

## Top 10 Tips: Marketing without Suffering for Today's Entrepreneur

There are many, many different great ideas about how to effectively market yourself and your business. There are as many rules as there are marketing experts. If you are not in the business of marketing, it can often seem like a big, fat chore - something you have to do to grow and thrive. So, why not make it easy on yourself, and why not have fun?

- No more round pegs in square holes!
- No more procrastination!
- No more exhaustion!

Here's what the Entrepreneur's Coach, Joan Friedlander, has discovered about how to build your business without all that suffering.

1. **Utilize and leverage only your strengths** in all your marketing activities. Write if you are a writer. Speak if you are a great speaker. Meet with prospects in person if you excel at one-on-one relationships. Lead workshops if you are a great teacher.
2. **Simplify and focus your efforts:** Belong to **no more than 3** networking organizations that reach your target market. Go deeper rather than wider.
3. **Establish relationships and partnerships** with key people whom you also happen to really like.
4. **Love your target market.** Gear all marketing activities to your target market. If you like your prospects and customers you will have more fun talking to them about business.
5. **Honor your values and interests:** Choose only marketing activities and organizations which values and activities align with your own values and interests.
6. **Learn and master essential marketing techniques and tactics** so you know how and when to focus on what kinds of activities to successfully grow your business. Remember to leverage your strengths!
7. **Listen 80% of the time; talk 20% of the time.** When you listen to people you learn a lot about what they need. You become even more adept at meeting those needs because you are paying attention.
8. **If you are lousy at it, give it away.** Not a writer but you have a lot to say, hire a ghostwriter. Want a website but can barely use email, hire a web developer. Hire a marketing coach or consultant. Yes, ask for and pay for help.
9. **Approach marketing like a vegetable garden.** Plan marketing campaigns to take advantage and capitalize on the cycles of your business. The gardener plants seeds at pre-determined times, prepares the soil, waters, adds fertilizer, pulls weeds, and trusts the maturation process.
10. **Stay focused on your purpose and vision.** It's easy to lose sight of your vision and purpose when you are in the trenches. Stay focused on them and you replace perspiration with inspiration.

If you find yourself suffering, stop. Look to see if you have lost touch with your vision, purpose, values, interests or are simply trying too hard to be who you are not.

**Stop the Suffering!**