

“ Admit It: You have No Marketing Budget and Haven’t Touched Your Marketing Plan In Ages (If You Have One)”

*“Marketing Principles and Strategies:
Tools to Assist your Company’s Marketing Efforts ”*

Coach Michael Washington
coachmichael@wcgfl.com / www.wcgfl.com
 919-859-5885

Washington Consulting Group 

“Helping your business GROW is our business”

Coach Michael Washington

- Have coached numerous people and have seen the transformation from bondage to freedom
- Was a partner in a small business, and understand the joys and challenges of business ownership
- Masters degree in Electrical Engineering from NC A&T
- MBA from Fuqua Business School from Duke University
- Business coach, mentor and trainer ...




**The ONLY
Failure
Is the Failure to
PARTICIPATE**

Give 100% today and you’ll get 100% ...

Are you Above or Below the line?

Ownership
Accountable
Responsible

Results

Blame
Excuses
Denial

Reasons



What I want out of today ...

Be as specific as YOU can ...



What you can expect from the seminar...

BFO's...



Blinding Flashes of the Obvious...

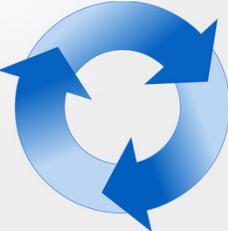
Agenda

- Review the Business cycle...
- Discuss the two sides of business
- Discuss tips on building a marketing campaign for growth...
- Discuss marketing options

Washington Consulting Group 
"Helping your business GROW is our business"

Business cycle

Getting the work



Getting Paid Doing the work

"I was in a rat race until I stopped being in love with winning contracts and became obsessed with making money through contracts." Dr. Melvin Gravely

Most people only ever have a ...

J
u
s
t
O
v
e
r
B
r
o
k
e



The #1 most common challenge among business owners:

I need more customers!



The 2nd most common challenge among business owners:

I need to make more revenue!



The 3rd most common challenge among Business owners is:

I need to increase my

PROFITS!



The 2 sides of a Business...



Delivering your products and services to the marketplace:

DISTRIBUTION



Getting the marketplace to come to your products and services:

SALES & MARKETING

The 2 sides of a Business...

Where do we spend our time?

80-90% of our time is spent on Distribution!



Why aren't we marketing our business?

The Accounting View...

Your accountant will teach you that Sales & Marketing is an:



Expense

The Entrepreneurs View...

Sales and Marketing is an ...



Investment

For every dollar out, more dollars should come in ...

So....

1. What is your marketing plan? What are you currently doing?
2. How much have you budgeted for marketing? How much do you plan to spend for marketing?

Marketing Is ...

Communication & Education

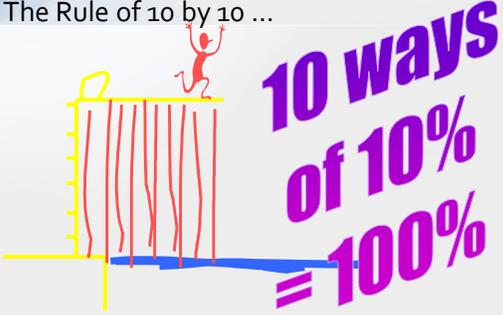
Let people know ...

- What's available
- What are the benefits
- What to buy
- How to choose
- How to buy from you

Marketing is not just advertising ...

Marketing starts before the first purchase and continues well after the sale...

The Rule of 10 by 10 ...



**10 ways
of 10%
= 100%**

Building a Marketing Campaign ...

Who?



Make a list of **your target market** segments, niche's or groups ...

Having a Single Target Market is one of the Biggest Fallacy's in Marketing Today ...

Target Marketing is about ...

Chunks

Who is your Ideal Client?

Your Ideal Customer ...

A WESOME
B ASIC **80:20**
C an't Deal With
~~**D** ead~~

Building a Marketing Campaign ...

Where?

Where will you find them in the highest concentration ... ?



Building a Marketing Campaign ...

What?

What is your offer going to be, and what do they want to buy ... ?



2 Different Forms of Pricing ...

Discounting vs Adding value

Discounting

- Reducing your price
- Reducing your profit
- Giving them more for less ...

Adding Value Means ...

- Giving true service ...
- Upgrading them ...
- Giving them more than they expect ...

Building a Marketing Campaign ...

Why?

Why do they want to buy it ... ?

What are the BENEFITS ... ?

Building a Marketing Campaign ...

How?

How will you communicate your offer to them ... ?



Attention Interest Desire Action

Marketing options...

1. Networking
2. Cold calling
3. Website
4. Internet
5. Direct mail
6. Referrals
7. Trade show
8. Social Media
9. Blogging/ newsletter
10. Doing good work

Quick Keys to Marketing Success...

- *Take a good look at your marketing... increase what is working & revise what isn't*
- *Understand in detail the characteristics, wants, behaviors etc. of your customers and adjust your message*
- *Deepen your contact/relationship with your current customers*
- *Diversify your customers and products (no more than 20% of revenue from one source)*

Seek Advice From Your Professional Team....

- Accountant: budgeting, cash flow...
- CPA: taxes, financing...
- Business Banker: financing, savings...
- Business Lawyer: bankruptcy, collections...
- Insurance Agent: exposure, liabilities...
- **Business Coach: strategy, planning...**
- Family: reality check, support...

Invest in yourself



Books CD, DVDs, workshops Business Coach

To finish up ...

- ✓ To do list
- ✓ Quick Review
- ✓ Q&A

◆ Top 5 List

◆ 1. _____

◆ 2. _____

◆ 3. _____

◆ 4. _____

◆ 5. _____

Coach Michael Washington
4909 Waters Edge Dr.
Suite 212
Raleigh, NC 27606
919-859-5885
Coachmichael@wcg1.com
www.wcg1.com



Washington Consulting Group 
"Helping your business GROW is our business"
