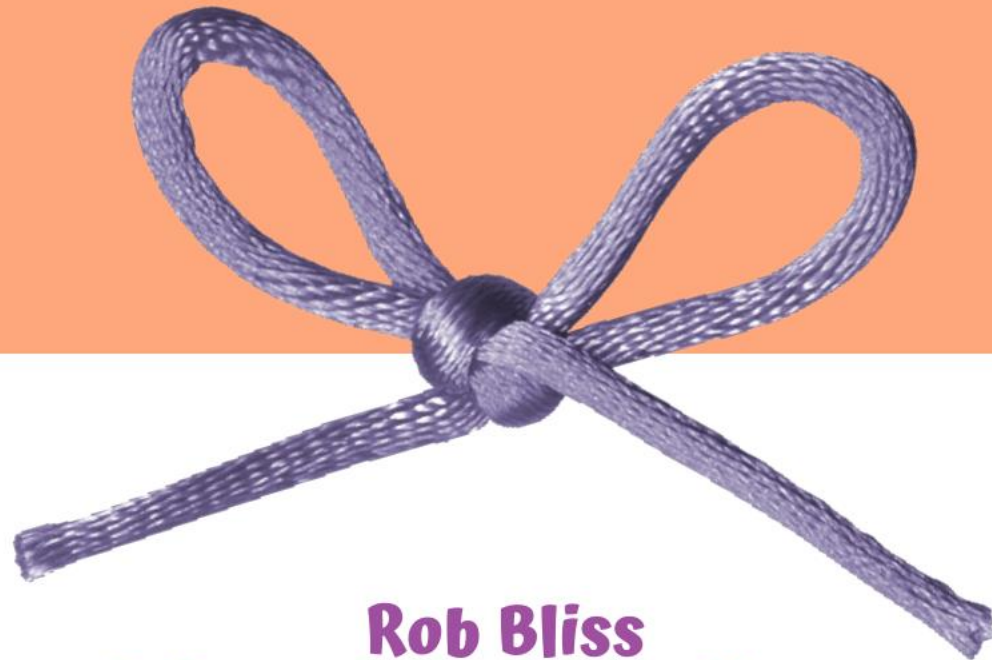


Marketing Your Business on a Shoestring Budget

AND DON'T FORGET ABOUT THE SALES PROCESS!



Rob Bliss
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My Story



I started my career in sales in 1983, answering the call of “what am I going to do when I grow up”. Sales became my new calling. I had no clue what sales was, I thought cold calling was a winter sport. The terms, closing, objections, rejection, the gatekeeper, call reports, features and benefits, was just a foreign language.

But I found the love of my life, my career, my passion, SALES. The world of making and creating new relationships, helping companies and people find what they need to help their business through new products or services. Discovering the wonderful world of striving to reach the top, growing and learning every day, striving to achieve personal and company goals, having fun, making money, being creative, meeting challenges, helping people, and most important finding the passion that drives me every day.

I have knocked on over 50,000 doors, made over 25,000 phone calls, presented over 5,000 proposals to decision makers, and given over 6,000 presentations and sold over 50 million dollars in equipment sales. But my most prized accomplishment is relationships I have made over the years, and the prospects and networkers who have become friends.

(p.s. the numbers above have not been authenticated, documented but the odds are that they are pretty darn close.) LOL.

My personal motto:

My past is behind me, my future is bright because I know the secret of the present and I will do something, and I will do it now.

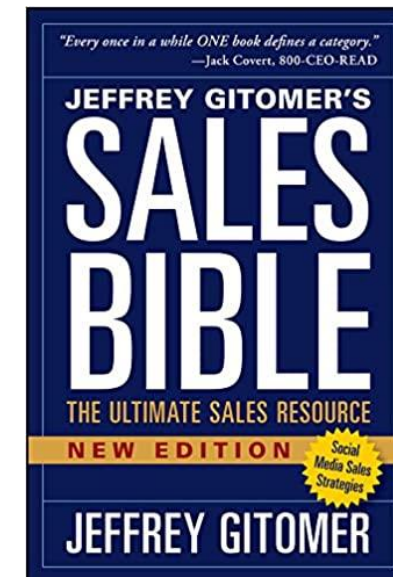
And I challenge you to “Find Your Something.”

What is marketing?

- Getting someone who has a need to know, list, and trust you.
- Telling people what to do, over and over.
- Marketing is a system not an event.
- The system must be documented.
- System built on sound marketing principles you constantly measure, innovate and refine the system.

What is sales?

- To provide a timely, cost-effective solution which naturally equates to a win-win situation.
- Sales is a matter of who you are, what your attitude is, and how dedicated you are to personal excellence.



My Journey

IF ONLY I COULD START OVER

- Get a system
- Mentor/Coach
- Always learning – Read books!
- Get an accountability partner
- Measure, review, innovate, refine

**I need to
grow my
business!**

Let me ask you a question.

- Can you show me your marketing plan?
- Can you show me your sales plan?
- Can you tell me your goals?
- Can you show me your accountability?

How?

What are you doing?

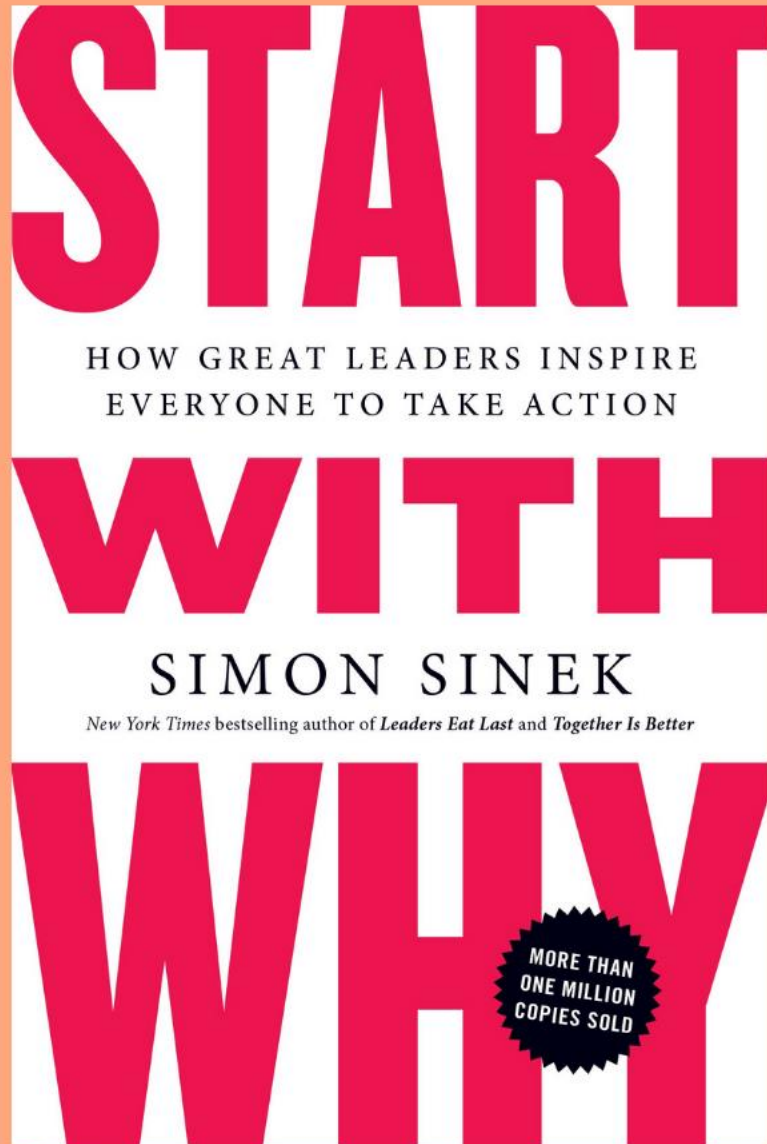
Is it working?

Let's create your DIY Lead Gen Playbook

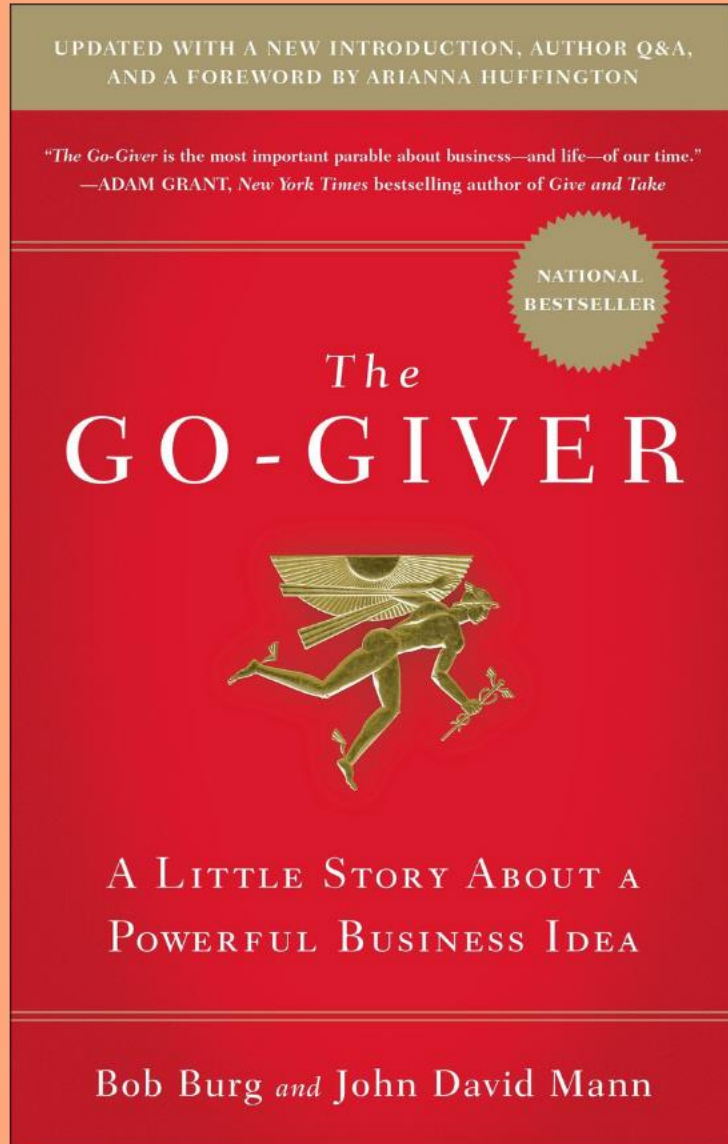
- Personal branding
- Be the Go-Giver
- Build your database
- Networking
- Joint venture
- Referral system
- LinkedIn/Social Media
- The Daily Plan – Your Action Plan

How to Make It Happen

- Be the expert
- Be consistent
- Be persistent
- Be the Go-Giver
- Be proactive
- Be focused
- Be disciplined



- The key to success is the belief in one's self-purpose. The why, the how, and the what are 3 steps to personal satisfaction.
- Is your marketing inspirational or manipulative? You should know why your customers are your customers.
- Your decisions should be consistent to your why. Companies and employees will be most successful if they make sure they both believe in the same things.



- You don't often get what you want... you get what you expect.
- Your true worth is determined by how much you give in value.
- Enlarge the number of people you serve.

"This book is just like its namesake—duct tape—it's good, incredibly smart, amazingly practical, and immensely sticky stuff. You can begin to put it to use immediately."

Michael Gerber, author of The E-Myth Revisited

Duct Tape Marketing

Revised and Updated



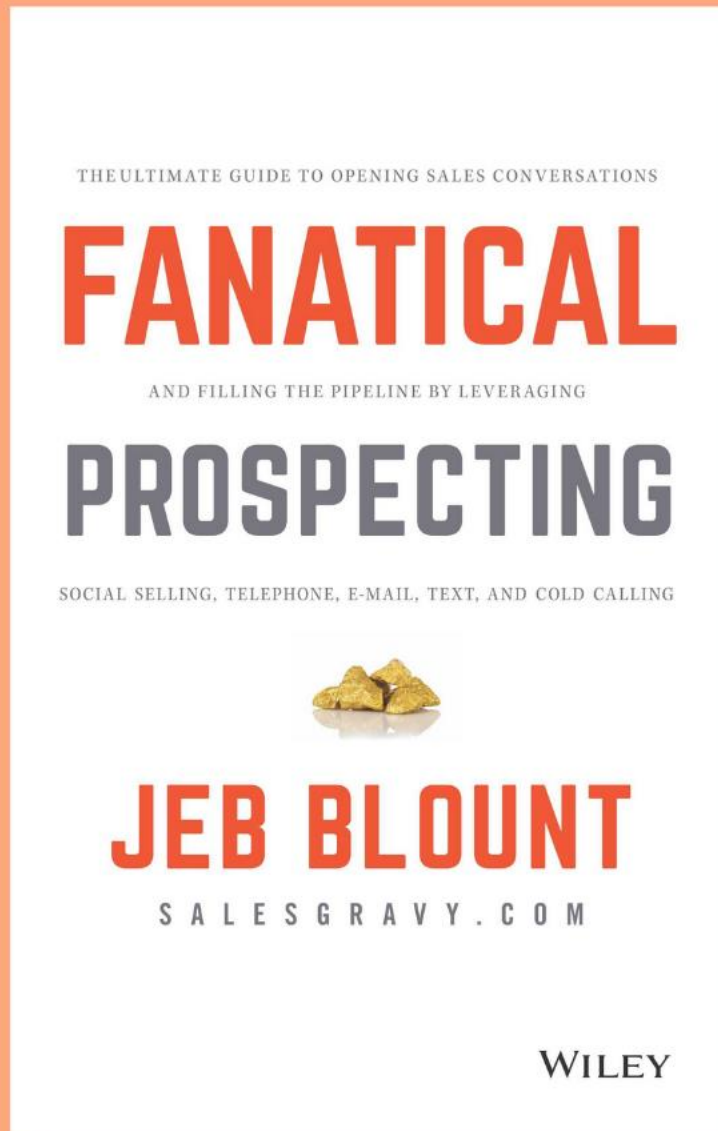
The World's **Most Practical**
Small Business Marketing Guide

John Jantsch

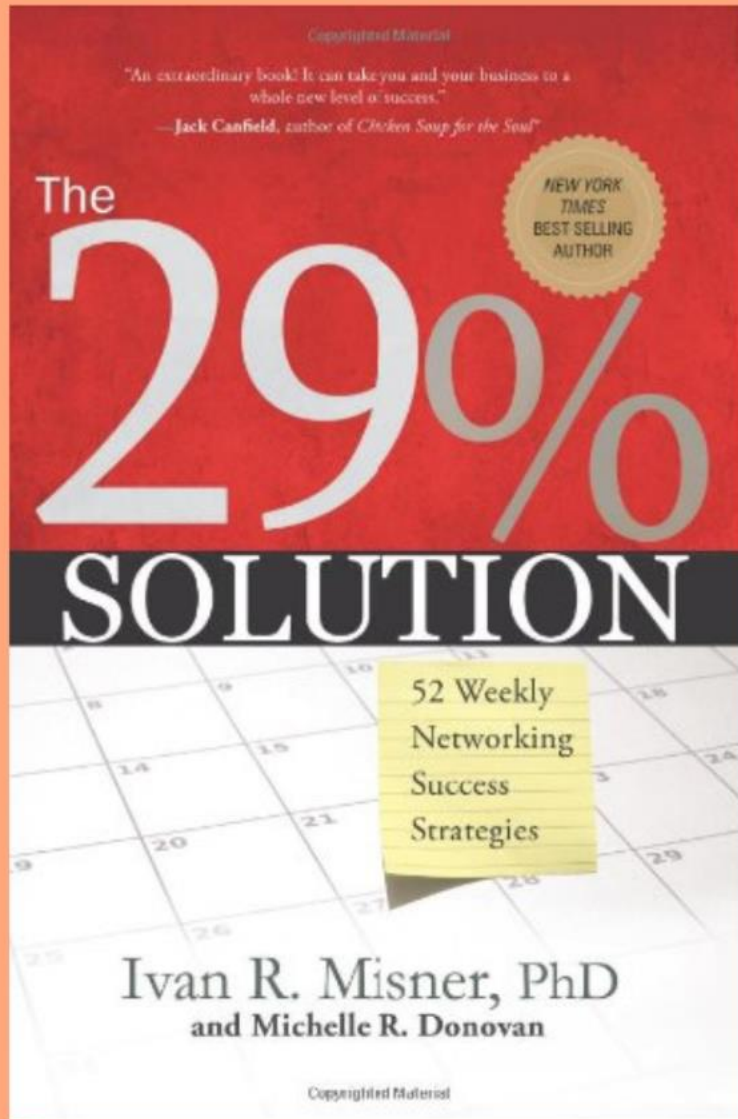
Foreword by Michael Gerber

FREE MARKETING AUDIT INCLUDED

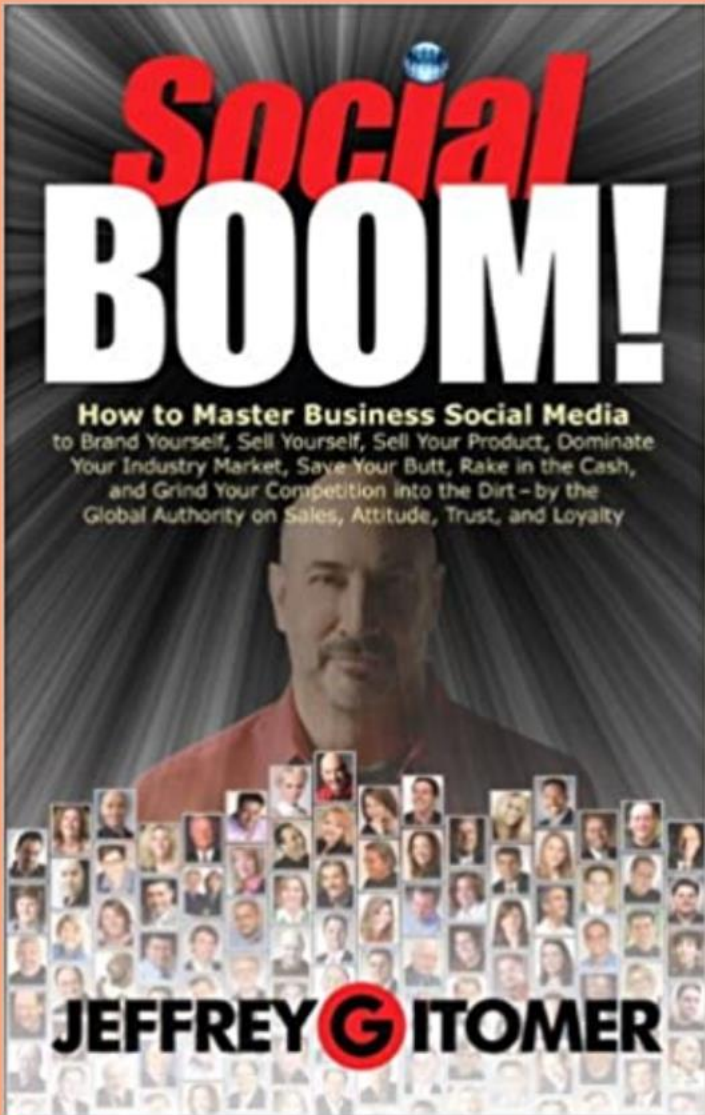
- Narrow market focus
- Think about strategy first
- Generate leads from many points



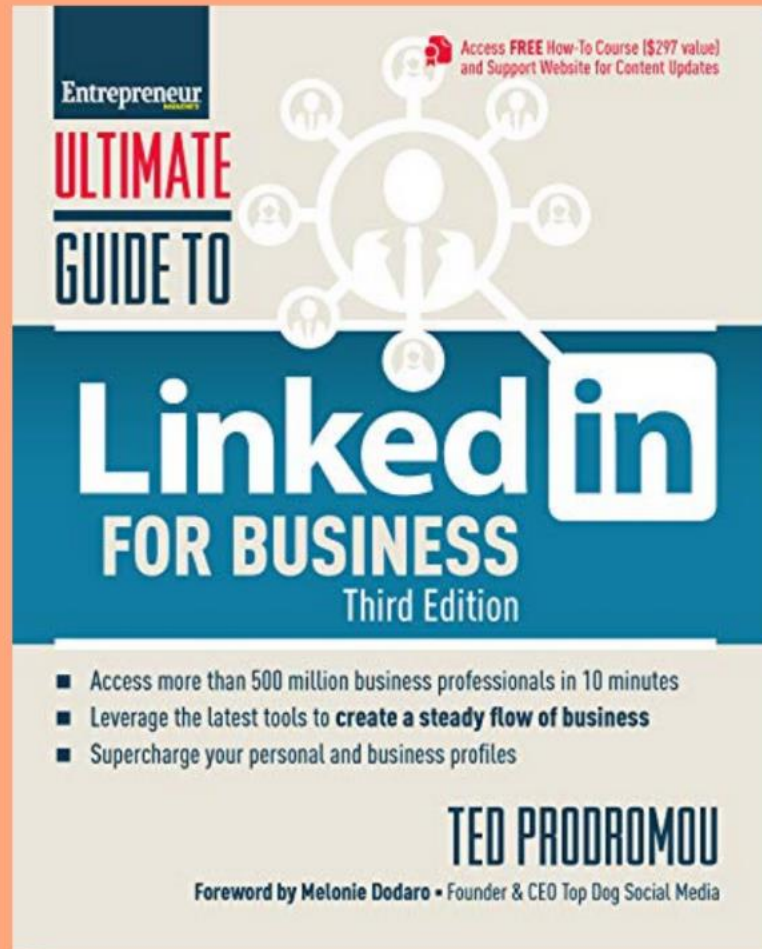
- Choose between what you want now and what you want most.
- Don't wish things were easier, wish you were better.
- 3 things to control in sales, business, and life:
 - Actions
 - Reactions
 - Mindset



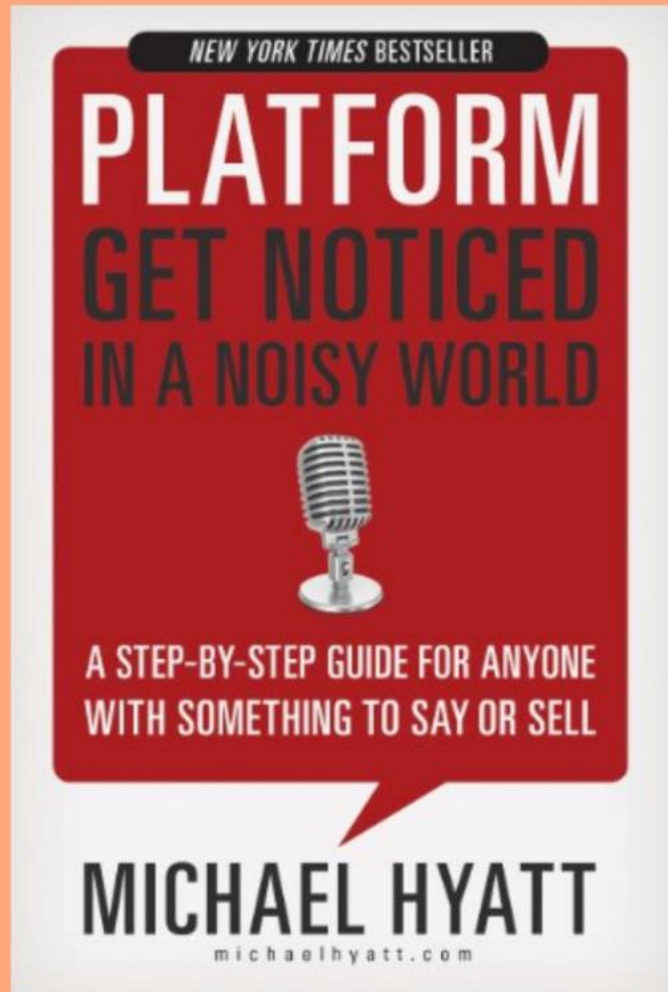
- Become the expert
- Capture your success stories
- Do what others don't



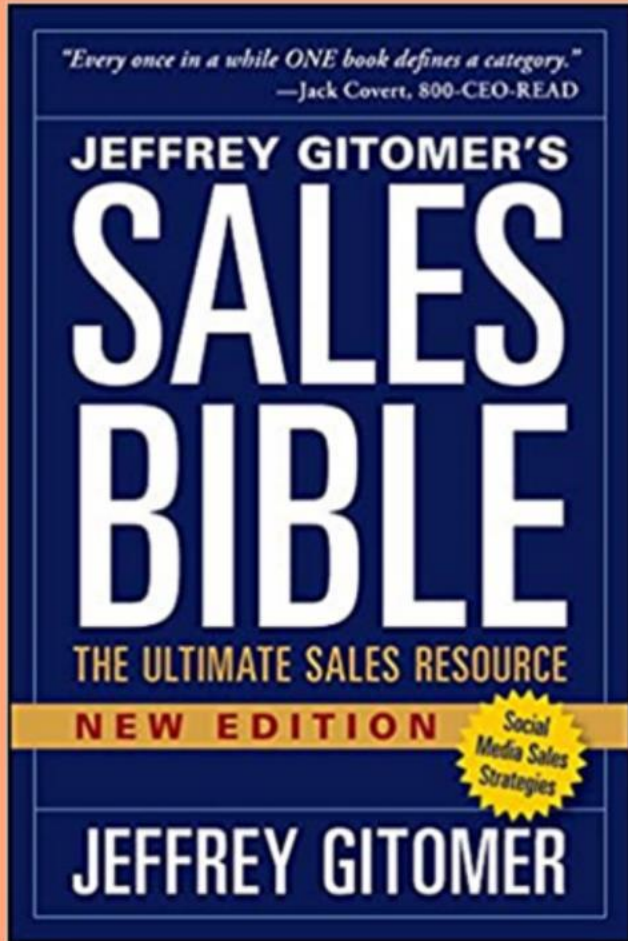
- Business social media requires an investment: your time.
- Start with information, then add insight.
- Start (or restart) your business social media outreach with purpose, plan, and design.



- LinkedIn is a “souped-up search engine.”
- Keywords are KING for LinkedIn searches.
- LinkedIn’s lead conversion rates are 3x higher than other major platforms.
- Over 20% of LinkedIn users can make buying decisions for their companies.



- Know your audience
- Know your brand
- Know your industry
- Ask your fans



- Failure is an event, not a person. Failure is not about insecurity, its about lack of execution.
- When asked a buying question, move in to close the client.
- Selling is not telling, its asking questions and listening.

Your Takeaway

- I hope you review these notes.
- I hope you really know “your why.”
- I hope you put your system together.
- I hope you get a mentor/an accountability partner.

Let me leave you with this...

A short poem, that I co-wrote that inspires me daily to become a better networker.

