

23 WAYS
TO MARKET YOUR
BUSINESS
& TAKE IT
NEXT LEVEL

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Hi, I'm Emma Ward

**BUSINESS MINDSET COACH FOR FEMALE ENTREPRENEURS
WHO ARE READY TO TAKE THINGS TO THE NEXT LEVEL.**

I started my entrepreneurial journey 10 years ago as a
Personal Stylist.

I went from a shy introvert who did anything I could to
hide behind my laptop to speaking to roomfuls of
women; being featured in large publications and
international magazines as well as BBC radio and
newspapers. Not to mention over doubling my salary as a
former primary school teacher.

**Helping other entrepreneurs have the mindset and
marketing strategies to get visible so they can get
paid to do what they LOVE is my passion.**





This is for you if:

- You've been running a business for a while.
- You know who your Ideal Client is.
- You're good at what you do (scratch that - you're amazing at it).
- Your clients get fantastic results.
- But you could do with some more clients coming your way.
- You feel like a best kept secret.
- You're ready to take your business to the next level.

Next Level Visibility | Next Level Clients | Next Level Income

**NEXT LEVEL RESULTS COME FROM
NEXT LEVEL MARKETING**



**AND I'M ABOUT TO SHOW YOU
23 WAYS EXAMPLES**

FIRSTLY - ASK HER

Before you rush into marketing yourself make sure you know exactly WHO your Ideal Client is and what her biggest struggles are.

Don't assume you *know* what your Ideal Client wants.

Guessing this is what will keep you where you are right now. It's also the quickest way to waste time and money.

Survey and interview your Ideal Clients.

Get people on the phone and then take copious notes!

Do this and then apply it to everything below...



1. Social Media

Okay, so this one is pretty obvious. I'm guessing you're already on multiple platforms already.

So, how do you take your social media to the NEXT LEVEL?

- a) Don't try to be everywhere. Choose 2 platforms you know your Ideal Client LOVES (mine are Facebook and Instagram) and show up there CONSISTENTLY.
- b) Talk directly to your Ideal Client and her pain points (struggles) in a way that gets her to engage - comment, like and share what you're doing.
- c) Show up MORE. Be even more visible. Make a plan on how many times you'll post each week and stick to it. Let people know what to expect from you and when.
- d) Post VIDEOS of yourself. This is the fastest way to build the KLT factor (know, like, trust) because people get a true sense of who you are. I'd highly recommend you do LIVE videos. **This one step alone transformed my business.**
- e) Share PHOTOS of you. Have a photoshoot and bring out your personality. Make sure people get to see YOU. We want to see your face and your body. No more waiting to lose x amount of lbs etc. You're more than good enough exactly as you are!
- f) Show us the REAL you. People buy from PEOPLE. So make sure we get to know about not just your business but what makes you different from everyone else in your industry. Facebook and Instagram 'stories' are great for this.

1. *Social Media*

SOCIAL MEDIA PLATFORMS I'LL FOCUS ON:

#1

#2

HOW OFTEN I'LL POST A VIDEO:

HOW OFTEN I'LL POST A PHOTO OF MYSELF:

2. Lead Magnet

Create a lead magnet (also called an opt-in). This is a freebie gift that helps your ideal client with a problem they have.

People will get this freebie in exchange for giving you their email address.

To be a success you need potential clients to KNOW you're an expert in your field. But, if you're anything like I used to be you may worry about giving away too much for free.

I learnt the hard way that that's one of the biggest mistakes you can make in any business.

I know it sounds rather counter-intuitive but you should happily be sharing lots of your best content.

Let's be honest, if they can buy a book on it or Google it then you shouldn't be afraid of writing about it!

Make sure your lead magnet is packed full of value.

Make this NEXT LEVEL stuff and you will attract next level clients who value what you do.

I did a Facebook LIVE video all about the what, why and hows when it comes to lead magnets and the reason they get you PAYING clients. [Click here or on the image to the right to watch it now.](#)



2. *Lead Magnet*

LEAD MAGNET IDEAS

#1

#2

WHERE I WILL PROMOTE IT:

#1

#2

#3

3.

Up-level your Email Marketing

You'll have collected people's emails in exchange for your lead magnet.

Don't just send one email out and then let that list stagnate.

Set up an automated funnel (series) of emails to welcome your new subscribers.

Keep sharing valuable information. Make a real difference in the life of your Ideal Clients.

You'll want to tell them HOW you can help them but I say you need to SHOW them too. Every single one of my clients has said they hired me because I helped them in some way before they got in touch. Either through my lead magnet or a Facebook Live, a how-to email or an inspirational post.

Be consistent with how often you send out content. Decide which day/s you'll email and put it in your calendar.

Content ideas on WHAT to actually send to your email list: how-tos; tools; resources; behind-the-scenes; case studies; links to your blog/podcast/video; testimonials; inspirational stories; answers to their questions; and of course special sales and offers. **Don't feel afraid to sell to your list, just make sure you give them a heck of a lot of value first.**

It does depend on your industry/ideal clients but I would say you need to be communicating with them at least twice a month.

Please note: Make sure you get people's permission before you add them to your email list - it's illegal to spam people.

3. *Up-level your Email Marketing*

HOW OFTEN WILL I EMAIL MY LIST: _____

THE DAY/S I WILL EMAIL MY LIST: _____

TYPES OF EMAILS I WILL SEND:

4. *Speak at a Local Event*

It's too easy to want to remain behind our laptop.

But if you want to take your business to the next level then you need to be SEEN.

And being a guest speaker instantly establishes you as an expert.

This was one of the ways I transformed my first business as an Image Consultant.

Yes I was terrified the first few times but I soon grew to love it and got booked up to a year in advance.

These are some of the places I was a guest speaker/expert for:



Brainstorm different places your ideal clients are and offer to go and give a talk/presentation/workshop. This may take you out of your comfort zone - but that is EXACTLY what we're after here.

4. *Speak at a Local Event*

TOPICS I COULD TALK ABOUT:

#1

#2

#3

#4

PLACES I COULD GIVE A TALK/PRESENTATION/WORKSHOP:

#1

#2

#3

#4

5. *Donate a Service to Charity*

I used to do this all the time (especially as an Image Consultant/Personal Stylist). It was amazing who got to hear about my business.

I simply started off by offering FREE services for local charities to use for their auctions. I also offered to speak at their events.

I then got contacted by the Prince of Wales' charity: The Princes' Trust to run a catwalk event for them.

MacMillan Cancer Support booked me to be a guest speaker for two of their local events.

Another local charity hired me to run a Style Party for some of the carers in the community.

CHARITIES I COULD OFFER MY SERVICES TO:

#1

#2

#3

#4

6. *Host a Webinar*

I'm guessing you've attended at least one webinar?

Now it's time to host your own, if you haven't already! If you don't feel confident running it via video then you can host it as a conference call instead.

What are you an expert in? What are you most confident to share information about?

Create and run a webinar on that - show up as the expert.

Essentially, you're teaching people online and then you can tell people about the next step they can take i.e. hiring you to help them even further.

WEBINAR/TRAINING IDEA:

#1

#2

#3

#4

7. Ask for Referrals

Don't be afraid to ask your past and current clients to refer anyone they think will benefit from your services.

After all, birds of a feather flock together so it's very likely that your favourite clients will know and be friends with similar people.

Think about who you most love/d to work with and get back in touch with them.

Tip: Make sure you thank the person who referred you. Sending flowers or even a box of chocolates goes a long way. This not only shows you're appreciated but they'll be much more likely to refer you again.

PAST/CURRENT CLIENTS I CAN ASK TO REFER ME:

#1

#2

#3

#4

#5

8. *Go to New Networking Events*

I know, I know. I used to dread these things too.

Everyone seems to be out for themselves and there's usually at least 3 other people there who do what you do too, right!?

Well, I want you to take this to the NEXT LEVEL.

Don't see this as a place to find new clients!

Wait, what!?

That's right...this is a place to CONNECT.

Use this as a place to build contacts and ASK people if they know of any other places your ideal clients will be.

Ask people if they know of places you can go and speak at.

People are so used to expecting people to PITCH to them that they'll be only too happy to speak to someone who isn't going to try to sell to them before they've even finished a handshake.

And make sure you ask THEM who their Ideal Clients are too and if you know where they could be then share that with them!

REMEMBER: NEXT LEVEL BUSINESS COMES FROM NEXT LEVEL ACTION

8. *Go to New Networking Events*

MEETUPS/EVENTS I WILL ATTEND:

#1

#2

#3

#4

HOW I WILL DESCRIBE MY IDEAL CLIENT TO PEOPLE:

9. *Host a Networking Meeting*

As well as going to a networking event, you could actually START your own.

This means you will be seen as an authority in the area, so to speak.

You will be drawing people to you and it will get your name known.

Make sure you have gorgeous marketing materials (business cards that are eye-catching and unusual. Moo.com do great ones).

PLACES I COULD HOST A MEETING:

#1

#2

#3

#4

10. *Run a Challenge*

Create challenges on Instagram or Facebook (or other social media platform)

Choose something your Ideal Clients want to learn about or be held accountable to actually do and run a 3/5/7 day challenge.

And it's even better if you do this via video because it will quickly add the KLT factor

Show you know your stuff and how you can help your Ideal Client.

Get people to sign up to join so you receive their email address too. You need to make sure you give them an additional incentive to do this otherwise they may as well just follow you on Facebook etc.

I ran my first challenge 4 years ago (see images below) before Facebook Live was even a thing. I literally just recorded 5 different videos on my phone, uploaded them to YouTube and emailed them out to my list and shared on social media.

I've run different challenges since and they're always great for building my list and getting paid clients!



10. *Run a Challenge*

CHALLENGE IDEA:

#1

CHALLENGE LENGTH:

CHALLENGE IDEA:

#2

CHALLENGE LENGTH:

11. Collaborate

Find someone who complements your business, meaning they have the same Ideal Client but provide a different service and collaborate with them.

For example:

Personal Stylists linking with Hairdressers.

Business Coaches linking with Web Designers.

Massage Therapists linking with Personal Trainers

This is one of the main ways I built my business as an Image Consultant/ Personal Stylist. I also collaborated with high street stores in London. I made sure I chose the ones I knew my Ideal Clients would shop at. The images below are of me speaking at 2 different events I arranged in London stores.



11. *Collaborate*

PEOPLE/PLACES I COULD COLLABORATE WITH:

#1

#2

#3

#4

THE DATE I WILL CONTACT EACH PERSON/PLACE:

#1

#2

#3

#4

12. *Create a Video Series*

Be SEEN! Give value. Think about a problem you can help your Ideal Clients with

Think about all the questions your clients have before they sign up to work with you.

Create a series of videos answering these questions. and add it to your website explaining what you do.

Share it/them on YouTube and every social media platform you're active on.

FREQUENTLY ASKED QUESTIONS I CAN CREATE VIDEOS ON:

#1

#2

#3

#4

13. Interview Someone

Okay, not just someone or ANYONE but someone your Ideal Client would love to hear from.

Want to increase your exposure even further?

Find someone who is already speaking to your audience and ask to interview them.

You could do this as a Facebook LIVE or a podcast.

PEOPLE I COULD INTERVIEW:

#1

#2

#3

#4

14. *Reach out to the Media*

Get in the paper.

Get in the local paper.

Get featured in a magazine.

They are always looking for and needing new content. Reach out and provide them with that content!

I've been featured in newspapers and on the BBC radio. I was absolutely terrified at the time but I reached out anyway.

MEDIA I WILL CONTACT:

#1

#2

#3

#4

15. *Guest Blog Posts*

Again, find where your Ideal Clients hang out and get in front of them.

What blogs are they reading?

As long as they aren't in direct competition (as in they aren't doing exactly what you are doing) reach out and offer to provide a value-packed blog post for them to share with their readers. Make sure you link back to your lead magnet so you can generate new email addresses.

PLACES TO GUEST POST:

#1

#2

#3

#4

16. *Be a Guest on a Podcast*

This is the same as above, except an audio interview.

Podcasts are becoming more and more popular - both for people starting their own and people listening to them so use that to your advantage.

Find someone who has a podcast and a similar audience to you (but doesn't offer the same service) and reach out to them.

PODCASTS I'D LOVE TO BE A GUEST ON:

#1

#2

#3

#4

17. *Get Featured in Large Publications*

All exposure is great but if you want **NEXT LEVEL** then I know you'll want to be featured in larger publications like Thrive Global, Huff Post etc.

It's becoming a lot easier to make this happen and become a contributor and therefore get your name out there!

Make a list of the places you'd like to be featured and then read through exactly how to submit articles to them. **Think BIG here! You want to get as much exposure as possible.** I used to write for a very well-known weight-loss company (when I was a Personal Stylist) purely because I reached out to them.

PLACES I'D LOVE TO CONTRIBUTE TO:

#1

#2

#3

#4

18. *Facebook Live Videos*

I know I've mentioned this a few times already but it really does deserve its own feature.

Facebook LIVE videos are much more likely to get seen (than a text post or even an uploaded video) because more people tend to engage on/with them and, because of this, Facebook will show them to more viewers. **There's no point in having thousands of followers if hardly any of them are getting to see your posts.**

I love Facebook LIVE for the simple fact that you can get completely unique content. Your Ideal Clients will love this too!

Doing regular Facebook Live videos took my business to the next level. Get comfortable in front of the camera. Show up and talk about the topics you know your Ideal Clients are desperate to learn about.

FACEBOOK LIVE VIDEO IDEAS:

#1

#2

#3

#4

19. *Contact Past Clients*

Contact you past clients.

Do they need your services again?

What would be the next step in their journey and how could you support them?

Provide a NEXT LEVEL program/service for those people. And then ASK them if they are interested.

PAST CLIENTS I CAN CONTACT:

#1

#2

#3

#4

20. *Do a Giveaway*

A giveaway is different to a challenge.

You could do a giveaway of products but if you (as a service-based business owner) want new clients, it's important to offer one of your SERVICES.

You don't want to attract people who are only interested in winning that cool T-shirt, book, mug etc. You want people who are actually excited about what YOU have to offer!

THINGS I COULD OFFER IN A GIVEAWAY:

#1

#2

#3

#4

21. *Up-level your Facebook Group*



If you have a Facebook group, it's time to take it NEXT LEVEL.

If you don't have one then I'd create one asap.

Get new NEXT LEVEL Ideal Clients into your group.

How? Think about how you can make your Facebook group different. Ask people in your group. Make it feel exclusive and then get new blood into your group.

WAYS I CAN TAKE MY FACEBOOK GROUP TO THE NEXT LEVEL:

#1

#2

#3

#4

22. *Join a Telesummit*

A telesummit is when someone assembles a series of experts to talk about a specific topic. The speakers are each interviewed and the online event is launched over the course of a series of days for a large audience. Everyone shares it to their list so the potential for exposure and growing your list is HUGE.

Make sure you take part in ones that your Ideal Client will be interested in 1) because you'll be able to get in front of new people and 2) you'll be required to email your own list about it.

The more visible you are the more likely you are to have people reach out to you to be part of their summit.

But rather than waiting around for that to happen, you can find people who have already organised a telesummit and reach out and tell them who you are, what you do and that you'd be interested the next time they run one.

PLEASE NOTE: The majority of tele summit hosts require you to have an email list of at least 5000 so get busy building yours.

22. *Join a Telesummit*

TELESUMMIT HOSTS I CAN REACH OUT TO:

#1

#2

#3

#4

23. *Be an Expert in a New Area*

Want Next Level clients? Ready to take your business in a new direction?

Go and find new places where these clients already are and show up as an expert. Whether that's different Facebook groups, events, organisations, shops etc. This is the time to get your creative juices flowing; as you've gone through this guide, are there other places you know you could show up?

Offer your services for free. You don't have to offer your entire services (and I wouldn't recommend that you do) but choose one part of it and let more of your Ideal Clients experience how incredible you are at what you do.

OTHER PLACES I KNOW MY IDEAL CLIENTS ARE:

#1

#2

#3

#4

NOW YOU HAVE 23 WAYS TO GET YOU & YOUR BUSINESS OUT THERE AND SEEN AS THE EXPERT IN YOUR FIELD.

Don't let this overwhelm you.

You can pick the ones that excite you the most and begin there.

I WANT YOU TO HAVE THE BUSINESS YOU CRAVE AND I KNOW UPPING YOUR MARKETING AND THEREFORE VISIBILITY WILL HELP YOU DO JUST THAT.

IF YOU HAVEN'T DONE SO ALREADY, MAKE SURE YOU JOIN MY FACEBOOK GROUP WHERE I SHARE DAILY TIPS & MOTIVATION

Join Now

