



Early Childhood Investigations Webinars

NO CERTIFICATES FOR TODAY'S SESSION

## Marketing Basics for Consultants

Who Serve Early Education

How to use personal branding and professional inbound marketing tactics to attract clients.

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### Tips for today's webinar...



- Share ideas and tips in the questions pane.
- Slides are in the handouts pane.
- TONS of content! We will go fast!
- Save questions for the end of the webinar.
- Buckle your seatbelt!

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#### Today's plan

- Get over the M-word
- Learn to define yourself as a consultant
- Explore marketing tactics to connect with clients (and partners)
- Learn about new resources

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You are here because...

You want to grow your consulting business.



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Poll

How do you feel about marketing yourself?



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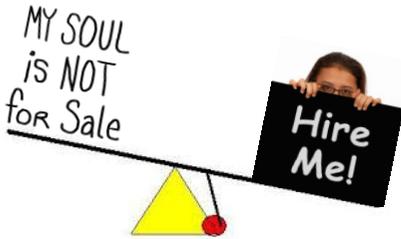
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Let's face it: It can be uncomfortable selling yourself (or anything else!)



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But, if your primary goals are to...



You can't achieve them unless you become comfortable making yourself known.

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*Think of marketing as education!*

*Educating people about your accomplishments, skills and knowledge is not boastful or crass.*

**Demonstrate humility, integrity & authenticity**

and prospective clients who need you will respond positively.

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Defining your brand

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Consultants sell themselves through “personal branding.”

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Questions to help you define your brand




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POLL

When it comes to branding, have you...




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Example:

judyjablon    about my work    how i can help    resources    collaborations    blog    contact



JudyJablson.com | PowerfulInteractions.com | LeadingforChildren.org

Know someone else who has a strong brand? Share the name in the Questions Pane.

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### Your product is YOU.

What you offer to clients must be...



Adapted from monigle.com

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### You know your product.

Now define who your brand serves.



### Identify and think like your clients

Understand and appeal to their...

Challenges | Needs | Wishes | Aspirations | Preferences | Priorities

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### Thought leadership is the living, breathing social proof of your brand.

Share your expertise to:

- attract your target clients
- build credibility and trust
  - offer solutions

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Thought leadership for inbound marketing

Create and distribute content with “value” so your target audience wants and/or needs to connect with you.



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2 Now that you know your brand, how do you market it?

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## Marketing

Marketing **activities** are the **processes** for creating, **communicating**, and delivering **offerings that have value** for **clients, partners, and society**.

(Adapted from the definition from the American Marketing Association)



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### The 4 Ps of Marketing



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### POLL

How did you learn about today's webinar?

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Website **Your web presence should include**

- About Your
  - Services
  - Products/Books (if you have them)
  - Unique value
  - Process
  - Areas of expertise
  - Types of clients
  - Geographical area
- Contact Information
- Links to social medial presences
- A form to sign up for email
- Testimonials
- Calls to action



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Website



You have only 15 seconds to capture visitors' interest.



Your homepage better explain who you are, what you do, and what the visitor can do on the site

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Website

**Your website should:**

- be appealing to the target audience
- use direct language
- include minimal text, and lots of graphics
- be uncluttered and easy to navigate
- be optimized for multiple devices
- constantly change and grow
- be optimized for search engines
- include calls-to-action (tell people what to do with action verbs)



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Networking



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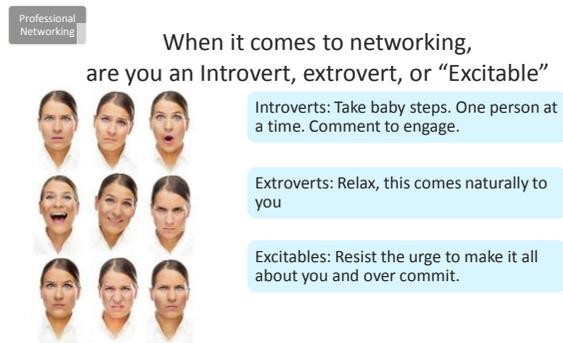
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## Where to network

### IN PERSON

- Conferences
  - National
  - Regional
  - Local
- Local meetings where your target audience convene
- Make an event!
- Opportunities lie everywhere!

### ONLINE

- NAEYC's Hello
- Other organization forums
- LinkedIn and Facebook groups
- Twitter chats
- Anywhere you can "converse"
- Opportunities lie everywhere!

Have an idea? Type it in the questions panel!

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### Social Media

## Social Media

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### Social Media

Social Media starts with something to say

Content is the magic fairy dust for your brand because it demonstrates authority, knowledge, skills and insight.




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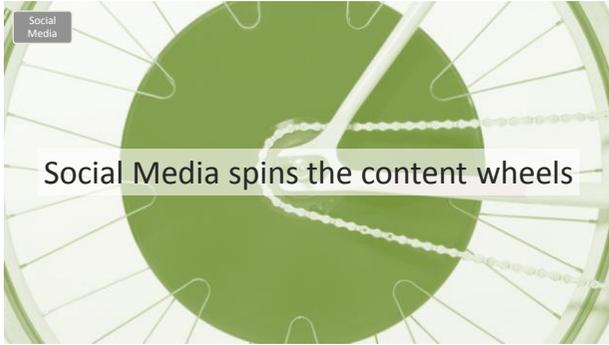
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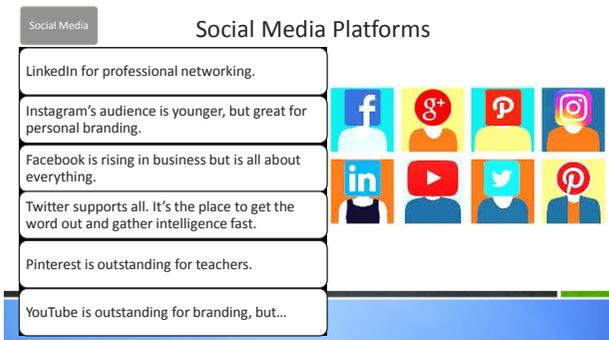
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Social Media

### LinkedIn Growth

Link with people with similar interests and roles, influencers in the field, and your target clients.

Start with people you have worked with. Then, the people to whom they are connected.

Join 50 groups your target clients might join. Interact by commenting on posts by others and post links.

Download the LinkedIn app and use it whenever you have downtime.



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Directories

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Directories

### Directories: Specialized online Yellowpages

Specific to ECE

- [Early Childhood Investigations](#)
- [Jobs@HeadStart](#) (California HSA) <https://jobsatheadstart.org/consultants/>
- [NHSA](#)
- [Indeed](#)

Various consultants

- Profinder on LinkedIn
- Local Solo
- [Freelance Directory | Society of Professional Journalists](#)

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Presentations

Presentations

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Presentations

Regardless of the size, presentations draw audiences who are interested in the specific expertise you have to offer.



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### Tips to get started presenting

- Get on the “request for proposal” lists of organizations that host conferences
- Don't be shy! They are looking for content.
- Start with local and regional conferences and work up to national conferences.
- If you publish, present on your articles or books.
- Partner with others who are be more experienced or complement your expertise.

If you have a tip or know a GR8 conference for presenters, type it into the Questions Pane.

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### Articles and Books

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Articles & Books

The ultimate credibility builder, attraction tactic, thought leadership:

## Become an author

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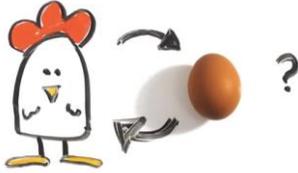
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Articles & Books

### The marketing benefits of being an author

- Show your expertise
- Build trust
- Attract exactly the right clients
- Give you content to share
- Opportunities to create new services or products
- Opportunities to present
- Exposure, potentially Internationally




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### A few tips for aspiring authors

- Don't be afraid to propose ideas to publishers..
- If books have already been published on the topic, offer another perspective.
- Check the proposal guidelines.
- Be confident in your expertise.
- Meet publishers at conferences.

#### Two webinars for aspiring authors:

##### Book Publishing for Aspiring ECE Authors,

Presented by NAEYC and Redleaf Press

Recording:

[bit.ly/ecebookauthor](http://bit.ly/ecebookauthor)

##### Writing Articles for ECE Journals,

Presented by NAEYC and Exchange Press

October 5, 2017

[bit.ly/ecejournals](http://bit.ly/ecejournals)

Have a tip? Type it into the Questions Pane.

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Email

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Email




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Email Basics

The Goal: Get recipients to take action.	Often overlooked: Strategies to grow your list.	Should include more than announcements about you.
Light text, moderate images. Lots of links. Calls to action.	Subscribe to lots of email lists to learn from others.	
Repurpose content. (But only your own!)		

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Email Subject lines are (almost) everything!

If they don't open they won't click

The Science of Email Marketing | Hubspot



Have a tip? Type it into the Questions Pane.

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Word of Mouth

Word of mouth

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Word of Mouth

That trainer from last week's session really says what she knows and does what she says. Hire her!

**Word of Mouth**

"Earned" raves are more valuable than any other intentional strategy you can deploy. Now, how do brands earn raves?

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Word of Mouth

### WOW them with WOM!

Deliver at least what you promised.

Accept feedback graciously.

Engage with influencers.

Partner with colleagues.

Be accessible, helpful, positive.

Never disparage the competition.

After the engagement, ask for referrals.

Ask for testimonials.

Give referrals.

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What is on your mind?



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