



Marketing 101

Or

How to Attract More Clients and Customers

By

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During the last 30 years in the business and metaphysical worlds, I have seen many businesses come and go. I have seen incredibly talented people – store owners, astrologers, massage therapists, psychics, and others – begin their businesses full of hope and excitement. I see them spend a fortune on supplies and stock or to organize an event. Then I see them six months to a year later with all hopes deflated while they close their business and return to a 9 to 5 job.

Every time this happens, it makes my heart sigh. If only these wonderful souls had known more about business, if only they had known more about how to market themselves. To fill this hole of knowledge, I wrote a book especially for people with a holistic mind-set. The book is called *The Entrepreneur's Toolbox* and has everything a person needs to set up a business, market it to success, and then expand or even sell it.

I am going to share some marketing information here. This is a very basic presentation. To actually walk through this process in greater depth, refer to the book mentioned above. It is available through the Commanding Wealth website.

Steps to Take

1. ***Know what you want to do.*** What are your goals? What sort of business do you want to create? Will it be a small local business or is the world your marketplace? It is funny how many business people never sit down and get clear on this first step. What do you want? Answer this in writing.
2. ***Who wants what you have to offer?*** Sit down and, in writing, develop a profile of these people who would want what you have to offer. Many people make the mistake of thinking that everyone wants what they have to sell. Then they spend a fortune marketing to everyone when only a few people are their real target market. Find your target market. Write down a profile of your ideal customer or client.

3. **How can you reach these people?** Where do they shop? What do they read? Where do they hang out? Do they use the internet? Write down how you can find these people so you can give them your message.
4. **Design your message.** Who are you and what can you do for your target market? Put everything in terms of what you can do for them, not in terms of what they can do for you.
5. **Develop your plan.** How much can you budget for your marketing? No matter how much or how little you can allocate to marketing, come up with a budget. Decide on how you will use this budget. Come up with a plan for the next twelve months. It can take time for people to find you, to resonate with you, so you will want to make a twelve-month plan.
6. **Be consistent.** Whatever you decide to do, plan on doing it consistently for a long enough period of time that you can see results. If you change your plan every month, you are not giving it time to work. Imagine planting a garden and when flowers don't come up in the first week, digging up all the seeds and starting over. You wouldn't do that to your garden. Don't do it to your business.
7. **Keep records of results.** Keep track of how people find you so you can do more of what works and less of what doesn't.
8. **Use your tools.** You have fabulous tools at your disposal. Apply them to your business life and watch it grow! You know about the One Command – use it!

You are in business to fulfill your soul purpose and to share your gifts with others. Besides being good at what you do, be sure you spend time and energy connecting with the people who are looking for you. Develop your marketing plan and then use it!

Krysta Gibson is the owner of New Spirit Journal newspaper as well as Flowing River Consulting. She is the author of three books and a CD program. Learn more at www.krystagibson.com.