

AUDIO TRANSCRIPT

17 Avenues to Solo Success Audio Course

by Jennifer McCay



Jennifer McCay

Transcript from the **17 Avenues to Solo Success** audio course

During this audio course, small business branding expert Jennifer McCay discusses 17 key ways you can boost your solo business.

You'll find the complete transcribed audio course below, including all links and details to get started boosting your business and your bottom line!

LESSON 1

Hi, my name is Jennifer McCay. I'm the founder of Avenue East, and I coach small businesses – and independent professionals in particular – on how to attract more clients more easily.

Welcome to this audio program about the **17 Avenues to Solo Success!**

If you are in the business of providing services for a living but you're not yet seeing the kind of success you always wanted, stay tuned because in a moment, you're going to learn plenty that will help you! In fact, go ahead and grab a pen and paper so that you can take notes as you go.

Before I go any further, indulge me for just a moment while I let you know where I'm coming from. I was a writer and editor for a few years after college. One thing led to another, and I ended up moving to Europe, where my writing skills helped me land a job as a copywriter in a huge ad agency with branches all around the world. But I quickly found out that I didn't have a clue how to sell things with my words – so it was time for a crash course in marketing psychology.

I read everything I could get my hands on, started writing more effectively, got promoted, and did well for myself, so I decided that I could make it as a freelance copywriter.

Let's just say that it didn't work out quite like I had planned. Oh, I had plenty of work headed my way, but not from enough clients for me to feel comfortable. My biggest client was my former employer! I was making good money, but if my #1 client had stopped sending work my way, I'd have been broke within 2 months.

I hate to admit it, but I gave up and got another great job at an ad agency where I took over responsibility for developing marketing and branding strategies for clients like Adobe and Sony Europe. And during these years, in addition to learning a lot about how businesses really work and helping them make lots of profits with my team's work, I had something of an epiphany.

I realized that even though I had a great job and the responsibility for mentoring a whole team of marketing professionals, I really did want to go solo, I really wanted to be in business for myself – and I had a sort-of “a ha” moment in which I realized that if I was going to make a go of this, I had to do things differently.

I realized that I hadn't treated my OWN small business like I treated my clients' HUGE businesses. I mean, it's funny to think that a trained marketing professional would make such a mistake, but I did the first time I tried to go it alone.

So I mapped out how I would treat my own business as if it were a client's – actually a good long time before I actually launched the business, I started planning. No, I wouldn't have a multimillion dollar budget or the need for as many fancy marketing tools, but there were SO many strategies that I used to come up with ideas for my clients – like when I (along with my team) developed strategies and copy for Europe's largest catalog for Sony every 6 months, one of my many projects. Or when we came up with ways to launch Adobe Acrobat to a whole new market on a tiny budget compared to what you might think a big company like that would have. And strategies like these also worked for my own marketing, just applied in such a way that they worked for my small shop.

Somehow when I had gone solo before, it's like I lost sight of the goal of being in business for myself – namely, the goal was to make money consistently, just as any other business did.

I'll get back to this in a moment.

But first, to make a long story short, when I moved back to the U.S., within a few months I started my own business, Avenue East, and since then I've helped plenty of solo professionals and small shop owners just like you achieve success using the same principles that I learned down in the trenches working for big clients. But of course I've scaled everything so that it meets your small business budget, your unique needs, and the fact that as a small business owner, you have to wear a lot of different hats every day.

I help all kinds of small business owners move forward and achieve success – and in my work, I've identified 17 key traits that successful solo pros pretty much always have, without exception, that lead to their having more clients than they need and

more profits than they ever expected. And the best part is that YOU can learn how to accomplish YOUR goal to succeed as a consultant or coach, even if you've been struggling up till now.

It's never too late to learn.

And if you're just starting your business, even better because you can start out right!

That brings me to today's introductory lesson – which is actually a key principle that I want to drive home to you.

For starters, you'll notice that I mentioned the need to turn a profit when I talked about my own experience as a failed freelance copywriter a number of years ago. If you're like most of my clients, you went into business for yourself because you love what you do. Unfortunately, unless what you love to do is promote your business, you're probably not making the kind of money you always dreamed of.

And you really must understand that **your job in your business is to seek out new profit sources.** In other words, **you're in business so that you can make money.** That has to be the first goal. Your "product" if you will is your expertise – and that's the commodity, to use a big business word, that you're selling. It doesn't matter if you're a solo shop or a fancy ad agency or a multinational – you're there to turn a profit.

In case this goes against your nature, let me say this: I sympathize, and I was once in your shoes. It hurts to have to think that you can't only do what you want to do and make money at it. But if you want to start being as successful as the folks who are at the top in your field, you must embrace this and make it a part of you.

It's so important that I'll repeat it: You're in business to make money first, and the skills that you have as a coach, consultant, trainer, nutritionist, or whatever it is that you do for a living come second.

Now, that's the most important principle you could ever possibly learn if you're committed to reaching the top in your field – or even if you just want to make a few thousand more dollars each year without having to work so hard to achieve it.

And it doesn't mean that quality doesn't count. Of course it does, and it's been my experience both as a solo professional and as someone who has hired plenty of them (freelance copywriters, editors, consultants, designers and transcriptionists to name a small handful), most solo professionals are dedicated to quality in a way that big businesses can only imagine because they can't afford the same level of personal attention – or perhaps don't even value it.

But let me say this:

To paraphrase an old saying, if you hide your light under a bushel, no one can see it. So marketing your business, exposing it to the people who want what you know – who need your expert help – is absolutely critical to getting the kinds of results you really want for yourself.

So let me ask you this: Do you think you currently treat your small business as a business? Do you currently spend enough time marketing your business (and by the way, that doesn't mean you have to spend all your time!)? Are there things that come to mind right now that you can change to ensure that you are on track?

And that wraps up today's introduction to becoming a successful solo professional. In the next 16 installments, you'll be learning the key traits and critical marketing insights that will help you get ahead of the rest. And don't worry! This is the longest lesson because it lays the groundwork for all the rest. In each of the upcoming lessons, you'll learn simple principles in just a few minutes at most.

Just make sure to take notes each time and commit to actually putting what you learn into action!

Talk to you again soon! In the meantime, I wish much success to you and your business!

LESSON 2

Do you ever wonder why it is that some consultants are always booked up while others struggle to find a small handful of clients?

Hi, this is Jennifer McCay with today's lesson on the **17 Avenues to Solo Success!** Today I'm going to share with you a trait that's true for all the truly successful solo out there.

If you don't have your notebook handy, grab it because this is one of the most important characteristics you can have if you want all the business you need ... and likely even more!

The 2nd important avenue to success that highly successful solo professionals have is they provide solutions to their clients.

What does that mean?

You need to tailor what you offer so that you meet the needs and desires of your clients in a way that **takes the decision-making out of the process** for them.

I'll repeat that: you need to tailor what you offer so that you take the decision-making out of the process for your clients.

Life is busy, your clients are just like you in that they have complicated lives, they're barraged with making decisions about the things in their lives that they are experts at themselves (in their profession, I mean), but beyond that, it's hard to find the time to learn all you need to take care of certain things in your life that are important, but not your area of expertise.

For example, most of us have to rely on our doctors to provide the medical advice to solve our medical problems.

Doctors prescribe medicine and behavioral changes that are the solution to your health problems.

That's the idea in a nutshell of providing solutions.

But now let me bring this closer to home for you as someone who consults for a living, regardless of the type of solo business you have:

Clients come to you with problems, and you provide them with answers that solve their problems.

And one of their absolute hugest problems is deciding how to get started. So it's your job to determine how best to package your services and other money-making items so that you meet their needs and again – solve their problems.

Here are some steps to help you through the process:

1) Pay attention to what your clients keep asking for over and over. There will be similarities that you can see if you look over your client records.

For example, a dietician might put together a consulting package that closely examines what a person's family eats over the course of a week, analyzes it, and gives a simple, straightforward eating plan to make sure that everyone in the family stays on track for a set price.

More often than not, hourly services are NOT what your clients want – they want a package deal that helps them understand what they're getting at the outset.

2) Think about the best way to group your services so that you are able to help your clients in the best possible way.

In other words, you know how your clients can benefit from your services best.

A dating coach I know puts on dating skills workshops to teach you how to flirt and get to know people who might become the love of your life because she feels that the one-on-one help is the best way to show people how to behave in order to meet people more effectively.

3) Think about the best way to group your services so that your clients are best served.

Somewhere in the middle is likely the answer.

Let me give you an example: I coach small businesses on how to be more successful, and I've found that most of my one-on-one coaching clients fall into 1 of a couple categories:

They either have a pressing business problem that they need expert advice on, in which case usually 1 coaching session will suffice. Or they need longer-term help to stay on track. Or they want my help but can't afford it right now, so they opt for one of my how-to products instead. But I've given them options to make it simpler.

The last thing to consider as we wrap up this lesson is this: How can you create simple solutions for your clients? And how can you communicate them effectively?

If you'd like to see how I've done this for my own business, see:

AvenueEast.com/coaching

and

AvenueEast.com/branding

That's it for today, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 3

Why do some solo pros appear to get more business than anyone else?

Hi, this is Jennifer McCay with today's lesson on the **17 Avenues to Solo Success!**

In lesson 3 today you're going to learn about a trait that I have seen in nearly every one of my clients and colleagues who have made it. In all the independent professionals I have worked with who are covered up in clients and profits. Who are able to pick and choose their clients rather than settle for whatever happens to come their way.

You might wonder why it is that some solo professionals soar to the top of their fields really fast and some never make it off the ground floor.

Here's a key reason – and it's Avenue #3: **Successful solo professionals are clearly branded.**

So what's a brand, you say?

If you're around me for any period of time, you'll hear me rant and rave about how **every contact with your prospects and current clients is an opportunity.**

That's right. **Every single time** you communicate with your prospects – that includes everything from phone calls to invoices to your e-mails and promotional materials to how you deliver your services – you are sending them a message about who you are and what you stand for.

They're forming an opinion about you literally the first moment they meet you or encounter your service or product, and it sticks with them. And it's important that you send them the right signals.

Initially, you want your prospects to see and, yes, *feel* that you anticipate their needs and offer them something special.

Your brand is the sum total of *all* of the impressions your company sends to your prospects and clients over the course of your relationship with them.

When you brand yourself properly, you create the right signals to send your prospects to help them get past their doubts and start trusting you.

From your brand, your prospects and clients can see in a matter of moments what you stand for.

Think of it this way: When you think of Martha Stewart or a Volvo station wagon, you immediately have an image in mind, don't you? With Martha Stewart, you probably think of the ultimate in crafts and homemaking. And with Volvo, you likely think of safe cars. That's what a brand is. And both Martha and Volvo have their markets absolutely cornered. They have no competition.

Even though you run a small shop, you need to do the same – you need a unique way of describing how you help your clients that gives them the sense that only YOU can help them.

So think about how you currently come across in your marketing communications, in your cold calling techniques, in the way you describe what you do to others?

Is it unique? Do you focus on exactly the same market as your competitors, or do you clearly differentiate the ways in which YOUR service is different?

Your brand shows your prospects that you have *the only* answer to their needs and desires. And that's when your phone really starts to ring – because when you're clearly branded, your prospects know to call YOU to solve their problems.

That's it for today, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

Get more information about branding at
HighConceptBrandBible.com – and download 2 free chapters!

LESSON 4

Have you ever felt like marketing your solo business is a tug-of-war with your clients?

Hi, this is Jennifer McCay with your 4th lesson in my series on the **17 Avenues to Solo Success!**

As always, grab your pen and get ready to take notes because today's lesson is critical.

The 4th avenue that successful solo professionals take to get to the top in their fields is they stop marketing and start educating!

What does this mean?

Most people don't like to be sold to. They don't like to feel like they're being pushed into making decisions.

But something I've seen too many unsuccessful solo professionals do is try to sell each and every person that they come in contact with on their services.

Does it work? Rarely.

When it does work, does it work out well? Not usually because when you have to convince someone that they need what you offer, you're going to end up with someone who isn't happy with the work you do, and frankly, YOU the vendor aren't going to be happy because your client really didn't know what he wanted to begin with.

And all of us in the service business know what it's like to work with clients who don't know what they want!

But the basic premise that most consultants, coaches, etc. use when they start to promote their businesses is one of pulling.

I'm sure you've come across a vendor who tried to sell you something in a pushy way. There's a reason why you didn't respond positively – the vendor didn't break down what I call the Vendor-Client Barrier™ prior to trying to close the deal.

What's the Vendor-Client Barrier™?

I like to think of the initial relationship between a vendor and its prospective clients visually in terms of a barrier or wall. No matter what you're selling, there's you, the solo pro with your expertise to offer, and on the other side there's your prospective client.

When you first start communicating with a prospect, the barrier between yourself and that person won't allow your message through. You don't know if she needs what you're selling, and likewise, the prospect doesn't know if you are trustworthy.

The best way to get through – once you’ve got a clear brand in place for your business – is to share helpful information about your area of expertise with your prospective clients so that they can get to know you – *without* your having to pull people in forcefully with a hard-sell approach.

So how can you use this in your business? Here are just a few suggestions:

- Write articles on your area of expertise and include them on your website, publish them in your ezine, etc.
- Write special reports and promote them in mailings to your prospects.
- Start a blog on your subject of expertise and promote it.

The idea is to give away knowledge that you have that your prospects need because it shows that you are a giving, knowledgeable expert who will be helpful to your prospects when they decide to become clients. It’s remarkably powerful, and you will see results almost immediately.

Some subjects that are always helpful are:

“10 Tips on How to ...”

“How to Make Sure You Hire the Right <Solo Professional>”

You can write up interviews between another person and yourself that shows that you are the expert answering key questions that your prospects need answers to.

Sharing, not tugging is what will get you more clients! So make a list of ways you can get started sharing with your prospects – and get ready for greatness!

That’s it for today, but I’ll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 5

Hi, this is Jennifer McCay with your 5th lesson in my series on the **17 Avenues to Solo Success!**

The 5th avenue that successful solo professionals take is they think big and plan for success.

First of all, let me explain the concept of thinking big.

When you're not making the kind of money you want, it's easy to get stuck in the "limiting thoughts" trap, in other words, you're not confident about what you offer and why someone should hire you over the next solo pro.

I refer to this as "**small business syndrome**" when it affects entrepreneurial folks like yourself. If you fall into this category, you most likely sell yourself short because you are fantastic at what you do, but you don't feel as sure of yourself and your business as you should.

Quite honestly, **if you don't believe in yourself, you won't get ahead.**

But please know that if you think small, you will only get small results.

I'd like you to strongly consider the fact that you are worthy of the success and attention that you will get when you start to take these avenues to solo success!

So I encourage you to think big. Think about yourself as an accomplished solo pro doing what you love and making more money, not having to stress out about paying the bills, having opportunities thrown your way all the time because you've decided to think big!

So let's think about what thinking big means to you:

What does success truly mean to you? If you had your way, would you work 40 hours a week? 30? Would you work from a home office with only the Internet and phone to connect you to your clients? Would you simply make a little more than you do now?

The second aspect of this avenue is planning to succeed. If you don't dedicate yourself to seeking out possibilities, they won't simply land in your lap if you've not yet been as successful as you want. I know that some people believe that successful people are luckier than others, but I don't buy it. You'll find that the vast majority of so-called lucky solo professionals have also been willing to work harder, learn more and, yes, plan to achieve their goals in order to be so lucky ...

Here are some questions to get you started with your planning:

1) Think about where you would like to be in 3 years. I pick 3 years because it is a reasonable amount of time in which to expect fairly large changes to take place – such as achieving nationally known status as an expert in your field, a substantial

increase in your net earnings or simply finding a better clientele that doesn't stress you out.

2) Make sure you're aiming for goals that are high enough! Many of my clients initially have a tendency to sell themselves short; only after discussing their potential do they see what they can truly achieve.

It's also important to ask yourself very seriously if you are simply planning not to fail. No, you don't want to take risks that will majorly undermine you if they fail, but you do need to take calculated risks that stretch you to new heights.

3) What will it take to get you there? You want to consider the steps that will get you to each of your goals.

If, for example, you are currently making \$45,000 a year and hope to achieve more than \$1 million in business in 3 years, you have to determine the changes you will make in your business model as a whole that will allow you to do so.

You might need to:

- hire employees to handle the increased business
- expand your reach outside your local area
- get to know people that can help you reach your goals
- etc.

Next:

- Determine which skills do you need to gain in order to achieve those goals?
- Assess which goals are realistic to achieve.
- Create a 1-year plan and start making it happen!

That's it for today, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 6

Ever feel like you're struggling to convince 1 – just 1 – person to become a new client? Have you ever felt like if you could just get a couple of clients on board, it would turn things around for your business? If you know that feeling, today's lesson will be really helpful.

Hi, this is Jennifer McCay with your **6th lesson** in my series on the **17 Avenues to Solo Success!**

So what's the 6th avenue that successful solo professionals take that helps them make more money and achieve success? **They speak to the many rather than the few.**

That means that instead of spending all their marketing efforts trying to find individual clients, they speak to groups of people on a regular basis to generate more business.

And that likely means you need to rethink how you market.

Right now you are likely spending time writing a letter here and a letter there to prospects, crafting each one to sound as personal as possible, and generally spending hours on one-on-one marketing.

Perhaps you've tried cold-calling prospects and have gotten decent results with it.

Perhaps you're trying to sell people on your services who don't understand the need for what you offer? This is far more common than you might think, and if you've ever spent time haggling with someone and trying to show them the value of your services without getting real results, you've been wasting your time and effort.

Some people are never going to spend money with you because they don't see the value.

Some people need time to let ideas percolate before they hire you to help them.

And if you'd tried to speak to a larger group to begin with, you'd be better off anyway because if you choose the right target audience for your promotions, a portion of that audience will be willing to take the next step in building a relationship with you.

Regardless of the exact method you have been using to date, if you're not focusing on reaching a group of people at a time with your marketing efforts, you're not using your time effectively.

So you need to start using ways of communicating with groups rather than individuals whenever possible – in other words, **your marketing should become systematic and reach out to a larger number of people than you have been targeting in the past.**

I have worked in the past for direct marketing firms – and what they do is try to find the least expensive way of reaching the greatest number of people in the best, most targeted way.

So all that junk mail you get in your mailbox isn't really junk – not for the people who send it to you – because if it didn't work, they wouldn't send it.

Direct mailings can literally work wonders for solo professionals like you – a well-written sales letter with a great offer of a free consultation, a package deal for less money than usual or whatever it takes to get the pulse of your prospects racing – that's going to make a difference.

And even cold-calling isn't bad if you set aside, say, 1 hour every week to reach 20-30 more people.

But you want to market to groups if you want to boost your bottom line.

Before I end today's lesson, let me say that I'm sure some of the folks listening are going to object, saying that you have to give one-on-one attention to prospects when they start showing interest in your services.

Of course you do.

Obviously you have to help those people because they've contacted you and they're interested and that's great. Those are the best prospects because they've singled you out by the point when they contact you. But if you're only talking to a single human being at a time in your marketing, then you're probably wasting a lot of your marketing efforts.

It's sort of like fishing – if you only use a fishing rod with one hook, you have a 50-50 chance of catching a fish.

But if you cast out a net – like someone in the professional fishing business would – you're going to catch a lot more fish every single time.

So which would you prefer? Standing alone on a pier, hoping that some lone fish will happen along and be attracted to your fishing line?

Or would you rather have lots of fish – lots of prospects – getting "caught in your net" so to speak, becoming paying clients and meaning that you don't have to struggle as much to eat, quite frankly! To make enough to *more than* provide for your basic needs.

So forgive my fishing reference, but keep in mind that you should start thinking big in terms of the number of people you reach out to. It works!

All right – that wraps up today's lesson, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 7

If you've been in the service business long enough, you know what it's like to have seemingly serious prospects start inquiring about your services, only to disappear into the ether and never to return again ...

Why is that? And how can you prevent it from happening as often so that your business can grow?

Hi, this is Jennifer McCay with your **7th lesson** in my series on the **17 Avenues to Solo Success!**

So what's the 7th avenue that successful solo professionals take to make more money and achieve success?

They follow up. They implement follow-up marketing techniques to stay in touch with their prospects and clients.

Why is this important, you might be asking. And that's a very good question!

First of all, here's a typical scenario that might sound familiar. Someone contacts you after finding your name and information on your website, on a directory from a professional organization ... etc. You give them basic information OR – as some service professionals do, they give away the farm by giving too much information up front about the exact steps in the process of what you do – and then you literally never hear from them again.

Maybe they're scared away by your rate at first. Maybe they're new to working with someone with your area of expertise. Maybe they weren't serious to begin with.

But here's the deal:

If you don't follow up with that person later on down the line, you are missing major opportunities to sell your services.

The general rule of thumb among marketing experts is that a person must encounter your business 7 times before instigating an actual business relationship with you. It may be even more than that if your business is mainly Internet-based.

Why is this the case?

People are forgetful and have far too much on their plates. When it comes to any kind of purchasing decision, much less professional services they need done, if you stay invisible, if you don't remind them that you are there, you're going to find out the truth of the term "out of sight, out of mind". It's REAL and you have to overcome that.

Likewise, we tend to do business with people that we have a relationship with. It takes more than a chance encounter or one-time chat to build the trust it takes to

part with your hard-earned money to give to an unknown entity. So following up allows you to create that relationship over time.

So you want to implement a system of communicating with those so-called “lost clients” who don’t initially say “yes” to you about your services because they aren’t necessarily lost *forever*.

I spoke to you in Lesson 3 about the power of branding – of having a consistent, relevant way of coming across to your clients that speaks specifically to their needs ... and shows off why you’re so special.

You need to use this brand in your follow-up to show these prospective clients why they should choose you. But you don’t want to follow up just once with an e-mail or phone call alone. You want to do this repeatedly over an extended period of time. This hammers into their brains the fact that you’re the one to trust. And repetition *works*.

As an example, someone who initially contacted me roughly 10-11 months ago has – in just the past 3 weeks – begun approaching me for a rather sizable project that will bring in a lot of money for me. If I didn’t have a follow-up plan in place, that opportunity never would have knocked on my door.

Now, you don’t want to spend tons of time on this, but it’s important to implement in your business.

A great way of handling this is with an ezine, an e-mail newsletter.

I have put together a course on building an ezine with the incredible help of Glen Hopkins, who is an expert on how to create an ezine and turn it into a way of generating long-term profits from your business. If you want more information, you can find it at:

AvenueEast.com/ezinesuccess

But an ezine is not the only way to make sure you stay in touch – it just happens to be the cheapest, easiest way that I know. You can also send out postcards regularly to your clients and prospects – which is fairly inexpensive and serves as a reminder that you exist, you can help with the particular problem you solve for your clients ... and in other words, you stay on your prospects’ radar so that when they are ready to buy, they’ll think of you first.

So follow up. Follow up. FOLLOW UP.

Just because someone says “no” to the full-blown service you offer now doesn’t mean they’ll say “no” forever. They just need to get to know you and the tremendous value that you offer them.

And don’t forget to remind your current clients that you are still there and ready to serve them. Clients are an easier sell because they know how great you are already.

That wraps up today’s lesson, but I’ll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 8

Hi, this is Jennifer McCay with your **8th lesson** in my series on the **17 Avenues to Solo Success!**

Right now you likely have your business set up so that you work a certain number of hours for a certain number of dollars. So you have to work more to earn more.

Meaning you have to give up vital time with your friends, your family, your loved ones in order to increase your business profits.

That's no way to grow your business! Perhaps initially to get a certain amount of income rolling in, you want to do this. But if you're like a lot of my client, you'll get burned out long before you reach your income goals.

So what's the 8th avenue that successful solo professionals take to make more money and achieve success – if it's not simply to increase the amount of work they do?

Simple! **They start developing information products to help their clients.**

An information product is anything from an ebook, a set of tips, a book, an entire course, teleseminars, etc. that mean you use your knowledge to share vital information about your area of expertise with your clients.

But instead of giving away your expertise an hour at a time, you spend a few hours, or maybe a few weeks depending on the complexity of the info product you're working on, and then you sell it to your clients.

Each time you sell information rather than hours out of your day, you are:

- a) increasing the hourly rate you make, and
- b) creating a passive income source. So you can spend fewer hours working and actually make more money over time.

That means that in the long-term, you can work less, make more and help people who often can't afford your full-service options like one-on-one consulting, which typically costs a lot more than an information product.

Now, you may not know what kind of information product to create – and frankly that depends on your business.

So ask yourself these questions:

- Which problems keep arising in your clients' lives?
- What questions do they keep asking you?
- What are their major struggles in their lives, in their businesses?

- Which goals would they like to achieve that they just can't seem to reach without your help?

Then think about what you provide to them everyday in your services. So, to use myself as an example, I help solo professionals like you grow their businesses so that they can make more money and have the time and the income to have better, more fulfilling lives – both in terms of their business and, because they have more freedom and flexibility, I end up benefiting their personal lives as well.

So in addition to my one-on-one coaching options and branding consultations, I also offer information products like my *High-Concept Brand Bible*™ branding course to show my clients how to do what I do for their business so that they can achieve it on their own – and it costs them far less than I charge for my services. And I literally make money in my sleep by selling these information products.

It's incredible, and I am by far not the first person to use this technique. Basically every expert I've ever known who makes an excellent living doing what they love sells info products.

And this works in every field. If you know how to do something that others need done for them, there's likely a market for information products there.

Give some serious thought to this because it's vital to ensuring that in the long run, you're more relaxed and money is no longer a problem for your business.

That wraps up today's lesson, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 9

Have you ever felt like you have to be all things to all of your clients? Have you ever felt like you're obligated to find a way to help every client even if they've asked for something you've never done before that you're not necessarily trained in?

Hi, this is Jennifer McCay with your **9th lesson** in my series on the **17 Avenues to Solo Success!**

Today's lesson is about focusing. **The 9th avenue to solo success is finding a niche and sticking to it.**

What's a niche?

The more you narrow down the group of people you want to market to, the easier it is to show your prospects that you understand their specific needs – so they are much more inclined to buy from you because they know you know how to solve their specific problems. Your small business brand should focus on a special group of people with a highly targeted, specific set of needs.

But a lot of small businesses – and especially small service businesses like yours and mine – make the mistake of trying to be all things to all clients.

Let's say you're a life coach and can technically help people with anything from figuring out how to follow their dreams to getting organized to coming to terms with a life-altering event such as divorce.

You can chase down prospects and try to market to them claiming that you can do it all all you want, and you may have some success.

But you'd be better off focusing on, say, creating a life path that is more fulfilling or dealing with divorce or ... you name it.

The trick is to select only 1 major point of focus because it is easier to reach prospects when you speak to them and only them in your promotions.

Why? Let's just look at this from the simple standpoint of contacting one of your prospects. As a trained copywriter, my instinct is always to find the 1 key message that prospects need to hear in order to be motivated to take action, to buy.

Let's say that you're writing a letter to promote your services. If you speak to everyone's needs in the copy – all the different needs I've already mentioned – no one feels special. And one thing you can be sure of is that everyone feels like they're in it alone, that their problem is unique, and they want to feel special. They want to work with people who deal specifically with their special problem because it makes them feel more secure, that they're dealing with a real pro who knows exactly where they're coming from.

This is a marketing truth that carries over into every field.

So finding a specific market niche for your business is critical because that way, you can show your prospects that you truly get them. They don't have to work hard to explain their needs – and they can expect you to know how to help them much faster. If you want to solve a health problem regarding your heart, you go to a cardiologist, not a general practitioner because you know the heart specialist is well-versed in solving your specific problem.

Have you been guilty in the past about trying to reach too broad an audience?

Don't feel bad if you have gotten this wrong in the past. Believe it or not, huge companies like the big multinational brands that I used to work with before starting my own business often make the mistake of trying to please everyone rather than focusing on the needs of a niche. And they have lost serious money in the process. Millions. Maybe even trillions.

All because they didn't focus on a small enough audience.

It's a whole lot easier for you as a solo professional to start narrowing down the types of problems you solve for your clients so that you only work with people who have certain problems.

Here are some examples to help you start narrowing down your approach.

For example:

- A **marketing firm** here in Southern California focuses solely on helping medical practices (physicians' offices, clinics, etc.) grow their businesses.
- One **business coach** I know only seeks to help entrepreneurs overcome their sense of overwhelm as they work on growing their businesses. Her focus is on micro-businesses in the early stages of development.
- As a **food coach**, you might focus on helping people eat healthily who have had eating disorders in the past rather than on all people in need of coaching.

So just worry about getting one set of people interested, and you'll be far better off – and you'll find that over time, you will get *much* more business because your friends, your neighbors, your colleagues, your competitors ... everyone knows who you help and who you don't when you focus on a clear-cut niche, so more business will come your way in the long run by being specific.

OK, that wraps up today's lesson, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 10

Hi, this is Jennifer McCay with your **10th lesson** in my series on the **17 Avenues to Solo Success!**

Today's lesson is an incredibly powerful reason why some solo professionals succeed and others don't.

Truly successful coaches, consultants and other independent professionals have a viewpoint – and they're not afraid to say so.

In other words, they're special – they have a unique outlook on how to solve a specific set of problems for their clients – and they say so and use their technique over and over and over to aide their clients.

And they tell people about it. Over and over.

They also claim their expertise in their field. And they proclaim it. Over and over.

And they have personality, which they show. Over and over.

And in everything they do, every message they send, every proposal they write, their uniqueness shines through. Over and over.

Now, from the fact that I have said "over and over" 4 or 5 times now, you can probably see that consistency is a key reason why having a unique viewpoint works. And to be honest, I have covered the idea of uniqueness a little already in discussing the need for a brand for your small business.

But I want you to consider what it means to be an expert. Why do you think that certain people are experts in their field? Why do you think that you perceive certain companies as having a monopoly on a certain type of business or technology?

Consider Apple. The company is doing remarkably well with the iPod and they have some of the most loyal customers of any big brand anywhere in the world. (In fact, in the past I developed marketing and branding concepts for Apple's competitors, but Apple's pretty tough to beat.)

Why?

Because from the get-go, Apple has shown itself to be unique, funky, hip, competent. There are currently TV ads playing as I am preparing this class for you in which a slightly geeky man in a conservative suit talks to a young, stylish man. After a moment, the geeky man – who represents Windows based computers – has what can only be described as a hiccup or brain blip – whatever you'd like to call it. This symbolizes how Windows computers are far more likely to crash than Apple Macintosh computer.

In the meantime, the young man representing Apple has begun conversing with a foreign woman in her tongue fluently, without any hiccups, while Mr. Windows speaks to the woman in the wrong language and gets nowhere.

From this you can see that Apple totally gets what makes it so special. And they proclaim it loud and clear. Over and over.

What does a huge brand like Apple have to do with your solo business? Everything.

Because being consistently different ensures that your prospects understand why you're different from the pack, why you're the one who should get all their business. Here at Avenue East, we create what I call High-Concept Brands™ for our clients, who are mainly solo professionals like you. And it truly is different from what anyone else out there is doing to help the same group of people – and it works, of course. And it brings in more business for us as well because we're not the garden variety marketing "experts".

Proclaiming your methodology, what makes you different will give your prospects the impetus they need to see you as an expert in your field who can be trusted. If you say the same things as everyone else in your field, it's quite honestly too plain/vanilla – please pardon the term – to get people's attention.

You need to captivate people with what you do and how YOU uniquely help them get what they want.

That puts more money in your pocketbook. Plain and simple.

So start communicating your unique viewpoint in everything you do – and you will see major rewards.

OK, that wraps up today's lesson, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

Get more information about branding at
HighConceptBrandBible.com – and download 2 free chapters!

LESSON 11

How do you set your prices? Do you find yourself having to defend your rates to potential clients on a regular basis?

Hi, this is Jennifer McCay with your **11th lesson** in my series on the **17 Avenues to Solo Success!**

Pricing is a critical aspect of any small business – and in your case, you likely spend a lot of hours in the day earning your money or, as I call it, trading hours for dollars. In lesson 8 I discussed the power of information products for helping you raise your income without having to work more.

But until you reach a high enough income from your info business – or if you love doing the one-on-one work that you do best, you will need to continue providing consulting services to pay the bills.

The 11th avenue to solo success is all about how you price your services.

So how can you price your fees successfully? It's all about value.

Despite what you might think, how you price your services is remarkably flexible, even arbitrary. And how much you can charge is linked to your brand, to how your prospects and clients perceive you and your level of expertise.

If you are selling no-nonsense consulting in just about any arena, but you don't have a strong brand to support you in the eyes of your prospects, you can only charge the going rate because, quite frankly, why would anyone be motivated to pay more?

On the other hand, if your brand is strong enough, you can charge more than your competitors by a little or a lot, depending on your situation because you are giving your clients the guarantee that their purchase is worth every last penny.

But many small business owners (and huge companies) make the mistake of using price as the way they differentiate between themselves and the competition – which is a recipe for disaster.

What I often see solo professionals do when they set prices is inherently dangerous. They often simply look at what their competitors charge and attempt to match it or at least arrive at a somewhat similar price range for their own services. When you do this, you tell your prospects that you are well-aware that you're not special, not well-branded and therefore you can only compete in the area of price. And it gives prospects such a simple way of determining which vendor to choose that your brand can't shine through.

They don't even LOOK at your credentials because when you set your prices at rates similar to your competitors, you put yourself head to head with the competition and force your prospects to compare you to your competitors. Your goal is to be so unique that your prospects don't even consider your competitors to begin with!

The lesson to be gained here is that if you make price the only reason for people to select you, you will lose out in the end when someone else reduces their prices to a level below your own.

Different clients will buy at different price levels, and it will solely depend on your target audience whether you can get by with higher prices.

But you're likely undercharging and could make more each week by working fewer hours simply by raising your rates because you can show that you offer your clients more value than the competition. Sounds pretty good to me!

Don't believe that you can charge more?

Here's an example: Let's say you need a T-shirt. You can certainly go to a discount retailer such as Wal-Mart and purchase a simple white T that covers the upper portion of your body, and you may even manage to spend less than \$5 to get one if you play your cards right. But many people will spend over a hundred dollars just to have a shirt from a brand like Prada – or even many thousands of dollars on a dress from a well-known couture designer because the designer is branded as a high-class source of clothing, and by purchasing the product, the consumer is buying a little part of the feeling, of the life that designer's clothing evokes.

How much you can charge for your services really does have more to do with your small business brand than anything else. And if you want your brand to reflect high value that is worth a little extra, you should strive to do so.

You need to show that purchasing your more expensive option is about value, about an investment that pays off for your client in the end. And you need to spell out the value you offer loud and clear. Are you the only person in your line of work with as much expertise, experience, ability, or recognition?

If you have a way of "wowing" your clients, of showing that you're worth far beyond what they are paying, they will be happy to pay a premium price again and again.

So consider raising your rates as part of your new strategy.

And be willing to turn down deals that don't help your brand because in the long term, your business will suffer, and not just your short-term bottom line.

OK, that wraps up today's lesson, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 12

Did you know that if you only offer one type of service in your business, you're very likely missing out on a good bit of business?

Hi, this is Jennifer McCay with your **12th lesson** in my series on the **17 Avenues to Solo Success!**

You may not have considered that you're able to offer different types of services to your clients, but the most successful solo professionals offer a number of different ways to keep their clients happy at different price points.

In other words, **you need to have a straightforward marketing funnel to help your clients figure out what's best for them and their budgets.**

Imagine for a moment a funnel. At the top it's quite wide, and at the very bottom, it's quite narrow and allows only a small amount through.

Your range of services and products should look the same.

At the top you want to have a free item of some sort to entice prospects to find out more about what you offer. It might be a free newsletter and special report, an audio course, a free teleseminar or other item that allows prospects to get to know you without making an initial investment.

From that initial group of prospects who are interested in your freebies, some are going to want to purchase something from you – whether it's a product or service.

These need to be grouped from widest appeal – which is likely your least expensive service or information product – to the narrowest appeal, your most expensive items, whether it's info products, one-on-one consulting packages, or in-person seminars.

Here at Avenue East, our funnel is somewhat complex because I teach people how to grow their businesses and of course there's our full-service ad agency side of things – where we offer branding, design and copywriting services. I'll mention our small business resources funnel here to make this simpler for you to understand.

Our marketing funnel has a free newsletter and special report at the top of our funnel as I am preparing this. Occasionally we hold free teleseminars to our newsletter subscribers as well.

In the tier below we have an info product for under \$50, along with a 1-time small business coaching session for around \$97. We also offer some group training like teleseminars on key marketing subjects in this tier.

The third tier – getting closer to the bottom of the funnel and a little more expensive – is *The High-Concept Brand Bible*™. Likewise, we have one-on-one coaching packages for 1 month or several at a time.

The fourth tier – the “skinniest” part of the funnel at the bottom that attracts the smallest group of people – is our longer-term coaching packages, brand strategy and that sort of thing. If you want to get a better look to see how our system works, after this lesson is over simply click on “Coaching for Solo Pros” and “Branding for Solo Pros” in the menu at the top of this page.

[See AvenueEast.com/coaching and AvenueEast.com/branding for more info.]

And of course in our ad-agency side of things, we also have everything from lower-priced a la carte options like a logo or copy for a sales letter or something like that, all the way to complete packages. So we give our clients options.

These items will change over time, even if this audio course does not, but the principle will remain the same regardless. It’s important that we offer items that each of our types of clients can afford that help them the best based on their needs!

Now it’s time for you to consider *your* marketing funnel. Do you offer different tiers of services for your various clients?

Let’s assume for a moment that you’re a coach. Do you have a free item that you promote on your website to encourage people to sign up for your ezine? Do you have an ezine, for that matter? Do you offer a single coaching session at a reduced rate for people to get to know you?

You might also have a low-cost item such as a book or special report in that section, and perhaps even individual coaching sessions and perhaps group classes that cost less than hiring you one on one.

In the 3rd tier would be one-on-one services such as coaching packages for a month at a time or that solve a particular problem in your prospects’ lives. And the top tier would be high-ticket items like seminars and other high-value items.

Do you see how this works? Even if someone can only afford, say, your book that’s under \$30, you have something to offer them. And you make your higher-end services available to your clients as well who want the full-service treatment. These high-ticket items offer the highest value to your prospects, of course, and give the biggest bang for the buck.

You’ll end up selling far less of the higher-end items than the lower end ones, but it balances out because you make so much each time someone opts for them.

The bottom line: If you don’t already offer options at different price points, it’s high time you started creating your own marketing funnel. Your bottom line will thank you!

OK, that wraps up today’s lesson, but I’ll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 13

Today's lesson is a short one, and it's something that is really just as suitable for a marketing 101 course as it is for a course for solo professionals like yourself, but it's critical to your success.

Hi, this is Jennifer McCay with your **13th lesson** in my series on the **17 Avenues to Solo Success!**

The 13th avenue to becoming outrageously successful in your small business is tracking what works and what doesn't in your marketing.

I'm certain that that sounds perfectly straightforward, but I can tell you that there are plenty of so-called marketing pros out there who don't do this themselves, nor do they teach this.

And as you know, I specialize in helping small businesses like yours brand themselves as the first critical step in the marketing process – and branding sometimes gets a bad rap for not being measurable. In other words, some people regard branding as hocus pocus. Frankly, if you don't have access to the right branding information, all it IS is hocus pocus.

But even the toughest hard-sell marketers like Dan Kennedy can attest to the power of a brand in helping them become as successful as they are.

And that's the principle you need to adhere to as you market your small business – that every action you take must have an impact, or there's no need for it in your marketing mix.

What does that mean?

Well, it means that if you've been publishing an ad in the Yellow Pages for a decade and get little or no business from it, you need to either rethink your ad to make it more informative and attention-getting, or it's time to put a halt to the steep payment you have to make for that ad.

It means that if you send out a letter to your prospects, you should send out 2 different versions of that letter, perhaps with different headlines, to see which one works, and then the next time around, send out the best version from last time, along with a new version. See what works there, and repeat this process until you've perfected it.

If you've been attending some sort of networking meetings in hopes of getting more business, and you haven't gotten results, take a month off, read up on how to work a room more effectively and then see what happens when you put your newfound knowledge in action. I'm not advocating that you stop networking – rather, I recommend that you STOP investing precious hours in your work week to something that doesn't help you make more money!

You always want to know what works best and what doesn't.

Now, of course certain items, like business cards and a website add to your credibility – especially when you run a small business like yours that is based on the labor of a single person, but you can't necessarily measure the results of your business card. In terms of your website, again it's hard to determine what works unless you measure how many inquiries you get from prospects or you put up an online store. You can click on the section above on this website called "Products for Self-Study" [AvenueEast.com/marketing-books.htm] or the "Coaching" or "Branding" links above to get an idea of how an online store works. In an online store, if you make sales, it's working. If not, it's time to rethink things!

Sometimes it's a matter of not enough people being exposed to your marketing message – and if so, it's time to experiment with finding new prospects.

It's important not to keep doing what you've always done just because you've always done it that way. Instead, I recommend doing simple tracking of all the marketing efforts you make because over time, you will see what works for your market better than others.

By making marketing a priority – something you learn from as you go – you'll start seeing excellent results faster than you expect!

OK, that wraps up today's lesson, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 14

Hi, this is Jennifer McCay with your **14th lesson** in my series on the **17 Avenues to Solo Success!**

The 14th avenue to becoming outrageously successful in your small business is focusing on your prospects' needs rather than your own.

We all go into business for one reason or another, but it's generally for some sort of selfish reason. I don't mean that in a bad way – for whatever reason you did it (to escape the corporate world, to have a more flexible schedule, to be able to care for your kids, you name it) you likely went solo because it was right for you. That's what I mean by selfish. You thought about *yourself*.

Well, your clients are no different. They are focused on their own needs.

They have their own personal lives that cause them joy and, of course, stress. They may have a boss that breathes down their necks – or, like you, they are solely responsible for creating their own income. They have car payments and house payments, friends and loved ones to worry about, and generally have incredibly full lives, just like you.

That means it's hard for them to take the time to begin working with another vendor – even if they need what you offer.

The “sneaky trick” it takes to reach them is to figure out what they are really looking for, deep down, and then give it to them.

I talked about this in terms of your products and services back in Lesson 2. But it is a message so important that I am repeating it here because it is relevant not only to your services and products, but also to the entire way you do business.

For example, listen to your clients to determine what hours work best for them, then tailor your office hours so that you're easy to reach. That doesn't mean bending over backwards for clients to your own detriment, but if you're typically not easy to reach, creating a special form for contacting you on your website or including a 1-800 or other easily reachable number on your marketing materials can make prospects' lives easier.

Likewise, you can request feedback from your clients and prospects on a regular basis to learn how best to help them. Listen to the actual words they choose as they talk to you – and then use them in your marketing copy, articles and other communications. If you speak your clients' language, they will see how you're the right consultant or coach for them!

Another way to learn more is to request testimonials from your clients. What points do they emphasize about your work? It's very likely that your other prospects will value similar things, and you can adjust your services, your marketing message or even, yes, your brand to ensure that you're attending to your prospects' needs.

Really listening to what your clients are asking for, rather than focusing on what you can give to them will pay off for you financially. I've been able to expand the types of information and work we do here at Avenue East extensively in ways I never would have dreamed of had I not listened to my newsletter subscribers.

In fact, before I end this lesson, let me take the opportunity right here to ask you for feedback about this course. Are you learning a lot? Is there anything I can improve for future versions? Are there subjects you'd like me to expand upon in a special report? Drop me a line at publisher@avenueeast.com and let me know how I can better serve you.

Give some thought to how you can get to know more about your prospects and clients – then put your plan in action! You'll start seeing real progress before you know it.

OK, that's it for today, but I'll be back in touch shortly with your next lesson. In the meantime, I wish much success to you and your business!

LESSON 15

Hi, this is Jennifer McCay with your **15th lesson** in my series on the **17 Avenues to Solo Success!**

The 15th way that small business owners become outrageously successful is ... they participate in big events that allow them to get noticed by the crowd!

If you want to generate lots of business, you need to be out and about, reaching new people – and one of the best ways to accomplish this is to get involved with larger events and activities that allow you to show your prowess in your field.

Some great ways of accomplishing this are by giving teleseminars, giving talks or speeches at events in your area and beyond, and getting involved at larger events such as seminars and training events.

The reasons why this works are many.

For starters, people like to do business with people they know, like and trust. Unless you show your prospects who you are, they will not have a chance to feel like they know you. And it's that personal aspect – the human touch – that makes all the difference in your level of success.

Give some thought to ways in which you can get involved in events in your area – or perhaps even in your field as a whole. Most events need great speakers who have plenty of great information to share with attendees.

That brings me to something that matters a great deal to me personally – and if you're in a scenario where you're able to speak to a group and become highly visible, this matters for you as well.

We've all been to a seminar or training session or perhaps even just a class in our lives in which the speaker/teacher/instructor really touched your soul. Likewise, I know I've sat in on so many presentations and other live events in which the speaker sounded like he was in love with himself.

A number of years ago, I attended a conference to enhance my writing skills. Most of the speakers were really good, warm-hearted people who shared a lot of great stuff. And one presenter gave a speech on how to get the attention of prospective clients even without connections. This was a truly welcome topic for me and many others, and the room was packed with folks who really wanted to learn simple ways of finding clients. This was a good 5 years back or more. In any case, the speaker made wild claims, bragged incessantly about how great he was and the money he made doing what he does, and insulted – yes, insulted a couple of audience members who had questions he deemed “below him.” When things had gotten to the point of no return, I quietly left. As had a few dozen others within minutes of the lecture starting.

But I waited the guy out to see if things would improve. At the half-time mark, I could see that there was no hope. That's when I silently put away my notepad and pen, and exited quickly.

There was great content in that seminar to be gotten, but the speaker alienated a large number of people in his key target audience in a short period of time.

Now, which type of speaker do you think is more successful? For me personally I want to do business with other people who truly care – about people, about their clients, about the work that they do, about humanity. It might sound a little “soft” for me to say that, but it's 100% true. I care about the speaker's heart.

Having said that, there are some marketing gurus who are known for their attitudes, and I look up to them nonetheless because they do a lot of it tongue in cheek, and there's so much outstanding substance that it's worth a little frustration here and there.

Depending on your personality, being overly confident might not be a problem.

In fact, when you first start speaking to groups, you'll possibly be a little nervous, a little shy. It happens to the best of us. But if you'll let your heart shine through in your talk while you give away great information, you'll blow away 90% of your competitors because your prospects will see how much you care.

Remember – I said that people like to do business with people they know, like and trust. Live events are a phenomenal way of building that trust and allowing it bridge the Vendor-Client Barrier™ – that huge gap that exists between yourself and your prospects until you know how to reach them in their hearts and in their minds.

So look up key events in your field of expertise and see about attending a couple in the next few months. I do recommend that you observe a few talks by other experts in your field prior to coming up with your own speeches so that you can learn what works and what doesn't. Then see about getting yourself booked for the next event!

OK, that's it for today, but I'll be back in touch shortly with your next lesson. In the meantime, I wish much success to you and your business!

LESSON 16

Hi, this is Jennifer McCay with your **16th lesson** in my series on the **17 Avenues to Solo Success!**

The 16th way that small business owners become outrageously successful is ... they make marketing a routine!

That means they make self-promotion an everyday part of their lives.

You might be thinking that you don't have time for this, that you don't enjoy the promotional aspects of small business ownership.

But being in business for yourself means you must avail yourself to opportunities to spread the word about your business in a positive light that attracts clients. Anything else and you are settling for less than you deserve.

So as I mentioned, marketing needs to become a part of your routine, rather than something you do on occasion when the mood strikes.

Here are some ways in which you can make that happen:

1) Restructure your time. A lot of my clients initially balk when I mention to them that they need to allocate a certain number of hours each week to marketing activities.

I typically recommend that you set aside at least one hour per week just to plan your week's marketing activities, and more if you're just starting out or are not anywhere near the success level you've always wanted.

And in fact, if you are struggling to make ends meet, you may need to budget a 4-6 hour block of time each week until you get things rolling.

2) Outsource some of the work you've been doing yourself that can be handled by another vendor. Bookkeeping, basic secretarial duties, scheduling and preparation of your marketing materials come to mind as possible options for reducing the number of hours you have to spend on your business, freeing up your time to work on getting more business.

3) Create systems to ensure that you market on schedule. This might be as simple as setting up an ezine, or e-mail newsletter, to keep you honest about how often you market.

At some point, if you decide to start selling information products, it might mean that you implement a shopping cart system like the one we use at AvenueEast.com to process orders of all of our products and services. This cart allows us to process all our orders automatically, it sends a confirmation message to our clients the moment they order, lets us know when orders come in, will take care of inventory, lets us set up autoresponders, which are automatic e-mails sent out in whatever order you wish to clients who sign up, and much more. I also use the cart to track which online ads work and which ones don't. This system allows me not to have to hire someone to

handle all this work for Avenue East, and it runs like clockwork. In fact, you're receiving this course using the autoresponder system in our shopping cart right now on the schedule I set up for it. If you'd like to investigate the cart I recommend, the link is:

AvenueEast.com/cart

But how else can you make marketing part of your routine?

Another system would be a follow-up system whenever someone inquires about your services. You could easily set up a reminder using basic contact management software such as ACT! that lets you know when it's time to follow up with anyone who seems interested in what you offer.

Likewise, any marketing activity you do can be put into a system so that you remember to do it – or even better, like the autoresponders I mentioned, the system works *for* you automatically, which makes it even better because it doesn't rely on your time to follow up with prospects and clients!

Each of those 3 ways will allow you to make marketing a priority in your life, and you can expect to start seeing real results pretty quickly if you promote yourself on an ongoing basis.

Alright, that wraps up today's lesson, but I'll be back in touch soon! In the meantime, I wish much success to you and your business!

LESSON 17

Hi, this is Jennifer McCay with your **17th** and FINAL **lesson** in my series on the **17 Avenues to Solo Success!**

The 17th way that small business owners become outrageously successful is ... they build on their strengths and know that they can't do it all on their own!

Let's take each one of those qualities and break them down.

The first thing I mentioned was that **successful business owners build on their strengths**. By now, you've come to understand that you need to develop a brand to work out your key strengths in your business and then translate those ideas to a fantastic, easy to understand way to communicate those strengths to your prospects and clients.

And that means you have to figure out what sets you apart, what makes you special, what makes you the best choice for your clients – and then stick to that set of strengths in all that you do. To find out more about how you can brand your business, head to:

AvenueEast.com/branding

That carries over to your marketing. Right now, if you're like a lot of listeners, you may be intimidated by the marketing process. When I say build from your strengths, I don't mean being complacent about your current marketing skill set. You have to break out of your comfort zone to find a better way to market your business, period.

Rather, you have to figure out what are your biggest assets in the eyes of your customers, and then take those and run with them. If you are, say, a fantastic coach when it comes to balancing work and personal life, and you find that you enjoy working with clients who want help with this very issue, it makes sense to focus on this rather than on helping anyone across the board who wants help sorting out life issues.

You'll figure out your biggest assets pretty quickly when you see what kinds of questions you get asked by prospects and clients, even if you're not sure right now. So listen closely to your clients and you'll learn plenty.

Now to the issue of trying to do it all on your own ...

Once you specialize in an area that plays on your strengths, you need to stay focused as much as possible. And that means realizing that **you can't succeed entirely on your own**.

That means that:

- You need to **expand your network** so that you can play off other successful people's businesses. In other words, by doing joint ventures with other professionals in related, but noncompeting markets, you can promote your

products and services to your colleagues' clients in a bigger way than you could to just your own clients. And likewise you can profit by offering your colleagues' products and services to your own clients for a commission.

The simplest way to increase your chances at success is to expand who you market to, and getting a trusted colleague to endorse you can mean the difference between mediocrity and serious success.

- Just as important, if not more, you should **rely on experts to help you strengthen your skills** in areas that you are currently weak in.

The main example is the skill of promoting your business! If you're not already an expert at it, I highly encourage you to keep on working with me to increase your knowledge of effective marketing techniques for your solo business.

In fact, if you take away nothing else from this course, I want you to consider what you do with the knowledge you have gained about promoting yourself and your business. As always, you have several real options:

1) You can simply listen to each lesson and then ignore most, if not all, that you learn. But that means you're wasting your time and energy by listening to this audio course, and that's hardly constructive. I'm a firm believer in planning for success, and if you're not willing to take action, you're in the wrong place.

So let's move on to ...

2) Self-study. You can take what you've learned here in this course and decide to apply as much as possible to your business in the coming weeks. This can be effective, but I often find that my clients don't necessarily have the self-discipline it takes to spark a real change in their success when they do it all on their own.

If you catch yourself working **IN** your business rather than working **ON** your business, it's dangerous to assume that you can move to the next level by simply scheduling time to work on your business in the future. It's too easy to let life get in the way.

Then there's the third option.

3) You can ensure that you set realistic goals, make progress and start seeing success in just a few weeks by getting professional marketing advice to help you achieve your small business goals.

When you try to accomplish all of your day-to-day work goals, prospecting goals, networking goals, income goals, client goals, etc. all by yourself – that's lots of different points of focus, and you can lose sight of your intentions if you try to achieve everything at once, or on your own. Maybe you're also the type of entrepreneur who comes up with so many different business ideas that you have trouble focusing on just one at a time.

It can be dangerous to attempt to do all of this on your own because it's easy to lose sight of your goals and get sidetracked.

That's why I offer small business coaching to solo professionals just like you. I've found that one-on-one help is the absolute most effective way to ensure that you stay on track and get the results you want. To find out more about my exclusive coaching programs, head to:

AvenueEast.com/coaching

I've set up a couple options for coaching that will help you depending on your needs, your time investment and so forth.

As I wrap up this audio course, I want to take this opportunity to thank you for listening to my marketing lessons for small business owners like you. I hope that you've learned a lot of new tactics and, yes, attitude changes that can help you achieve the kind of success for your business that you've always dreamed of.

I know that giving you 17 different ways of working on getting successful might seem like a lot, and I'd recommend that you prioritize and introduce a couple tactics and strategies at a time until they become routine, and then move on to the next step.

Thanks again for listening – and **congratulations on taking this solid step in the right direction** for your business!

If I can be of any help to you in the future, feel free to contact my office at any time at contactus@avenueeast.com or see our most up-to-date contact info at:

AvenueEast.com/contactus.htm

As I sign out, I want to say one more time that as always, I wish much success to you and your business!

*** END OF AUDIO COURSE ***

What Others Have to Say about Jennifer McCay

"I am making the most of ALL your tips"

Thanks Jennifer,

I assure I am making the most of ALL your tips. They are coming at a critical moment when I need them most! I need every assistance I can get from you, and **I assure you I deeply appreciate getting to know you** at this moment in time!

Best regards,
Gene Nku

"Learned a lot"

Dear Jennifer,

I just made the call and listened to your audio teleseminar. I enjoyed it and learned a lot.

Later today **I will take more time to repeat it again.** I have been writing a lot while listening. Thank you very much. I am learning a lot!

Best regards,
Deana Wilmink-Martina

"Easy, logical methods to keep on track"

Hello Jennifer,

It is refreshing to read constructive advice such as you gave in "6 Simple Ways...". As the owner of a small online business catering for several very small niches, **my email inbox is bombarded daily with costly marketing "solutions"**. These are now being weeded out 1 by 1. It is so time consuming trying to plough through so much material, let alone actually purchase some of this stuff, which needs to be "ploughed" through again. With "6 Simple Ways..." **you offer easy,**

logical methods to keep on track, which has been timely for me. I look forward to receiving your newsletter.

Thank you and kind regards,
Al Williams

"A great, great program!"

Although I wanted to become a freelance copywriter and own my own business, I had no idea on how exactly to do that. The copywriting part, I mean. I purchased all the books I could find, read and read, searched the internet, but **it was only after I decided to spend the money on a coaching course that I really figured it out.**

Through my coaching time with Jennifer, not only did I get the brand manual [[The High-Concept Brand Bible™](#)] (which coincidentally helped me locate my position, my niche, and my business vision so much more succinctly than any other book I tried) but **I got great hands-on advice.** It was hard at first (Jennifer spent time Germany and lives the "tell it like it is" mentality), but every critique she had about my writing was true, and I learned so much from those sessions -- **I was much more prepared for starting my business than I ever thought I would be.**

I got exactly what I needed from my coaching time, and it was worth every penny. Additionally, I've got the great brand manual to help me keep my eye on the ball, for those times I think I've lost my way. A great, great program!

Jennifer Blom

About the Author

Small business marketing expert and Avenue East founder Jennifer McCay helps small business owners find more clients more easily through one-on-one coaching, group coaching, in-depth how-to manuals and branding services.

Prior to founding Avenue East, Jennifer was a creative director/copywriter who worked closely with clients such as Sony Europe and Adobe on campaigns promoting key products, services, technologies and brands across Europe – including the first-ever portable MP3 player and many other first-of-their-kind electronics.

Well-versed in managing, motivating and training copywriters and other creative personnel, Jennifer was also responsible for an entire team of English-language copywriters who handled copy development for the largest European sales literature project of its kind – a 180-page catalog created in English that was then adapted into 30 different European languages and distributed throughout Europe and in Israel. This \$10 million+ project launched all of Sony's core products into the market twice a year *without* hype or hard-sell techniques.

Despite her big-business background, her passion was always to be an entrepreneur – and to help fellow entrepreneurs grow their businesses more effectively. Her company, Avenue East, assists consultants, coaches, creative professionals and other small business owners in growing their businesses using the big-business techniques that work effectively – even on a small business budget.

Jennifer is the publisher of the *Avenues to Marketing Success Newsletter*, the author of *The High-Concept Brand Bible™: Think Big, Find Your Focus and Achieve Small Business Success* and has written numerous articles on small business marketing and copywriting published worldwide.

For more information on how Jennifer and the Avenue East team can help your small service business achieve greater success, head to AvenueEast.com

Want to achieve the kind of small business success you've always dreamed of?

What is it that allows companies like Nike and Apple bridge the gap from struggling to successful? A powerful brand.

What you may not know is that solo entrepreneurs can achieve success using the same strategies as the big players – even if you plan on staying small forever.

Jennifer McCay's insider guide to branding your small business, *The High-Concept Brand Bible™: Think Big, Find Your Focus and Achieve Small Business Success*, helps you establish yourself as a highly regarded expert in your field by using all the strategies and tactics that big businesses do ...



... scaled down to suit your small business budget. So you can finally move ahead of your competitors and begin to see the type of success that you've always dreamed of.

This in-depth resource teaches you the very best strategy to turn your business into a raging success – creating a High-Concept Brand™ for your small business!

[Find out more about how *The High-Concept Brand Bible™* can help you grow your small business!](#)

HighConceptBrandBible.com



Avenue East Communications, Inc.

Tel./Fax: 1.877.570.0254

E-mail: contactus@avenueeast.com

Web: AvenueEast.com

For additional resources on
how to work less, make more money
and finally see the success you've always
wanted from your small service business,
visit our website at
AvenueEast.com