

claim your
SPOTLIGHT

**The 5 Simple Powerful Marketing
Strategies to Attract More Ideal Clients, So
You Can Experience More Joy, Satisfaction
& Profit in Your Business**



Cindy Earl
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About Cindy Earl

SO, Here's my "official bio"...

I'm Cindy Earl. My passion and purpose is helping women live their dreams on their terms. I've always believed that if you do what you love, the money will follow; and many of my clients have proven just that.

As a consultant, coach, trainer, author, speaker, marketing and business growth strategist for more than 16 years, I've consulted with hundreds of service-based business owners and entrepreneurs on marketing strategy, PR, lead generation, branding and sales.

I'm the author of 2 books: *"Claim Your Spotlight: Become an Instant Expert in Your Niche & Walk the Red Carpet to Business Success"* and *"The PR Spotlight System."* Some of my articles have appeared in FoxBusiness.com, BLUE by Cox Business, Cleveland Business Connects Magazine, Inside Business Magazine, COSE Update Magazine, The Cleveland Plain Dealer and ABC- TV. I also got to be a contributing author in the New York Times Best Selling – Book Yourself Solid 2nd edition, by one of my mentors, Michael Port.

My professional training includes certification as a Registered Corporate Coach, Book Yourself Solid Coach, Social Media Manager, a professional development trainer through DDI, as well as a Master's Degree in Higher Education Administration and Bachelor's Degree in Organizational Communication from Ohio University.

On the community side, I currently serve as Director of Business Development for Aviatra Accelerators in Northeast Ohio, a non-profit organization that helps women to start and sustain businesses by giving them the resources and education they need to be successful. I was also privileged to serve as a Business Advisor and Alumni Manager for the Goldman Sachs 10,000 Small Businesses program. I'm also a member of NAWBO (National Association of Women Business Owners).

OK, that's the official business side, but here are a few *FUN FACTS* about me:

- I'm a "Mompreneur" and wife with two teenagers. I was inspired to start my own business after the birth of my daughter.
- In my pre-entrepreneurial life I was a marketing director and administrator for several colleges and universities, including Kent State University.
- I've lived in Akron/Canton & Cleveland, OH, Charlotte, NC and Nashville, TN.
- I'm fiercely ambitious, sometimes to a fault.
- I've suffered from fibromyalgia (a chronic pain, fatigue and nervous system condition) for 20 years – another life circumstance that led me to start my own business, so I could take better care of my health and work on my own schedule.

- I love 80's music and have been known to throw a good dance party 😊.
- I love to travel, read, watch movies and binge-watch a few TV series (Bravo TV Real Housewives anyone?).
- I have a really big heart, although I sometimes like to keep in hidden below a tough exterior 😊.
- I care deeply about leaving the world a better place than I found it, and making it kinder and safer place for all women.
- I'm a huge Cleveland Cavaliers basketball fan, as is my whole family (that's a picture of us when the Cavs won the NBA Finals)!



Now you know a little about me, let's focus on YOU and the 5 simple strategies to help you get more ideal clients, so you can experience more joy, satisfaction and profit in your business!

Remember, when you shine your light, new clients are only the beginning!

Cindy

First, A Defining Moment

In 2001, I took a leap of faith and left my job with plans to start my own freelance marketing/PR business on a very part-time basis, while working at home so that I could take care of my newborn daughter, my health and build a career for myself based on my needs.

I was so excited that I leapt into my new venture without regard for any research, planning, funding or realizing how tough it really is to start a business. I just knew that I was good at what I did. For the first several years in business, I really struggled. I did all the traditional things I thought I should do to market my business back then – direct mailings, letters, advertised in local papers, had expensive full-color brochures printed, etc. Yet, nothing I did attracted any clients.

As I was very slowly building my business, I was approached to start a local chapter of a national women's business organization. Starting this new group from the ground-up was quite a challenge, mostly because I had absolutely zero marketing budget or funding of any kind. Other people, including my family, told me I was crazy to accept such a position, but I followed my gut. I knew that organizing an association would get me out in the community in a big way

It turned out to be one of the best decisions of my life because it opened me up to a new world of possibilities and connections (authors, speakers and business consultants). Little did I know, the monthly networking events I hosted became my "always have something to invite people to offer." (See strategy 5 below).

I started to implement creative, no-cost marketing methods and within months, my chapter membership skyrocketed. I loved what I was doing and became very passionate about helping other women to market and promote their businesses. Soon, women started asking me for coaching and advice on how they could use marketing techniques to build their businesses and attract more clients. I knew that I had found my passion and purpose as a business coach and mentor to women entrepreneurs.

I registered for a reputable training program and became certified as a Registered Corporate Coach (RCC). A year later, I joined the Book Yourself Solid Coach Training Program with business expert and best-selling author Michael Port (BookYourselfSolid.com). And no, I couldn't afford it, but I also couldn't afford NOT to do it. I immersed myself in learning from him and the other members of the group, who are still my colleagues and friends today.

Recognizing that social media was the future of marketing, I sought further training and also became certified as a social media specialist, personally trained by the immensely talented and widely recognized Facebook guru Mari Smith (marismith.com).

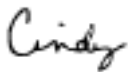
Since then, I've helped hundreds of women entrepreneurs grow their businesses. I have always been a marketer and that's what I do, but my unique gift is inspiring women to do big things in the world by helping them tap into their own unique talents and leverage that to make an even bigger difference in their own families and in the world.

From the deepest core of my being, this is what inspires, drives, connects and reconfirms my commitment doing the hard work it takes to help more women start and sustain businesses and be more successful in the world. Beyond money, what really matters to me is impacting women's lives for the greater good.

You can do this! In the following pages (and accompanying videos) I will show you exactly how to attract more ideal clients so you can experience more fun, satisfaction and profit in your business. These strategies are very simple, but not easy. It takes dedication and daily steps to implement what you'll learn and consistently put yourself out there and continually make offers to your ideal client prospects.

Good luck and remember I am here for you if you need me – if you want to chat personally, you can schedule a complimentary phone meeting with me at www.ClaimYourSpotlight.com/apply.

Warmly,

A handwritten signature in cursive script that reads "Cindy".

OK, Let's Get Started!

Strategy Number 1: Know Why People Buy What You're Selling

EXERCISE:

Develop a list that starts to identify what your clients are actually buying when they are buying your services. List what they are actually buying here.

What are your clients' Urgent Needs? (Hint: An urgent need is something a person wants to get away from, like not enough income, a bad staff person, a marketing plan that isn't working.)

1. _____
2. _____
3. _____

What are your clients' Compelling Desires? (Hint: A compelling desire is what the person wants to move toward, such as a six-figure income, a staff that works cohesively and well together, an automated marketing plan.)

1. _____
2. _____
3. _____

What Investable Opportunities are you offering your clients? (Hint: These are the products and services you offer prospective clients.)

1. _____
2. _____
3. _____

After you've completed each exercise, review what you've discovered. Now, every time you communicate in person, through writing, on the Internet, in an advertisement, on the phone, etc.... articulate and re-articulate these Urgent Needs and Compelling Desires.

Strategy Number 2: Choose Your Ideal Clients

Start to define who your Ideal Clients are and the qualities that your Ideal Clients possess.

Here are a few of my clients' essential qualities to get you started:

- * Bright (full of light and easily excitable)
- * Resilient (keep coming back for more)
- * Courageous (dream big)
- * Think big (their projects benefit large groups of people)
- * Naturally collaborative (they contribute to and focus on their outcomes)

Now, come up with your own. What are the essential qualities you want your Ideal Clients to possess?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Strategy Number 3: Develop A Personal Brand

There are two levels to your brand identity:

1. Your "why you do it" statement; and
2. Your "who and do what" statement

EXAMPLE:

- My why I do it statement: "I'm the women's business expert and advocate."
- My "who and do what" statement: "I help women entrepreneurs who work for themselves to create relentless demand for their products and services."
- Your "why you do it" lets others know what it's like to be around you.
- Your "who and do what" statement lets others know exactly what you can help them do.

WRITTEN EXERCISE:

Your "why you do it" statement _____

Your "who and do what" statement _____

Take some time to craft these two statements, and try them out on 3 or 4 friends or former clients, people you can trust to give you honest feedback. You'll be able to tell immediately if your statements have energy and are bold, because you'll get an immediate positive reaction from others.

Develop your "Who and Do What" Statement, using your answers to Strategies 1 and 2, then plug into this easy "Elevator Pitch" statement...

WRITTEN EXERCISE:

You know how some... (Describe the people or businesses you serve)

Which means that... (Identify the Urgent needs and Compelling desires they have)

Well, what I do is... (Introduce your investable offering(s))

It means that... (Describe the outcome of your offerings--the benefits)

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Fantastic job! Practice your talking points until they come to you easy, smoothly, and quickly. You'll find yourself much more at ease when you are talking to potential clients.

Strategy Number 4: The Simple Selling Process

If you remember this, you'll never have to sell again. Think in terms of solutions and problems solved. If you do that simple thing, clients will beg to work with you. You are a service professional... a life-long advisor. When you have fundamental solutions to help others, it's your moral imperative to show and tell as many people as possible. You are changing lives!

So inquire, "What is your goal?"

Then show... "What are the benefits you will achieve when you accomplish your goal?"

Then offer... "Would you like a partner to help you with that?"

That's IT! Practice the Simple Selling System.

Call up a colleague or a friend and ask them to practice with you. It's really the only way that you'll get better at the sales conversation. You've got to create habits of making offers. Using the Simple Selling Process is simply the best way that I know how. So call a buddy now... go ahead and press the buttons and practice.

Strategy Number 5: Self Promotion Is Easy And Fun

In order to promote yourself, your services, and products, your Ideal Clients need to know what you know on a deep and meaningful level. They need to know that you have loads and loads of Investable Opportunities that are based on their Urgent Needs and their Compelling Desires.

The best way to do this is to have a few compelling offers that have no barriers for entry. We call this "Always Have Something To Invite People To" (or AHSTIPTO for short). Here are a few examples of things you can do to keep an AHSTIPTO on your calendar; ready for people you meet who are your ideal clients.

- A free teleseminar or conference call that helps your ideal clients solve a problem.
- A small group discussion over lunch on a topic of interest to your ideal clients.
- A weekly webinar in which you share your expertise and answers questions from those who attend.
- A weekly newsletter (sent by e-mail) that offers valuable content to your ideal clients.
- A CD or DVD from you about a particular topic of interest to your ideal clients.

Mine is my Red Carpet Women Network events - quarterly networking events for women in business. I get to meet new people who fit my target market of women entrepreneurs and they get to know my work with a one-to-one, personal connection.

What kind of compelling "always have something to invite people to" marketing strategy can you create? That's the first self-promotion strategy I want you to consider.

Try it out by making a list of your ideas here:

Now, pick just one to set up as your very first AHSTIPTO. Schedule it, and every time you have a simple sales conversation make sure that you invite your potential ideal client to join you. It's no risk to them, and it helps you build your credibility, visibility, and expert status.