



Creating Order
from Chaos

Professional Organiser Training

Module 7 – Marketing Your Professional Organiser Business

What is Marketing?

Marketing. noun. : The total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.

(Dictionary.com, based on the Random House Dictionary)

Marketing. : The activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. The four 'Ps' of marketing are Product, Place, Price and Promotion.

Many people believe that marketing is just about advertising or sales. However, marketing is everything a company does to acquire customers and maintain a relationship with them. Even the small tasks like writing thank-you letters, playing golf with a prospective client, returning calls promptly and meeting with a past client for coffee can be thought of as marketing. The ultimate goal of marketing is to match a company's products and services to the people who need and want them, thereby ensure profitability.

(Investopedia.com)

What is Good Marketing?

Good Marketing is

- Repeatable
- Client Attraction
- Connects with your ideal client

Branding

Consistency is the key. Now that you know who you are talking to with your Marketing, it's important that everything you do, say, or be has a consistent message.

A consistent message will prevent confusion. It will portray you as being reliable, trustworthy.

What sort of things make up your brand?

- Business name
- Logo
- Website
- Business card
- Brochures
- Advertising
- Personal presentation
- Phone manner
- Products
- Pricing
- Demeanor
- Equipment (including car)

Are there any incongruent messages in your current branding?

The Product

Now you know who is buying from you, and they know who you are through your branding, what will they buy?

2 Ways of Looking at the Marketing Funnel



The Place

Where will your business and its services be located?

- Your local area?
- CBD?
- Online?
- Shopfront?
- Country area?
- Suburbs?
- Internationally?

The Price

Why would you want to give away things for free?

- To build trust
- To demonstrate your expertise
- To convey your personality
- To connect
- To go viral
- To build your database
- To leave them wanting more

The pricing and value of your products will carry a message to your potential clients. Again, consistency with your branding is the key.

Other factors to consider when setting a price

- Target market
- Experience
- Location
- Professional Organisers are not cleaners

Needless to say, no matter how you price your services, if the client doesn't feel they received good value, they won't return or recommend your work.

The Promotion

How will you promote your product? Where will your clients find you? The answer depends largely on your target audience, your branding and your budget. What kind of things will you say? What sort of “voice” will you use? What will others be saying about you?

Look out for new opportunities. When I started my business, Social Media Marketing was unheard of and a business without a website was not unusual. Things are very different now.

Here's what I've had success* with

- Business card
- Yellow Pages
- Online “Find an Organiser” listing
- Expo/Exhibition
- Networking
- Social networking
- Email marketing
- Newsletter
- Website
- Blog
- Public speaking
- Publicity
- Car signage
- Article writing
- Google Adwords
- Strategic alliances

* Note: Success = breaking even or better.

Strategies I've tried without success

- Brochures
- Letterbox drops
- Advertising

Strategies I haven't tried

- Office signage
- Telemarketing
- Billboards
- Radio
- TV
- Large-scale competitions
- Sponsorship
- School newsletters

What else can you think of?

The Pitch

The fifth P in Marketing, the Pitch, is what you say when you're at a networking event, or talking to someone at a dinner party, and they say, "So what do you do?"

Your pitch (some call it the 30-second elevator speech) works best when it invites further conversation and concisely describes what you do, rather than just your title.

Practice makes perfect. Say it and say it until you can say it in your sleep. And then say it like it's not rehearsed. 😊

You will have a few different pitches in your tool kit. Bring out the appropriate one for the situation.

What will your Pitch be? Here are a few different techniques to develop your pitch.

Pitch Strategy 1

Write down...

3 words to describe your right fit client

1. _____
2. _____
3. _____

1 problem or fear they have _____

1 solution you provide to that problem _____

How that solution makes them feel _____

Now insert those words into this sentence...

I work with (insert short description of your right fit client),
who struggles with (insert problem or fear)
by (insert your solution)
so that they (insert the benefit and how they will feel differently)

I work with _____
who struggles with _____
by _____
so that they _____

Pitch Strategy 2

“People say...”

Tell an engaging story or scenario about what your clients have said about you. Transformation stories are very powerful and a great conversation starter.

Pitch Strategy 3

“Let me ask you a question”

Before giving details about you and your services, ask a clarifying question or two.

For example:

- Do you know someone who could be more efficient if only they could get organised? (Follow up with how you could or would help that person.)
- What were your goals this year? What stopped you from reaching them? (Follow up with how being organised could have helped them achieve those goals.)
- Is there a space in your home that seems to attract random boxes and piles? (Follow up with how you love to transform those spaces so they are useful again.)

Test and Measure

For each Marketing strategy, you can set up a testing mechanism.

What level of success will you expect? How will you measure for that success?

One of the easiest things in Marketing to test and measure is the Pitch. You will know right away by people's reactions if you've made a connection. But for all others parts of your Marketing, you will need to test and measure in a more methodical, scientific way. Or else, how will you know if your efforts have been worthwhile and worth repeating?

Your Marketing Dollar (and that includes your time) is precious. But so is your energy. As well as ROI (Return on Investment), consider ROE (Return on Energy).

Which Ones First?

Choose 3 Marketing strategies to commence with.

Strategy	Budget	Expected Results	Actual Results	Start Deadline