


## 4 Simple Steps to Becoming Famous

	<p><i>Want to attract more business with less effort? Do you want a business in which clients seek you out? The best clients and customers are those who seek you out because they have already heard of you. If you want to eliminate cold calling, not spend a dime on advertising and have all the business you can handle than take your first step today.</i></p>
<p>Diana Gelow</p>	<p>Author of <i>Life by Design: A Women's Guide to Taking Back Control of Your Time &amp; Life.</i></p>

### *Read About These Simple Steps:*

1. Change your way of thinking. to add this new marketing strategy to your action plan you will need to be open and committed. to the outside world it may seem effortless but it will require some work on your part and long term commitment, but the payoff is HUGE!
2. Target the best prospects and define your niche. If you know who you want to reach and what their needs are, you can alter your product or service to fit the needs of your market. For example, one of my clients "Bob" found his target market by accident. He was hired to provide a service to a local winery here in the Napa Valley. After the service was completed this client referred him to another winery that had the

same type of challenges and issues. As my client begin working in this market niche he begin doing some research and found out what special needs were inherit to this specific group. Bob modified his marketing material specifically to address and market this special target market. This small business owner now dominates in this market place, his fees are higher and he has an endless stream of clients.

3. Brand your product or service. The Expertise Branding Strategy. Here are a few way in which to brand yourself as an expert:
  - a) Publish articles in trade magazines specifically for your target market.
  - b) Get interviewed in the media.
  - c) Give talks at groups comprised of your prospects.
  - d) Take a leadership role in networking organizations.
  - e) Host special events and invite prospects.
  - f) Package your expertise into books, seminars, and information products The Personality Branding Strategy. This strategy puts a human face on your business by bringing your personality to the forefront of your marketing and business identity.
4. Take Action. Begin implementing the following marketing strategies that work:
  - a) Attract media attention.-Position yourself as an expert resource.
  - b) Get an article into print.
  - c) Broadcast Media-Example; Be a guest on a radio show.
  - d) Get a website that features timely, useful information that can be viewed or downloaded.
  - e) Public Speaking- Example, sign up to speak at your local chamber.
  - f) Strategic Partnerships- Setup strategic Partnerships with similar businesses that target the same market.
  - g) Network- Who are the best members of your target market? Setup a "niche network."

h) Publish a newsletter or E-Zine to stay in touch with your clients and prospects on a regular, consistent basis. Remember, it's about defining your niche, targeting your market and developing a reputation as a great resource--trustworthy and knowledgeable. Get started now and increase your visibility, credibility, and reputation as an expert. Clients will come to you instead of you having to seek them out. Your sales cycles will be shorter, and the fees you charge can be higher.