



# Tribal Woman

A SPECIAL REPORT BY CHERYL T CAMPBELL

Practical Marketing  
Strategies

Prevent  
Overwhelm  
and Tap into the  
Heart of Your  
Business

*“Dreams rarely materialize on their own. To achieve real and lasting success be a person of action.”*



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## A WARM WELCOME

Are you an entrepreneur with a big mission who wants to create an extraordinary income and impact?

Do you have the desire to change the lives of hundreds, even thousands of people with your work?

Have you been called to service during this shift in consciousness?

If you answered yes to any of these questions, I am happy to meet you and thrilled that you are here! I love to meet heart centered entrepreneurs. I believe they have the power, one small step at a time, to change our world.

From personal experience, I also know that being a solopreneur can become very overwhelming. So overwhelming at times that we begin to lose the heart that fueled us to begin our entrepreneurial journey in the first place.

In this training, I'll show you a simple 5 step system designed to shift you immediately out of overwhelm. You will discover....

- ◆ How to focus your marketing
- ◆ Strategies to generate short term cash flow
- ◆ How to create passive income streams
- ◆ How to simplify your business, so you earn more while working less.

Are You ready to get out of the overwhelm and tap into the heart of your business?

Let's get started!

# INTRODUCTION TO PRACTICAL MARKETING STRATEGIES

Just about every heart centered entrepreneur I know started their business because they are passionate about their area of expertise and want to share their knowledge to better help the lives of others. They also start their business to live the “dream” of financial freedom and to have more time with friends and family.

The reality for most entrepreneurs is that we end up spending all of our time working to become a success. We wear many hats: owner, CEO, CFO, operations director, sales manager, marketing guru, and chief cook and bottle washer.

It can be an intimidating task to keep up with everything these roles demand from us. We also deal with information overload and too many choices about how to become more successful - it's always more, more, more!

The result is that many of us put in 16 hour days, work weekends, get overwhelmed and lose the "heart" of our business.

From personal experience, I have learned that when we make our businesses more complex, we work IN it instead of ON it. When that happens massive overwhelm sets in and you actually end up earning LESS!

When this happened to me, I finally admitted that it was not possible to do everything myself and still have my business grow. Why? Because there are only 24 hours in a day!

When I began to feel so overwhelmed that I became non-productive I

knew it was time for a change. Plus I was really tired of sitting at my computer all day, and frankly, I missed the outdoors and my long morning bike rides!

Do you experience any of these signs?

- trouble sleeping
- anxiety or depression
- changes in eating habits
- weight redistribution to your waist or hips, or
- constant illness.

If so, you too may be suffering from overwhelm and in need of change!

Over the last few years, I have come to understand that we have a way of making our path to success more difficult than it needs to be. Did you know that to have a successful business you only need to have 5 things clearly identified?

Let's go back to basics and take a look at the five "elements" that are needed to be a successful entrepreneur and earn the income you desire.

## **5 CORE ELEMENTS OF EVERY SUCCESSFUL BUSINESS**

A successful business is simple - think about it! There are only a few "elements" you need in place.

Every successful business can be broken down into 5 Core parts. Do these well, and you will have a thriving business.

1. Identify your market/niche
2. Identify and establish your expertise
3. Package your expertise
  - ◆ make offers that people want
  - ◆ market and sell
  - ◆ generate consistent leads
  - ◆ consistently close sales
4. Deliver your service/product
5. Take care of your clients (think exceeding expectations here)

Yes, it really is that simple! If all we need for a successful business are these five core elements implemented, why do so many of us struggle?

The problem bears repeating - we try to do it all ourselves; we work **IN** our business, not **ON** our business. The simple solution to this problem is to get out of your own way and put systems in place!

Over the past few years, I have tweaked a system that has worked beautifully for me. I would like to share it with you.

Next we will talk about the first step that you can take to step out of overwhelm and into profit.

# STEP OUT OF OVERWHELM AND INTO PROFIT: 5 STEP SYSTEM



## Step One: Create a Business & Marketing Plan

I can feel you cringing at the very thought of having to sit down and write a business plan. ! I'm not sure when they received the bad rap, but most entrepreneurs I know run their business without even a basic written plan in place, let alone have a Business and Marketing Plan in place.

Let me ask you this... would you rather have a successful business with a substantial income, or one where you continually spin your wheels talking about "some day"?

I believe the difference between the two lies in the planning. In my opinion, every business needs both a business plan and a marketing plan. There, I said it. You need both!

Let me tell you why...

Your business is a living growing entity! Knowing in advance what your business needs will constitute your single most powerful defense against overwhelm. It also eliminates you from scrambling to initiate steps you've forgotten or did not realize you would need.

These three reasons are THE reason why I believe the best way to shift out of overwhelm and step into profit is to have a business plan and a marketing plan in place. They become your roadmap to success!

With all that said, I think so many entrepreneurs ignore creating these two crucial documents because they don't understand how critical they are to success. Let's look at each separately.

## **BUSINESS PLAN**

If you google "business plan", you will get a variety of definitions and reasons why you need one. Most will tell you the key elements consist of the following sections:

- ◆ Executive summary
- ◆ Company overview
- ◆ Business environment

- ◆ Company description
- ◆ Company strategy
- ◆ Financial review
- ◆ Action plan

To avoid overwhelm and procrastination we are going to keep it simple. Unless you are preparing a business plan for a financial institution, you don't need a formal one. Just be sure to include the following:

- ◆ Your mission (why are you in business)
- ◆ Your values (what will guide your decisions)
- ◆ Your products and services
- ◆ Your unique selling proposition (why clients should choose you over your competitors)
- ◆ Your growth plan, marketing plan, and exit strategy (overview)
- ◆ Your operational budget (monthly expenses) and projected growth investment

If this still seems overwhelming to you, schedule each step above as a separate task with its own start date and deadline for completion.

I would also invite you to use a guide I created [Business Planning for the Online Entrepreneur](#) to help you stay focused and take some of the mystery out of creating a good plan. It's a lot of information for a nominal fee.

## MARKETING PLAN

You don't need elaborate charts or high-priced consultants to develop effective marketing, but you do need a plan. I like to treat my marketing plan as a separate detailed document so that it gives me a roadmap to follow every month.

This way I know exactly what I need to schedule into my calendar for each month to achieve my goals. For me, this is the key to reducing my own overwhelm and keeping my business on track.

It's a simple process:

- ◆ Decide How much income you want to make for the year.
- ◆ Decide what products/services you will offer and at what price point you will offer them to reach your income goals
- ◆ Review the [5 Core Elements of Every Successful Business](#)
- ◆ Gather twelve sheets of paper and get to work!

Start deconstructing your year by reverse engineering each month. Be specific and be realistic. For example, September - December may look like this:

**December:** Enjoy family and friends.. Develop any new programs/products for January offering.

**November:** Speak in 2 events and sell 100 info products at \$197. Review 2013 plan. Create my roadmap for 2014.

**October:** Enroll 10 clients into my mastermind. Prepare presentations for November talks. Put final touches on info products to be offered. Prepare sales page for offer. Begin promoting the November events.

**September:** Wrap up 8 week coaching program with offer of joining my Mastermind. Create social media campaign to help promote November events.

As you develop this plan keep in mind:

1. The plan should include the tactics you will use to generate the interest or recognition that will lead to sales.
2. Your goal is to put the right product or service at the right price in front of the right customer.
3. You want to craft persuasive messages for the customers you target.
4. Your messages should promise only what you can actually deliver.
5. Be sure to include products/services that create short term *and* long term cash flow.
6. High volume of sales isn't the key. Profit is.
7. Be sure to include products/services that create short term *and* long term cash flow.
8. High volume of sales isn't the key. Profit is.
9. Your plan is a living document. Don't be afraid to make adjustments as the year progresses.

Most importantly, be smart about the way you create and market your offerings so that you do not become a slave to your business. During the next four steps of my system, we will be discussing this in more detail.

Next up, how to create short term cash flow.

## Step Two: Create Short Term Cash Flow

This step is going to be short and sweet. I can sum it up in two sentences.

1. Create a high end program.
2. Serve high end clients.

There are many reasons for doing this, some of the top reasons are:

- ◆ Less marketing is needed to fill your program
- ◆ At least 20% of your potential clients will not work with you *unless* you offer high end programs
- ◆ You will have more time to develop long term strategies
- ◆ You will earn more while working less. This means you have more time for what's important - like family.

There is also another HUGE benefit to offering high end programs. This is my favorite:

- ◆ Your high end client needs *You SO THEY CAN SERVE OTHERS*. And then their clients *will serve others...* And their clients *will serve others*.

It's a ripple effect. We may never know to what extent we have made a difference, *but we will make a difference.*

There is an art to creating high end programs and selling them. It's helpful to understand the fears that cause others to "play small" and the steps they need to take to overcome them.

Unfortunately, this is a topic that is beyond the scope of this document, but I strongly encourage you to find a mentor and tackle it. I did. First I was student, now, as teacher, it has become one of the most satisfying services that I offer.

Next up; why developing passive income streams is critical to achieving the lifestyle you deserve.

### Step Three: Develop Passive Income Streams

In my business model, I equate long term cash flow with passive income streams. Income streams that flow into your life 24 hours a day, even while you sleep. Passive income streams encompass many types of products and can include:

- ◆ Affiliate programs
- ◆ Joint ventures
- ◆ Info Products
- ◆ Books

I love a well done info product! Most people do and are eager to purchase them even though most entrepreneurs I know don't create them. The

reason? They ask themselves one question that always stops them in their tracks.

*Why would someone pay for my product when the information is available on the web for free?*

Trust me when I say this, people will purchase your programs with eager anticipation. Why? Because where information is free, it is also abundant.

The problem is not a lack of information or ideas but a lack of information that is packaged in a way that it is quickly and efficiently consumed.

A “perfect” info product is hard to find. Learning to develop one that is in demand will reward you with income that flows consistently throughout the year.

The information you are sharing should be:

- ◆ Organized
- ◆ Simplified
- ◆ Systemized
- ◆ Ready To Use
- ◆ Available on demand

You can easily create high quality info products. Six suggestions include:

1. Interview experts. Record the interviews (audio or video) and have them transcribed.

2. Find popular questions and answer them.
3. Host a webinar or tele-seminar. Transcribed and then put it into a format you could sell.
4. Record video of your live events.
5. Screen capture your skills. If there is a skill you have that you can teach people on the computer, record it!
6. Create an audio course. In six hours of talking, you will speak more than 50,000 words – that's more than six times the words that you can write in the same period of time!

As easy as it is to create info products using these suggestions I have a better one... Repurpose your existing content! We talk about that in a little bit but first let's talk about community and why it is so important in today's tech driven world.

## Step Four: Create Community

Creating community is vitally important to the success of every business today. This is true for both main street businesses and online businesses. The reasons are many and, surprisingly, deeply rooted in our past. I found the subject so fascinating that I wrote my best selling book *Relationship Marketing and the New Entrepreneur* on the topic. For the purpose of this document, I'm going to keep it simple and just give the basics.



## **Why you need to build community**

Business owners need to be aware that today's consumers don't purchase the way they did a decade ago. Technology has made all of us more demanding, more price conscious, and more knowledgeable about what we are buying. Consumers are also less loyal to brands, including local businesses, because there are so many products to choose from and the same products seem to be everywhere.

Consumers have also become more cautious, and are looking for more than just a product or service; they're looking to share their experiences and concerns with like minded individuals in an environment where they feel safe.

It is proven that when the majority of people chose to identify with a group

or community they conform to what that group is doing. In other words, they exhibit the same behavior and, therefore, are more likely to purchase products recommended by their peers.

This type of behavior is referred to as “social proof” by the search engines, and it has become so important that social interaction has become a key factor in ranking on Google.

Taking all of this into consideration, it would be a wise business decision to build community around your brand and services.

### **Where to build community**

Social media makes it easy to start a conversation and begin the process of building trust which, of course, is the cornerstone of every good relationship!

The trick becomes identifying where your ideal client hangs out so you can begin effective conversation. Take one step at a time so you don't become overwhelmed, but make social media management a mandatory part of your marketing plan. I would suggest following these simple steps to make sure you are heading in the right direction.

1. Build or revamp your website to encourage interaction by adding lead capture and social sharing.
2. Begin a Social Media Marketing program that includes at least one of the big social networks. If you don't know where to start choose Facebook or Google+, then consider adding a new platform every few months until you have a solid social media program in place.

If your website is built using the WordPress platform, it is very easy to incorporate all of the key players at once. If you do not have a Pinterest Account; request one. If you do not have a Facebook business page; create one. Same goes for Google+. Then have your webmaster install the following plugins:

1. ShareThis
2. Simple Facebook Connect
3. WordPress Google +1 - Advanced Plugin

If you don't have a webmaster and need help with this process just drop me a note, and we'll get you the help you need. Now that the plugins are installed post to your blog on a regular basis, it doesn't matter if it's only once a week, just be consistent and remember to upload an optimized picture with every post.

Then simply go to your post page and "Pin it"; "Tweet' it; "Google+" it; and, from the editing page click on "Publish to Facebook Fan Page". You're done. Instant relationship building!

Once you get your feet wet you can begin to do more social media marketing. We have PDF's available for LinkedIn, Google+ and Facebook. Just send us a quick message and we'll send them to you.

We also can help you create Facebook Tabs, which are prime real estate on your Facebook Business Page. They help you increase page likes and build your list. Please let us know if we can help.

## Step 5: Repurpose for Profit

I spent many years teaching safety when I was the director of Regulatory Affairs at a hazardous waste facility and even though I don't have a background in education I took it very seriously. My students literally could die if I didn't do my job correctly. I quickly discovered that there were 5 modalities of learning, and I made sure every course I taught used them all.

You may not be aware of them yourself, but you probably have a favorite! Do you prefer to read a book or listen to a book on tape? Most people learn in different ways, and when you create content with this knowledge you can reach a much wider audience. Repurposing your content is a great way to do just that.

For example, every time I create a new video I make sure I record it in HD format. Why? Because I can 'separate' the audio track from the video. You may be wondering why this is such a big deal - but it is! From a simple 3 - 10 minute video I can create a podcast; transcribe the audio into blog posts and articles; excerpt some of my favorite sound bites to use for my social media updates... and that's only the beginning. You can create eBooks, special reports and product suites. That's a lot of return on a few minutes work!

I since have discovered that most entrepreneurs I know have the material for at least a half dozen information product that can be turned into programs that sell for \$900.00 or more. That's multiple income streams from content you already have!



Recently when discussing this with a good friend she stopped me mid-sentence and asked “What the heck are you talking about?” I was shocked that she wasn’t repurposing her content, and she was shocked that I never shared this information with her before!

I have been talking about it ever since, and I love to see the light bulb go on when my friends and clients "get" this concept. It’s all about making more profit with less effort.

“Repurposing” is simply the art of taking the same content and packaging it differently. I like to create new content with this in mind, but there are

many entrepreneurs I know who have articles, radio shows, telesummits, and more just taking up space on their hard drives. There are ways to rinse, sort and recycle the work you have already done by looking for new angles, hooks or slants to repurpose those materials - the results are two fold:

1. You meet the demand for quality content that will engage your clients, and
2. You create new traffic and income streams.

Here are some examples to show you what I mean:

**Speeches:** Speeches are great content generators. They lend themselves easily to videos, webcasts, podcasts.

Take the transcript of the speech and use it to:

- ◆ Create an article or eBook
- ◆ Enhance advertisements or other print materials.
- ◆ Spark a discussion on social media sites or
- ◆ Create an answers for your frequently asked questions.

### **Webinars:**

These web-based presentations are a great source for content. Record the presentation and make it available as an evergreen training on your website or as a video or audio podcast. Transcribe the audio recording of the session and offer it as a white-paper.

Use the slides from the webinar, individually or as a whole, as pieces of content or to add detail to blog posts or articles. Use the questions and answers segment as the basis for a survey or as quotes for advertisements.

### **Zines:**

Newsletters, e-zines, and even print magazines you produce are filled with content that you can repurpose. Short news items can be expanded for articles or blog posts. Long articles can be turned into checklists, buying guides or how-to guides. Additionally, these articles can be broken up into shorter bits as tweets or blog posts.

### **Blog Posts:**

Take your most popular posts, do an audio recording of them and you now have an MP3; copy and paste a series of posts into a word document, export it as a PDF and you have a free ebook to give away when people opt-in to your list. You can repurpose comments on your Pinterest Pins or your Facebook Wall by answering them on your site.

### **The Big Picture**

The key to repurposing content is to think about what you're going to use it for ahead of time & consider how many ways you might want to use it. This applies to ALL content -whether you are organizing existing content or creating new. It is very easy to create Product Suites when you plan ahead.

For example you can take a series of videos with the same theme and:

- ◆ turn it into a DVD training program;
- ◆ use an entire video or a series of clips to help promote the program;
- ◆ access just the audio and create a CD version of the course;
- ◆ transcribe what you have and use it for an ebook, articles, blog posts, social media content and posts;
- ◆ turn it into a manual for your course.

I hope that gets you thinking about all the possibilities!

The ultimate goal of repurposing your content is to create additional ways to easily drive traffic to your website and develop multiple streams of income through product creation.

It should be effortless. In order to make re-purposing most effective the key is organization. I like to keep a simple spreadsheet with the following column headings:

- ◆ Content Headline
- ◆ Date Created
- ◆ Primary Topic
- ◆ Secondary Topic
- ◆ Content Type (article, video, post, audio, etc)
- ◆ Length

And don't forget to make sure they are searchable. Then when you need a new blog post on a subject you can check your file and pull from a lecture or existing article. When your ready to create a new product suite - you have a treasure chest of content waiting for you.

Just one word of caution. Make sure that as you repurpose you maintain the highest standard of quality. Yes, you are reusing content to make your life easier, but the purpose is also to deliver great content that addresses the different learning styles of your client.

## CONCLUSION

There is so much to do when you own a business it is easy to get stuck in a vicious cycle of long days, not enough time to get everything done, and always more to do. When we try to do it all ourselves we become overwhelmed and forget why we became business owners in the first place.

To reduce the overwhelm and tap into the heart of why you started this journey in the first place - keep it simple! Hire others to do essentials like accounting. Start building a great team by hiring a virtual assistant.

And put systems in place! If the steps that I outlined for you in this document don't resonate with you - that's OK!

Just do not let it stop you from continuing the search for a mentor or coach that you are aligned with. What you learn from their experience can shave years off your learning curve.

## ABOUT THE AUTHOR



Cheryl is a bestselling author and international speaker whose career has been a diverse journey taking her from the hazardous waste field to SCUBA diving Instructor and ultimately to small business owner. While developing a successful Interior Decorating and Custom Upholstery Shop, she became fascinated with internet marketing and has never looked back.

She is the author of *Relationship Marketing and the New Entrepreneur*; co-author of *The New Masters of Online Marketing* and Publisher of *Internet Marketing Unplugged*.

Passionate about sharing her knowledge of how to create and grow a heart centered business, she mentors entrepreneurs to monetize their gifts and implement practical marketing strategies that result in short term cash flow while producing long term income.

For more information a visit [www.cheryltcampbell.com](http://www.cheryltcampbell.com).