

# **The Step-by-Step System to Building Your Small Business**

**Helping small business owners around the world build  
successful, profitable and rewarding businesses**

## **Module 4 Create Your Marketing System**

### **Lesson 4A The Marketing Train**

**Solutions**  
Direction for tomorrow's possibilities

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### Introduction

Hello, Marketers!

In order to build and maintain a thriving business, it is critical that you create and execute a marketing system. I call it “The Marketing Train.”

As a business owner, you will always need to engage in marketing. However, your marketing becomes a lot easier and more effective when you have a system versus haphazardly using a wide variety of unrelated marketing activities.

**In this lesson, you will:**

- Understand the key benefits of The Marketing Train.
- Apply The Marketing Train concept.
- Create YOUR marketing system.

Use this lesson to learn the key concepts for developing your marketing system. Then choose one or two marketing strategies to focus on right now. If you are a new to operating a business, don't expect to have your entire Marketing Train up and running in a month. It takes time. But if you follow the guidelines here and in the other lessons in this module, you will be successful!

Ideally, you will gain a new appreciation of the importance of effective marketing and feel excited about investing time and demonstrating your talent to create your Marketing Train.

Good luck, have fun and let me know how things progress!

Best regards,

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## What Is “The Marketing Train”?

Throughout this business-building program, you have heard about the importance of professional posture and acting like a “True Business Owner” in order to develop a business that thrives. I also address the BIG difference between *doing* what you do and *marketing* what you do.

Growing a successful business requires *doing marketing* effectively. Having a system for your marketing is the only way to be a successful marketer. You can’t just do marketing when you feel like it or when you “need” clients. It needs to be an integral, ongoing, automatic part of your business.

Having a marketing system is the opposite of executing a hodge-podge array of marketing strategies with little rhyme or reason, which may or may not work. Rather, you want to create and execute a well-thought-out and properly sequenced marketing system. It should be comprised of the marketing strategies that work to ultimately funnel prospective clients into Complimentary Consultations.

If you will follow four guidelines when creating your Marketing Train, you will grow your client list—just like thousands who have successfully created their Marketing Train based on these guidelines! These are what work—all you need to do is implement them. We will examine the four steps for creating an effective Marketing Train:

1. **Target** your *Who* and *What*.
2. Do “**What Works**” and “**What Works for You.**”
3. Focus on providing **value**.
4. Take consistent, persistent **action!**

This entire business-building system is about keeping things linear and simple. Although it takes time up front to develop your marketing system, in the long run you will end up spending far less time and energy marketing. And, perhaps the best benefit of all, having a system makes marketing a heck of a lot less stressful!

To make it easy for you to develop an effective marketing system, I use the analogy of creating a train. **The Marketing Train is your marketing system** and has three parts. Each part comprises a different type of marketing activity. All are important for building and maintaining a thriving practice.

1. **The Engine**—your Active Marketing strategies
2. **The Cars**—your Passive Marketing strategies
3. **The Caboose**—your Keep-in-Touch strategies

## Engine: Active Marketing Strategies

Quite simply, the Engine of your Marketing Train is active marketing. These strategies give power to all your marketing activities and encompass the things you do to reach out and connect with potential clients.

How important is the engine of a train? Can a train move forward without an engine? The answers are “Absolutely critical” and “NO!”

Like an engine, active marketing strategies drive your business. They pull you forward. They supply the power for your marketing. Your business goes nowhere without active marketing, just as a train goes nowhere without the engine. Engine activities are powerful because they give you exposure. I know this sounds simple. But simple works!

### ***Examples of the Engine (Active Marketing Strategies):***

- Speaking (talks, workshops, teleclasses)
- Forming powerful strategic alliances
- Leveraging your existing network (grassroots marketing)
- Networking

Do you agree that the greater the number of people who are exposed to your business, the longer your client list can be? For example, if 200 people are aware of what Fred’s business does and 1,000 people are aware of what Sally’s business does, all else being equal, who will serve more people and be more successful? Sally!

Of course, there are other factors, such as who is the better professional, whose target market is more defined, the pricing structure, etc. But if all these things are the same, then the more people who are exposed to what you do, the more opportunity you will have to secure clients! Especially when you focus on gaining exposure with people in your target market!

Another reason the Engine activities work so well is that they are proactive. If you want more clients *now*, spend more time working your Engine strategies! If you pick one or two and really focus on doing them well, you will be most effective and get the best results.

By beginning with active marketing, you will garner interest, build demand and find out what is working and what is not. This approach will position you well for fine-tuning and developing better, more powerful passive marketing strategies.

## Cars: Passive Marketing Strategies

The Cars of your Marketing Train are your passive marketing strategies. You need and want Cars on your Marketing Train. While these are NOT the things that will, in and of themselves, bring you business, passive marketing strategies complement active marketing strategies. It is what you DO actively with your passive marketing that grows your business!

### *Examples of the Cars (Passive Marketing Strategies):*

- Brochure
- Logo, letterhead
- Business cards
- Website

Often when I talk to professionals who are building their businesses, they talk about how much time they spend on marketing. When I ask exactly where their time is going, I hear things like “meeting with a designer to develop a logo, building a website, developing a brochure, etc.”

Both passive and active strategies are important. But your cars will go nowhere without an engine! If you are focused on getting more clients, don't spend too much time and energy on your passive marketing strategies, especially if it keeps you from doing your proactive Engine Activities! This is a common mistake business owners make.

Now, I want to be clear. Some of these things are important. For example, you need business cards. It's important to have a website. But if you are just starting out or are really focused on attracting new clients, rather than allowing your passive marketing activities to detract from your business-building efforts, wisely invest your resources, so the development of these tools supports the achievement of your short-term client enrollment objectives.

## Caboose: “Keep-in-Touch” Strategies

The Caboose is a critical part of your Marketing Train. Remember, the Marketing Train is your marketing system. The Caboose is your “keep-in-touch” system, so people don't “fall off” your train!

You absolutely MUST have a Caboose Strategy that keeps people “on your train” so that you can provide value and build a relationship over time. This is called “permission marketing” or “relationship marketing.” The Caboose is important because many of the people you connect with through your active marketing strategies will not always be ready to hire you right when they first meet you.

Some will! And the business-building system teaches you how to capitalize on the people you reach who have a high “readiness factor.” For those you want to encourage to “stay on your train,” the following ideas offer a point of contact.

***Examples of the Caboose (Keep-in-Touch Strategies):***

- Ezine/electronic newsletter
- Printed newsletter
- Regular follow-up phone calls
- Periodic mailings/announcements

In general, one of the best Caboose strategies is having an electronic newsletter, also called an ezine. Lesson 4G in this module is dedicated to this strategy.

Note: If you are just starting out and haven’t figured out your Caboose Strategy yet, don’t panic! You can collect names and emails for a few months and then, when you are ready, launch your Caboose Strategy!

## **Benefits of Building a Marketing Train**

You will enjoy many, many benefits when you create your Marketing Train. After reading this section, take a couple of minutes to think about how your business would look if you had your marketing system in place and were enjoying those benefits right now. When you connect with WHY you want something, it makes it a lot easier to do the work to make it happen!

### **Marketing Becomes Automatic, Natural and Fun**

Recently, a fairly successful coach lamented, “Is this all there is? I’m tired of marketing, marketing and more marketing. Am I going to spend the rest of my career focused mostly on marketing, always searching for the next client? I am sick of these onesies, twosies...Get a client, lose a client, get two more, lose three. When does this end?”

I call this the “hamster on a wheel” syndrome. If you do not create an effective, essentially automatic Marketing Train, you will always feel like a hamster on a wheel, constantly running and getting nowhere.

When you build your Marketing Train, you will no longer wonder if you are doing the right thing. The stress disappears. The system works. You allocate time in your schedule to implement your system, and you can pretty much bank on the results.

A marketing system does not negate the need for marketing, but it drastically decreases your mental anguish, time and uncertainty, making your marketing more natural, automatic and fun.

### **Ability to Measure, Fine-Tune and Duplicate What Works**

Once you create and execute your marketing system, you need to measure the results. What worked well? What can be improved? You can then make minor adjustments and improvements as well as capitalize on what is really working well. The process of measuring, fine-tuning and repeating is where the magic happens in marketing!

Think about that for just a moment, and let it sink in. If you do not have a step-by-step system, you can't measure, fine-tune and repeat it! And that is crucial if you want top-end results!

Note: If you aren't already a client and you want support in this area, I offer coaching to help you implement this business-building system as quickly, easily and effectively as possible. Working with a trained business-building coach will help you fine-tune your efforts and maximize your results.

### **Decrease Time Spent on Marketing**

As mentioned above, when you have a marketing system, you dramatically reduce the amount of time you spend thinking (and stressing) about marketing. Once you have your Marketing Train, you can focus on execution, measurement and repetition.

No more wondering if you are doing the right thing and always trying to create and execute new strategies. You simply repeat the system and reap the rewards of concentrated, focused, professional marketing.

Having a system also saves tremendous time in the execution phase. When your Marketing Train is up and running, implementing your strategies becomes a lot easier, almost to the point of being effortless.

Let's say, for example, that you use teleclasses as one of your two Engine Activities. Once you have conducted 8, 10 or 12 teleclasses, you will become very proficient. You will not need to prepare nearly as long. All you will have to do is fine-tune, try new things within the teleclass and measure the results!

### **Maintain a Steady Stream of Prospects**

When you create a Marketing Train, you are developing a method by which you are exposed to a steady flow of potential clients as effortlessly as possible.

In business, there will always be attrition (clients leaving), so you want to be able to “pull the lever” and funnel new clients into your practice, virtually at will. This is simply impossible if you do not have a system. With a well-executed system, you will by definition duplicate what works in your marketing and can expect essentially the same or similar results every time.

## How to Create a Marketing Train

### Step 1 Target Your *Who* and *What*

Virtually every component of this business-building system starts with this step! In order to create an effective Marketing Train, you need to identify WHO you serve and WHAT you do for these people. The more specific, the better! If you haven’t already completed “Lesson 2A: Determine Your *Who* and *What*,” I urge you to do so now!

The goal of your Marketing Train is to actively reach out to the people who want and need what your business provides. This is critical for making your marketing as targeted as possible. It enables you to form the right alliances, focus your networking, speak to the right groups, develop an informative newsletter on the right topic, etc.

Your marketing is targeted when you are reaching out to the people who want the result or benefit that your business provides or who have the “problem” that your business can “solve.” This is very different from thinking that everyone is a potential client and prospecting with each person you meet.

### Step 2 Do What Works and What Works for You

When choosing the marketing strategies that will comprise your Marketing Train, you want to focus on what works and what works for you. Here’s what I mean by that.

#### **What Works**

Marketing works when one of two things happen:

1. Potential clients sign up for a Comp Session. (This is the ultimate goal of all your marketing!)
2. Potential clients give you “permission” to keep in touch with them. (This will allow you to build a relationship over time. Then, when they have a high enough “readiness factor” and you offer a Comp Consult, they sign up!)

There are literally dozens and dozens of marketing strategies from which to choose. The ones that work best are those that:

**1. Allow people to get to know you, for example, by:**

- Speaking (presentations, workshops, teleclasses)
- Networking (targeted to your *Who* and *What*)
- In-person meetings
- Writing (articles, ezine/newsletter)

**2. Enable you to get a referral from someone who has experienced your services/products.**

- Current clients
- Strategic alliances
- Leads group (such as BNI, Elite Leads, Le Tip)
- Your existing network (grassroots marketing)

***What Works for You***

Defined and listed above are examples of marketing activities that work best. However, they only work if you DO them and you do them well! When choosing strategies for your Marketing Train, you must balance what works with what works *for you*. For example, if you are not a good public speaker and have no interest in improving that skill, it wouldn't be a good activity for you to choose!

**The things that “work for you” should be things:**

- You enjoy doing.
- You are good at (or can and are willing to learn to be good at).
- That you will actually do!

**Step 3 Focus on Giving Value**

Think of marketing as a way to connect, inform, share your expertise and give value! Marketing is not selling, so do not feel as though you have to sell to get clients. Selling doesn't work. Giving value does!

**For example, consider which is easier to do:**

Offer a Comp Consult	or	Get a client
Give something away	or	Charge for something
Coach/consult	or	Sell
Provide value	or	Describe value

Obviously, it is a lot easier to do the former things! So, let's look at the following example to explore some ways to focus on giving value when implementing the Engine strategies of marketing and speaking and the Caboose strategy of an electronic newsletter.

**Example—Active Marketing Strategies:**

*Engine Activities: Grassroots Marketing, Speaking*

Let's say you are a life coach who helps busy, successful professionals bring more meaning, fulfillment and spirituality into their lives. You have chosen grassroots marketing and speaking as the two Engine activities of your Marketing Train. Here are some ways you can give value when implementing these strategies:

Grassroots Marketing

1. Develop a "How Meaningful Is Your Life?" quiz, and include it with your grassroots marketing letter.
2. Invite people to attend a free teleclass on "Three Simple Ways to Feel More Fulfilled Every Day."
3. Include an article about spirituality with your grassroots marketing letter.

Speaking

1. Deliver an informative talk. (In and of itself, this is of great value!)
2. Give the audience a valuable take-away, such as an article, checklist, assessment, etc.

**Example—Keep-in-Touch Strategy:**

*Caboose Activity: Electronic Newsletter*

For your caboose, I recommend writing an electronic newsletter (ezine). Much more detail about this strategy is presented in Lesson 4G; but for now, know that an effective electronic newsletter must provide value to the reader!

Do you see from these examples how fun and easy it is to focus on providing value with your marketing? The more you focus on giving value, the more successful you will be!

**Step 4 Take Consistent, Persistent Action**

Do you know the children's story about *The Little Engine That Could*? This is a story about a train's engine that kept chugging and moving forward despite obstacles. *The Little Engine That Could* never gave up and ultimately succeeded! When building and implementing your Marketing Train, you need to be the "Little Train That Could"!

***Use Engine Activities***

It takes time to build a successful Marketing Train. And the more you "drive that train," the more successful you will be. Think about it. When you implement your Engine activities, you will find people who are ready to hire you right now. Furthermore, you are also planting lots and lots of seeds that can grow into clients in the future. As long as the train is moving, you'll be attracting prospective clients. Do whatever it takes to keep your train rolling!

The "speed" of your train determines the number of clients you get. Then it becomes a numbers game! Want clients? Speed up your Marketing Train! Specifically, focus on your Engine activities!

***How Should You Spend Your Time?***

Let's say you just quit your full-time job and are now working 40 hours/week building your business. Let's assume that you already have three clients and that your "full practice" goal is to have 15 clients. And you would like to reach that "full practice" goal in 6-9 months.

Let's also assume you have already completed Modules 1, 2 and 3 of this business-building program. That means you have a vivid, inspiring vision for your business and life, made that committed decision and built your belief. You've also identified your *Who, What* and *How*, and you know how to conduct a Compliment Consultation and handle objections effectively.

In this example, I would recommend that you spend 70-80% of your time on your Engine activities. Then, as soon as your Marketing Train is rolling, I would recommend you launch an ezine.

Obviously, you need to determine the best way for you to create and implement your Marketing Train. To maximize your results, I recommend that you work with a business-building coach to help you create and implement your specific plan.

## Assignment Create *Your* Marketing Train

Are you excited to build your Marketing Train? I hope so! Use the worksheet below to get started!

**The reasons I am excited about building my Marketing Train are:**

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**The 1 or 2 (maximum 3) Engine strategies that I am going to use in my Marketing Train are:**

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**The Caboose strategy that I am going to use in my Marketing Train is:**

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**Some ways I can give value when I do my marketing are:**

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Support systems I have in place to help me believe and act like “The Little Train That Could” are:

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My next steps are:

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## Summary

As you may have gathered, I like to keep things simple, linear and “street smart.” This is the reason for concepts and words like your *Who, What, How* and metaphors like the “Marketing Train”! Can you tell that I like the Marketing Train analogy? I know it may seem a little goofy, but it works! And it really can be *that* simple to:

- TAKE ACTION, focus on your Engine activities and reach out to people in a proactive, systematic, attractive way.
- Add people to your database, and GIVE VALUE at every opportunity.
- Funnel people into a COMPLIMENTARY CONSULTATION, and conduct these in a professional, structured way.
- COACH to objections and close the sale!

If you follow these guidelines, as well as those in the other modules of this business-building system, marketing will become an automatic part of your business. It will become a lot more fun, and you will get good at it! When this happens, marketing works!

I encourage you to do what it takes, provide yourself with the support you need to take the action necessary to get your “Marketing Train” rolling.