

**BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL**

A Business & Marketing Guide for Small Businesses,
Nonprofits and Entrepreneurs or
Anyone Who LOVES Marketing

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CHAPTER 12

PLACES TO FIND YOU

Where can people find your products and services? Back in the day those options were very small. These days, though, the number of places is quite large thanks to the Internet. So you can offer your services in-person or online. Regardless of which option you choose, you then have tons of other options to decide upon. For in-person, people will use something as formal as a store, university, coffee shop, library or community room or as informal as someone's home or even their own home. For online, there are so many places now, too. Some examples include Facebook, your website, YouTube, Periscope, Google Hangouts and a wide variety of video conferencing options where you can work with people in groups or one-on-one across the country.

Most of my career working for others was done at places where the customers were fairly local. All our meetings, programs and services were done in-person. Even if I did things with people from another city or state, we still traveled to each other and met in-person. Meanwhile, colleagues at major corporations were working with their co-workers in different states and countries online. I knew when I started my business that this was the way to be most effective and to have the broadest reach in terms of clients. So when I developed the foundation of my business, it was with the idea in mind that I would be able to serve people virtually across the country.

The very first pilot of the *Magnify Your Marketing* program was held in-person and met at my home. The next pilot was held virtually, making it easier for clients to be able to fit it into their schedule. It had the added bonus of being recorded, too, so that if it didn't work with their schedule that day, they could watch it at a different time. To make the time spent online most efficient, I made videos of the things that I lectured on in the other class and had them watch the videos prior to our time online. They also had assignments to do prior to our sessions. Our time together was then spent sharing their responses and stretching their thinking. Both pilots were done with groups.

After seeing the success of both pilots, I piloted a more intimate one-on-one version. The one-on-one was tested both virtually and in-person at a coffee shop. Later it was piloted as an overnight at a resort. The benefit of this option was that the client could get

away from it all to plan in a more relaxed atmosphere. Today, I've taken the best of all the pilots and offer the program both in-person and virtually. The in-person programs are held at the client's place of business, at a local university, or a resort.

