

STEP UP SERIES

Strategies, Tactics, Evaluations,
Principles to Upskill & Progress

Weekly Business
Newsletter



By Shanker Viswanath

5 Effective Ways to Enhance Your Online Marketing

It seems paradoxical – the more you give away, the more people are willing to pay for your services – but it's true.

The key is that it's got to be good and of high relevance to your target audience.

So how do you **share your expertise** with your target audience? Through **writing** and **speaking**.

And it starts with being able to **get your core ideas down** on paper in a way that **catches your audience's attention** and compels them to action.

This **builds people's confidence** that you consistently know your stuff and that you can be counted on for **long-term value**.

In today's newsletter, I am sharing with you **5 Effective Ways to Enhance Your Marketing**.

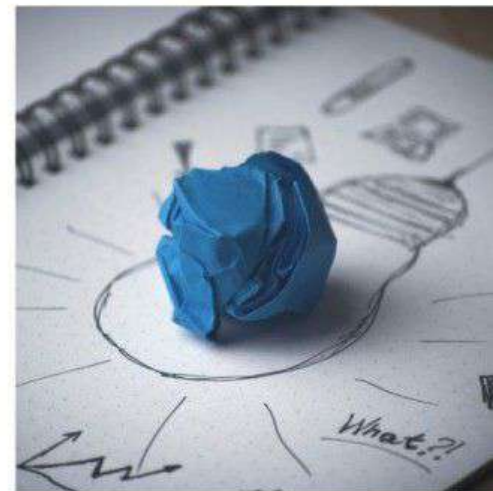


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Brainstorm a short list of things that your clients struggle with.

What problems drive them to you?

Why are they willing to pay good money for your services?

This is now your list of topics for articles and talks.

Step 1 - Brainstorm

Brainstorm a short list of things that your clients struggle with.

Remember, **it's not about you** -- it's about them, their pain, and their needs.

Answer the following:

1. What is the **problem**?
2. Why is it **important** to be address it?
3. What will happen if it is **ignored**?
4. What is **your solution** to the problem?

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At this stage, it is more about the number of answers you are able to come up with.

Don't bother about being grammatically correct, etc.

Just get your ideas on paper (or into the computer).

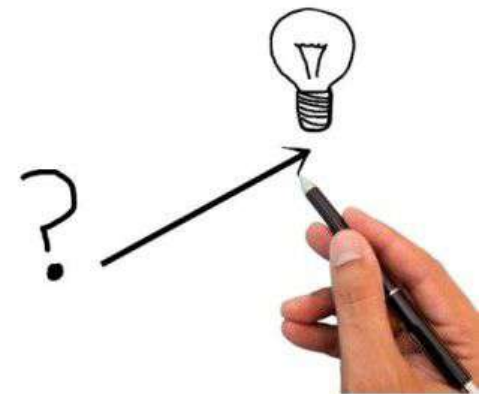
By Step 3 - You would have got an article in a near complete draft form.

Step 2 - Write Your Answers to the Above Questions

Write your answers to these questions and **don't worry** about how it flows or even that you're using good grammar.

Step 3 - Title and headlines to break up the text

- Add a **Catchy Title**
- **Headlines** to break up the text
- **Keep** your Paragraphs short
- Add **Bullets** or numbers to guide the eye
- May be a **Reference** or a **Diagram**



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Seeking this kind of feedback is a great confidence booster and a low-risk way to share your writing with a small set of audience first.

Send it to current clients, or use it as the basis for getting booked for talks

Whatever you do, don't let it languish.

Step 4 - Seek Feedback

Ask a couple of trusted colleagues, your Business Coach, Clients or friends **for feedback** on your draft.

Do not ignore this step as it adds a great value to your article.

Many a times, you are not able to spot your own mistakes.

Step 5 - Share it as your Expertise

- Put your new article on your **website**
- Offer to **send it** as a follow up when networking

Feedback



SHARE