, what comes across is my knowledge in the field I am in and confidence about what I have to offer.

Christian entrepreneurs all have a different set of skills and strengths. Let's not work against them – work with them to choose marketing methods that will not only get the word out, but do it in a way that allows us to enjoy our marketing. After all, it is a big part of owning your own business, so it's not something you want to dread. And when you enjoy something, your enthusiasm will come across naturally. Isn't that what you want? To be able to share what you have with others in a way that you can be yourself and that will really resonate with them?

*Blessings,
Laurie Neumann*

The Marketing Mindset

How do you feel about marketing right at this present time? Does it bring warm and fuzzy thoughts or thoughts of dread and being pushy?

I have to admit, I used to have some of those negative associations when it came to marketing. However, as I read and thought more about it, my mindset began to change. Here is where I am today.

I believe what I offer is a great resource to those who are looking to start a home based business. I save others time, frustration and money. Time – because there is a LOT of information out there today on starting a business/working from home. Frustration - because you can so easily get caught on bunny trails as you search for a home based opportunity and can get so confused. Money - because I help people avoid the scams and offer legitimate resources they can use to start a business. Now, with all those benefits, why wouldn't I want to share what I do with others?

As Christians, we are in the business of reaching out and helping others. This still holds true for our business. If we are offering something we feel is really valuable and a benefit to others (and I believe your business should definitely be centered around something you do feel like this about), then we are helping others by telling them about what we offer.

Coming to this conclusion has been a freeing realization for me. No, not everyone will want what I have, but I know there are many who would benefit. So, it almost becomes my responsibility to share my business with them. Now, that puts it in a different light, doesn't it?

I believe that every aspect of our lives is important to God, including our business. He cares about it all. And if He has given us the skills and knowledge necessary to offer something of value to others, He will want us to share it.

Isn't that a different way to look at marketing?

Not Your Typical Marketing Methods

What exactly is marketing and how do you do it? Simply put, marketing is letting others know about what you offer. If you have your own business, no doubt you have heard countless strategies on how you "HAVE" to market or you will fail. Is this true? Yes and No.

You do have to let others know about what you do. You need to let those who would be interested in and need your services or products know about you. But the good news is, you don't have to do marketing or selling that is uncomfortable for you. When it comes to marketing, there has been a misconception that we all have to do it the same way - tell everyone we know and meet about what we do.

God has made us all different, so why should we feel we all have to follow the same methods of marketing? Just as there are many different personality types, there are MULTIPLE ways of marketing. So you are sure to be able to find ones that fit who you are.

I am not a "salesperson." It makes me very uncomfortable to call attention to myself - I'd much rather let others do that. And I can! Did you know that there are ALL KINDS of ways to market your business, from giving someone a business card to writing an article or report like this one?

I can write a newsletter or a blog post, which can both be used as ways of marketing. But tell me to call someone and

tell them about what I do? No thanks. I have discovered there are many others who feel the same way. In fact, this very thing keeps some from starting up a business, because they don't consider themselves good at selling. However, marketing does not have to stop you from pursuing your dream of starting a business. You need to find ways to let others know about your business that are comfortable for you and fit who you are.

One of my favorite ways to market is by writing articles. I am not an exceptional writer, but I think I can get my point across. And when people read what you have written, it not only helps them to get to know you better and how you think, they begin to trust you.

They know you are a real person and they have a glimpse of what you know and your outlook on a certain topic. You can write an article on something that your niche would be interested in and then submit the article to popular article directories (my favorite is ezinearticles.com.)

You can also search for websites in your niche that are willing to take article submissions, thereby getting your name in front of your market without you doing any "selling."

Besides article writing, there are many other ways to effectively market your business that won't "hurt." You owe it to yourself and your business to find them and start using them.

What is Marketing? It's letting the people who need what you have to offer know about you. Find ways to market your business that match your personality and start enjoying marketing!

Effective Marketing Strategies

When we think of effective marketing strategies, the place we have to start is at what will be effective for YOU. There is not one strategy that will be right for everyone. The marketing strategies that will be effective will vary, depending on who you are and who you are marketing to.

If you are very intimidated by speaking to groups, then this is not going to be an effective way for you to market. If you cannot write clearly, writing articles or blog posts may not be the best way for you to promote your business.

We all have different personalities and strengths by design. Why fight against them, trying to employ methods of marketing that will make us squirm in our seats? A much better approach is to find and practice methods that will capitalize on our gifts and strong points.

After all, we need to appear confident for people to listen to us and it is hard being confident when we put ourselves in situations that were not intended for us.

There are all kinds of marketing strategies! No need to force ourselves into one way of promoting our business. Our job is to find what works for us and for our market and then consistently do it!



Focus

The strategy I would like to discuss here is one everyone can do and that is to CHOOSE A NICHE and FOCUS on it. You cannot market any business effectively if it is “one of many.” What I mean by that is that, if you are trying to run three businesses that are clearly not related to each other, you are going to have a very difficult time being effective in any of them. It takes a lot of time to run and market a business, so if you’re trying to run and market several businesses, it will be difficult to do a great job at any one of them. Also, you will most likely be targeting different groups of people with each business, which takes a lot of marketing effort to reach all the groups. Lastly, it will not be clear to anyone (not even you!) what you actually do.

So, choose one niche and stick with it. Learn all you can about the needs of your market, and determine how you can offer them a solution to their need. Become an expert in your niche, so you will be the “go to” person for help. As you learn more about your niche, you will need to let people know how knowledgeable you are. This can be done through a variety of strategies, without you having to “sell” yourself. As people find out how much you know, you will be the one they immediately think of when they need a solution.

That is what you want – your name to be the one that comes to mind when people need help.

You can get your name out there in a variety of ways. Speaking engagements, writing articles, or doing interviews are some methods that will let others find out how knowledgeable you are on your topic. Offering a free consultation or free demonstration is a good way to connect with others and show them how you can help them.

If you want to offer a variety of services to provide more income, make sure they are related and of interest to the same market group. For example, if you provide medical billing for dentists, you could offer medical transcription and coding also for dentists. You could offer it all under the umbrella concept of Medical Office Services for Dentists. You see, you would still be marketing to dentists and all of your services are related.

Or you could combine two or more of your interests/skills into one business. For instance, if you love being with new moms, and you have found a line of natural facial products that you really like and would like to sell, you could combine the two and offer to do facials at new mom gatherings. Imagine how well received these would be. What new mom can't use a renewed feeling? You would be in demand!

As you can see, one of the most effective marketing strategies is to focus on one niche and become well-known in the field. By becoming an expert in that niche, your name will precede you and business will begin coming to you. So, I ask you, what is your niche going to be?

Niche Marketing

Niche marketing refers to the process of marketing to a *specific* group of people. For example, marketing to Boston terrier owners, instead of dog owners. Or marketing to golf enthusiasts instead of sports fans. Or marketing to women baby boomers instead of the entire female race.

Niche marketing allows you to narrow your focus, so that you can really get to know the needs, likes and dislikes of your market.

It would be challenging to study all females, but if you narrow your niche to women baby boomers, this group will have many things in common – such as what stage of life they are in, and the struggles that go along with it. Golf lovers will be interested in certain types of information and products that other sports fans wouldn't necessarily care about.

It is essential that you know WHO you are marketing to. Who exactly is your niche? Don't be fooled by thinking you will stay open to serving everyone and, thereby, increase your business. It won't happen. I happened to be on a website the other day that offered information on three different topics that were unrelated. I immediately wondered what she really specialized in. Trying to offer something to everyone just confuses your visitors and prospective customers. I didn't stay around that site for long, and I don't think most people will.

You can actually increase your business by increasing your focus. Focus on one group of people, learn all you can about their needs and concerns, and then give them solutions to their concerns.

You will become the “go to” person in that niche as people come to see that you know them and what makes them tick. They will be able to relate to you, and that builds trust. When we need something, don’t we go to someone we trust?

If you specialize in a certain field, you are perceived as having more value, and in many cases, can charge more for your services or products. Think about specialists in the medical field. They are able to demand a higher fee for their services than a general doctor. It can work the same way in the business world.

Instead of offering medical transcription services to anyone, offer your services to orthodontists. Or instead of offering bookkeeping services to anyone who needs help, offer your services to small business owners or entrepreneurs in your area. These are all examples of niche marketing. You will become invaluable to your particular niche as you learn the needs specific to that group and offer them a solution.

Niche marketing will save you time and money in the long run. How can you pay to advertise to reach “everyone?” By choosing a niche, you will become known in the niche and will start to get referrals, sometimes even from your colleagues who focus on a different niche. It’s a win-win situation.

Niche marketing will not decrease your business, but in time, will increase it and will allow you to become more comfortable with what you do and bring a greater sense of fulfillment. We will be more fulfilled as we walk in the plan God has for us and reach the people He wants us to help.

You? An Expert?



Think about it. When you want advice in a particular area, who do you go to? Most likely, someone who is known in that field, or who has been referred to you by someone you trust.

How do you think these people became known in their field? By being the very best at what they do? Maybe, but, in most cases, while they are good at what they do, they may not necessarily be the best. But they have made a name for themselves. They have acquired knowledge in a certain area of interest that you want to utilize.

To become known in your field, you need to possess expertise in that field. According to answers.com, expertise is having skill or knowledge in a particular area.

Many times, we are reluctant to call ourselves "experts" or to say we have expertise in a given field. But, if we have a good amount of knowledge (more than the average person), we are considered specialists or experts in that field.

This knowledge can be acquired in various ways, such as through a formal education, specialized training, or experience in the field.

Your expertise should include not only knowledge about the subject, but an understanding of it in a way that allows you

to explain it to others. You want to have that deep of an understanding. Could you teach someone about it or do a presentation on it? This may not be your preferred method of marketing, but you should know the topic well enough to be able to do so.

Take an inventory of your current level of expertise. Determine what you know and what you still need to learn. Then take the necessary steps to gain the knowledge you need, whether it be through some formal education or training, or working with someone in the field. Often, volunteering for someone who works in your field offers you great experience. Or you may be fortunate enough to find an apprenticeship.

As you are getting into a field, you also want to check out your competition. See what they offer and what is missing. Is there a way you could fill in the gaps of what is missing? Anytime you "pioneer" a new field (or a new aspect of a field), you become known as an expert in that niche.

Another way to quickly become known is to take on a leadership role in the niche. You could serve on a committee or local chapter that relates to your niche.

As you can see, there are many ways to naturally market yourself without really marketing at all. In becoming the best you can be in your field and continuing to further your knowledge, you set yourself up as the expert. Your name will get passed around, and people will be coming to you for help and advice.

What Is Your Image?



Even before you start getting the word out about you and your business, you should think about what image you want to portray. Formal, homey, friendly, businesslike? This will depend, to a great extent, on what type of business you have and who you are marketing to.

Your image will be displayed on your business cards, letterhead, flyers, website, etc. and should convey the feeling you want others to have about your business.

If you are in the dog sitting business, you will want to convey an image that says "I care about your beloved pet." If you are running a daycare in your home, you will want others to see you as their children's "home away from home." A more businesslike approach may be appropriate if you are offering web design or copywriting services. What if you are running a children's birthday party business? You guessed it! A fun and friendly image will be important to convey!

Your image will be portrayed in different ways, such as the graphics you choose to represent your business, which will be used on your website, business cards, flyers, etc. If you choose to have a graphic, make sure you have a professional one. It is worth the money as people will associate it with you and your professionalism.

Also, your selection of colors is important since different colors promote different impressions and feelings.

Red attracts attention. Good to use in headlines or other headings you want to stand out.

Blue creates calmness and gives a businesslike appearance.

Green also produces tranquility, stability, and can be a color to create a sense of wealth. Green is often used today by businesses having to do with the environment and health products.

Yellow is cheery and warm. It can be hard on the eyes to read, so use it sparingly within text.

Orange draws attention and symbolizes energy and warmth.

(Color information is taken from directcreative.com/blog/the-power-of-color-in-direct-marketing)

Compare the two business cards below. Which one do you think will get more business?

Loving Care For Your Four-Legged Friend



In My home or Yours

20 Years Experience

I will care for your little one
as I would my own

Name

Address

Phone Number

Image taken from www.internetclipart.com

Dog Sitting Available in My Home

Reasonable Rates

Name:

Address:

Phone Number:

Think about who you are marketing to and what they respond to. You want to use colors and images that will attract them to you.

Think through this before you start advertising your business as you want your image to remain consistent right from the start. You can, of course, change it if necessary as you go on. However, giving some careful thought to this in the beginning will save you from having to spend money to change your promotional materials and will go far in attracting the right type of customers/clients right from the get go.

What's In a Name?

The name you choose for your business will be one of your most important marketing tools you have. Maybe you never thought of your business name as a way of marketing before, but think about it. Aren't you naturally more drawn to businesses that clearly define what they are all about in their name?

If I see a business called "Susie's Shop," I won't be too enticed to check it out because I have no idea what Susie sells. However, being a big fan of country décor, if I saw "Country Treasures", I'd be there in a minute!

Your business name should tell people what your business is all about. It should be easy to spell and remember.

Having a memorable name can make the difference between gaining a new customer or seeing them go elsewhere. If people cannot remember the name of your business, they will have to go with whoever is around at the time they need what you offer.

Choosing a catchy name for your business is great if it clearly describes what your business is all about, is easy to spell and remember.

Take some time to look around you at some business names, either in the phone book or online. Which ones stand out? Which names have you remembered over time? I bet you will find that they are names that tell what the business offers.



What Do You *Actually* Do?

Can you describe what you do and who you market to in one sentence? If not, your explanation may be too unclear to attract much business.

You want to talk in laymen's terms about your product or service. One of the worst things is to spend a lot of time and money on your promotional materials, such as business cards, flyers, etc. and then have people just toss them in the wastebasket because they don't understand what it is you do.

I don't know about you, but I need things explained simply. If you want others to remember you and what you offer, then you have to tell them in simple, easy to understand and remember terms.

Consider these two explanations of what this person offers.

"I offer pet sitting services, as well as child care. I will also housesit or clean your house. Basically, whatever you need, call me."

"I offer dog sitting services in my home or yours. I absolutely love dogs of all breeds and will care for yours as if it were my own."

Which description are you more likely to remember and call upon when you need someone to watch your beloved pooch? The second one definitely gets my vote!

Be crystal clear in your description of what you offer. People will usually not call to clarify what you offer. They will just go on to someone else.

What's in it for *Me*?

Here some examples of the features of a mini van.

- Sits up high
- Sliding doors that make it easy to get in and out of
- Many seats
- Removable seats

Now let's look at the benefits associates with each feature. Benefits get to the heart of the matter. They give a solution to a need or want.

- You will feel safe on the roads
- Your elderly parents will have an easy time getting in and out of the car. So will your pets.
- Many seats will make taking trips with the kids more enjoyable. They can spread out and not get in each other's "space"
- You'll save money on delivery charges when purchasing bigger items because you will have the room to transport it yourself

Here are some common benefits of losing weight:

- You will look great
- Have much more energy
- Can fit into those smaller clothes you love
- You'll look younger

Or how about making more money?

- You can take that trip to Europe you've always wanted
- You can send your kids to a good college

- You can remodel your home
- You can move to your dream home
- You will have less stress in your marriage

Do you get the idea? Just losing weight isn't necessarily a benefit (although it may be.) But what does losing weight mean to the person who so desperately is trying to?

Making money for the sake of making money isn't really a benefit. But what can they do with that extra money? That's what the benefit is. That is what will cause people to say "yes" to what you offer.

Tell them what's in it for them – address what they *really* want or need and you will gain a new customer.

Think about your product or service. What is the greatest benefit it offers to others? That is what you want to use in your marketing.

Consistency is Key

As I previously mentioned, there are MANY marketing strategies that you can employ. Your personality and strengths/weaknesses should help you choose the ones you feel you can do most effectively. Also consider your market. What types of marketing methods get their attention?

Once you have chosen several, do them consistently. Schedule time each week to work on your marketing. This is going to be the most important aspect of your business once you have it up and running, so handle it with care, enthusiasm and commitment.

If others see that you are genuinely excited about what you are marketing, they will get excited too! That is one of the reasons it is good to choose marketing activities that fit your personality. If it makes you a nervous wreck to speak in public, nervousness will come across instead of enthusiasm. So choose wisely.

Having said that, always be analyzing the results of your marketing efforts. If you have run the same ad for six months and haven't seen any new business as a result, cancel it and go on to something else.

Or maybe you have been spending a lot of time networking locally and it has not proved profitable. Your time can be better spent, so find another marketing strategy you enjoy and test it out.

Test, Track, Tweak!

Test out a marketing effort to see how much business it brings you.

Track the results. When you get a new customer, ask them how they heard about you. That way, you will know which of your marketing efforts are paying off.

Tweak! Always be willing to try new things if your current ones aren't producing the results you want.

Closing Comments

As you can see, I believe marketing should be something you enjoy and that it is an extension of who you are. My eyes were opened to this mindset by Paul and Sarah Edwards, authors of "Getting Business To Come To You."

Before I read their material, I thought of marketing as something to endure – a necessary evil. How effective can you be when you feel like this?

I have realized that there are so many ways to market a business, ways that I never considered as marketing before. But now that I think about it – why do you write an article, print a business card or ask for a referral from a satisfied customer? The answer - to let others know about you, what you know and what you offer.

The other point I want to make is that marketing does not have to be expensive. It may take some of your time, but it doesn't have to drain your wallet. There are many free ways of marketing yourself which will really get your name out there.

People will look for sincerity and enthusiasm in your marketing messages. If they don't find it, they will look elsewhere. You have to be excited about your business and let that come across, and the best way to do that is to choose marketing methods that you can do confidently and comfortably.

Become the one someone thinks of first when they need what you offer. Be the "natural choice" in your niche and you will have business coming to you!

Action Step: Think about what ways you have used to market your business so far. What ways have been successful? Can you do more of those types of activities?

If you haven't found much success yet through your marketing methods, don't be discouraged. The information in this report should all be good news to you. The fact that there are many ways to market your business that you

haven't thought of yet, and better yet, that you will enjoy – that is EXCITING!!!

Are you willing to invest in marketing your business so that you can share what you offer with others?



Laurie Neumann offers a thorough twelve-week course in Marketing, which includes personal coaching. These are not your typical “selling” approaches to marketing, but rather using the methods of marketing that fit with the personality God gave you. Let’s discover the best marketing activities for you together! You can get details at <http://www.christianhomebusinessconnection.com/home-business-marketing.html> ***Start enjoying your marketing!***