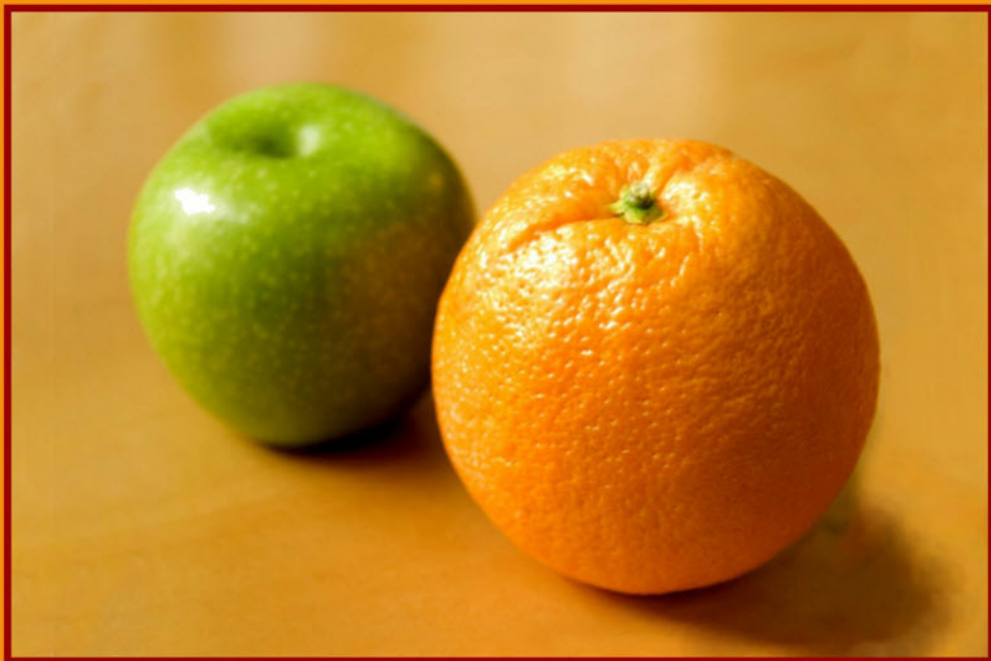


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A Simple Introduction To Marketing

**A short, practical introduction
to some basic marketing concepts**

Ian Rowland

A Simple Introduction To Marketing

**by
Ian Rowland**



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— Ian



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A Quick Note About Me

I do three things so I have three websites.

www.ianrowland.com

This is about my work as a professional writer. In simple terms, I offer a complete 'start-to-finish' writing and publishing service. Technical writing, business, sales, marketing, creative... you name it, I've done it! I offer 35+ years experience across all media. In my career, I've helped more companies to sell a greater range of goods and services than anyone else you're likely to meet. I'm also a 'ghostwriter'! If you've got a book inside you, I can write it for you or guide you through the self-publishing process.

- - -

www.coldreadingsuccess.com

My website devoted to the art, science and joy of cold reading and what I call 'cold reading for business'. As well as providing free information and downloads, the site tells you about my three books on cold reading and the training I offer.

- - -

www.ianrowlandtraining.com

All about my talks and training for conferences, corporate groups and private clients. Main subjects include:

- The Practical Persuasion Method.
- Creative Problem-Solving.
- Leadership, Presence And Charisma.
- Unlock Your Mind.
- Be A Genius!
- Cold Reading For Business.

I also offer bespoke training packages to suit *your* needs. Clients to date include the FBI, Google, Coca-Cola, Unilever, the Ministry Of Defence, the British Olympics Team, the Crown Estate and many more. Full details on the site.

A Quick Note About My Books

I've written quite a few full-length books that I sell from my websites (as listed opposite) and via Amazon. Mostly, I write about:

- Business success and the joys (?) of working for yourself.
- Cold reading (how to talk to people as if you're psychic) and what I call 'cold reading for business'.
- Overcoming various forms of addiction.

In addition, just to defy easy classification, I've written one book of original romantic poetry, which I'm very proud of!

I've also produced quite a number of smaller booklets, like this one, that are available as *free, instant* downloads from my various websites.

If you want to support me, please tell your friends about my work, even if you only steer them to the free stuff. It's all good for awareness and promotion. I would also be very grateful for any friendly mentions and recommendations on social media.

Want to get in touch with me? Great! I'd *love* to hear from you. You can find me on Facebook and other social media or just send me an email: ian@ianrowland.com.

Introduction

There are two ways to do business. The first way is to pay attention to marketing. The second way is to go out of business.

People talk to me about marketing all the time. I don't actively encourage this. It's not as if I walk around with a flashing red sign strapped to my back saying, 'Please discuss marketing with me today, preferably for hours on end'. It just happens.

Sometimes it's because I'm talking to people who work for themselves, or would like to, and 'marketing' is a bit of a foggy area for them. On other occasions, it's because successful marketing can be seen as one facet of successful persuasion, which happens to be one of my main passions.

It seems to me that there are many misunderstandings about marketing, and that some books on the subject make it sound wretchedly dull. This is a shame, because marketing is actually a rather fun and fascinating subject — if you approach it in the right spirit.

This is why I've put together this brief, introductory guide to the subject. My aim is to explain what marketing is all about and how to have some fun with it.

This is not a comprehensive guide to the subject. Marketing textbooks tend to be quite dense (as are some of the people who write them) and this is only a short, simple introduction to the subject. Please bear this in mind.

Some of what follows might seem like nothing more than plain common sense. This is because a lot of good marketing strategy is just plain common sense. Unfortunately, as anyone who has ever worked in an office knows, common sense just isn't all that common.

Also, some of what follows might seem more like my personal, subjective opinion than objective fact. I openly admit that this is the case. To some extent, I'm sharing what I know based on my experience and my opinions. Other sources may disagree, and other opinions are available. The best teacher, as always, is experience. *Your* experience.

My Credentials

I have as many formal marketing qualifications as I have wings. In other words, none whatsoever. Zero.

On the other hand, I've worked in creative media and marketing for over thirty years, mainly as a writer but also as a producer and consultant. In that time, I've helped companies to market just about everything you can think of: plastic water pipes, bicycles, shoes, hosiery, heavy engineering services, tank turrets, milk, fork-lift trucks, shower units, bread and much else besides.

If you want the shiny 'companies I've worked for' list, you'll find it at the back of this booklet with a nice set of company logos and some kind testimonials.

If you're more impressed by things like senior management experience, I can offer a bit of that as well. For a rather interesting period of my life, I was the UK Head of Sales & Marketing for Valtech, an international internet training and technology company. It was a wonderful company to work for!

I've also run my own business for over 22 years, and these days I enjoy helping other people take their first steps into the challenging but joyful world of self-employment.

None of which is really important. All that matters is that you get something useful out of this booklet. I hope you do!

What Is Marketing?

I often hear people say things like this:

- Marketing is all about advertising.
- Marketing is getting brochures printed and stuff like that.
- Marketing is organising surveys and opinion polls.

All of these suggestions have something to do with marketing, but they miss the big picture. Here's my favourite definition of marketing:

Any company has a relationship with its market. Marketing concerns the art, science, wit and joy of optimising that relationship.

Note that this definition includes words like 'wit' and 'joy'. You see, although some textbooks make marketing seem as dry as dust, it's actually a wonderful aspect of running any business. 'Optimising the relationship' can involve *any* brilliant or offbeat idea in the world. It can involve small changes that make a big difference, or inspired flashes of genius. It can involve mad concepts, shrewd moves and gymnastic feats of ingenuity! If it involves creating a better relationship with your market, then it's good marketing.

Just one note before we move on: 'optimising the relationship' does not just mean maximising profit. It's also about finding ways to understand your market as well as possible, being likeable and out-thinking the competition.

So, let's move on. I'm going to take you through the twelve basic steps of marketing. It's not hard to guess the first step. If you're going to have a relationship with a market, you need to know which market you want to have a relationship with. This leads us to Step 1.

Step 1: Identifying Your Market

A market is any definable group of people you can have a trading relationship with. The definition of a market can include:

- Gender.
- Age.
- Location.
- Income / spending power and patterns.
- Interests.

...and many other demographic or defining characteristics.

Within most markets, you'll find several market sectors. Sectors can be defined in different ways — by service requirement, demographic, product features, customer characteristics etc.

Example #1. Main market: Cleaning products such as soap and detergents. Sectors: industrial, beauty, health, special needs, scented/feminine, cheap, expensive/exclusive.

Example #2: Main market: Women's magazines. Sectors defined in terms of: age, social class, career path, principal interests, social and intellectual 'awareness', etc.

You have to identify your market and market sector(s) before you can successfully optimise your relationship with it or with them. In traditional marketing parlance, you can't aim right if you don't know which target you're trying to hit.

However, merely identifying a market, or a sector, doesn't mean you know a great deal about it. This leads us neatly to Step 2.

Step 2: Knowing Your Market

It's always worthwhile to ask:

- What do you know about your target market?
- Do you know enough? If not, how can you find out more?

You only need information that you can use, or that will make a difference. It's no use knowing which colours your customers prefer if you have no intention of doing anything useful with this information.

There are several good ways to get to know your market:

- Use existing information (consult a published report).
- Generate new information (run a survey or poll).
- Get the market to provide information ('Tell us what you want!')

Unfortunately, getting good information about your market is always more difficult than you think it's going to be.

One problem is that while there may be many sources of information about your market, a lot of it may be quite spectacularly unreliable or misleading. Data can be out-of-date, biased or based on poor quality research. You also have to be wary of vested interests. Never ask the man who makes red paint if customers would like your product in red.

It's also worth asking yourself if there's really any consensus on an issue. One report might say customers want red widgets, but for all you know the next ten reports might say the opposite or make ten different recommendations. In any case, consensus can often be a seductive traitor. Sometimes, one person is right and ninety-nine are wrong.

Surveys

Many companies like to organise customer surveys, which always sounds like a good idea. Unfortunately, there are at least three problems with surveys (apart from the time and cost of organising them).

The first is that customers often don't know what they want until you show it to them. Nobody was asking for a Dyson vacuum cleaner before it was invented.

The second is that a survey will never tell you what your customers think. It will only tell you what customers *who like replying to surveys* think, and they may not be very representative people. Some people have better things to do.

Thirdly, the way you ask the question can bias the response. If you ask, 'Would you like us to make our products in a wide range of options, styles and sizes?', most people would say yes. If you ask, 'Would you like us to put our prices up?', most people would say no. But these are two aspects of the same question: manufacturing a wider range of products usually means higher costs and therefore higher prices.

You also have to balance the cost of obtaining market data against the benefit you derive from it. If you won't do anything useful with data, it's a waste of time to obtain it.

I'm not saying there are any easy answers to these problems, but being aware of them can save you a lot of time and money.

Some businesses get by on a very simple approach to market research: make something and see if people want it. If they do, make more of it; if they don't, make something else. Customers don't lie with their money. If they like it, they'll buy it, and maybe that's all the market research you need.

Let me add one last point: never waste an opportunity to talk to your customers about what they like, don't like or *would* like. If you're a retailer and meet your customers face-to-face, occasionally chat with them about these questions. If you are involved in business-to-business selling, the same applies. Take some of your clients out to lunch and get their input. Even if you run your business online, contact a few customers now and again and gain some insights into what you could do next that they'd like. Notwithstanding all I've said above about the unreliability of customer feedback, it's still better than nothing. Talking to people always yields more information than *not* talking to them.

Assuming you have some fairly good knowledge of your market, you can start trying to devise a product or service your market will probably like. This brings us to Step 3.

Step 3: Devising Your Offer

You have identified your market and made the effort to learn something about it. The next step is to offer something you think the market will like. The difference between selling and marketing can be put like this:

Selling is trying to persuade the customer to want what the company offers. Marketing is trying to organise the company's resources to offer what the customer wants.

You need to think about the product you intend to offer and why you expect it to appeal to your market. (For our purpose, we can use the term 'product' to refer to either a product or service.) Some textbooks say every product is intended to satisfy a need, want or aspiration. These are simplistic categories, but they can help you to think about what you want to offer and why you think people will buy it.

Every product makes a promise to the consumer (implicit or explicit). Good marketing involves making sure:

- Customers understand the promise.
- It's the right promise (one they will respond to).
- You can deliver it consistently.

On that last point, one so-called 'golden rule' of marketing is this:

The product must keep its promise to the consumer

No business can ignore this rule and survive.

The promise your product makes to the consumer may not always be rational. Markets consist of people, and people can be emotional and irrational. Feelings, hopes, dreams and cultural trends often play a big part in people's purchasing decisions. People can be rational when they have to be, but they live life on their emotional circuits. Therefore successful marketing is often about emotion rather than reason.

Let's take stock. You know which market you want to participate in, who you are aiming at, what you want to offer to them and why. This is a pretty good basis for a viable business. The next step involves translating your knowledge into action.

Step 4: Corporate Planning

Marketing is an integral part of corporate planning. There are lots of business gurus offering their own version of successful corporate planning. It often involves lots of acronyms, lists, 'mantras', golden rules etc.

Let's keep it simple:

- You state an objective.
- You devise a strategy to support that objective.
- You list the steps involved in that strategy.

Each step consists of resources and actions.

Resources: people/skills within the company, people/skills outside the company, money, time, space, equipment and materials.

Actions: what to do and when to do it.

Here's an example.

Objective: attract younger customers.

Strategy: have a presence at rock festivals.

Step 1: send staff to set up a stall at the Glastonbury music festival two months from now, dish out samples, hand out literature, provide something free that people can use (branded inflatable pillows).

Followed by whatever steps 2, 3 and 4 happen to be. That's basically what your corporate planning should look like.

Obviously, your marketing and corporate planning need to reflect that you are not alone in the market. This brings us on to Step 5.

Step 5: Market Participants

Marketing activity has to recognise that your company does not exist alone in a market. Who else is involved?

- Customers.
- Competitors.
- Allies / partners / friends.
- Suppliers.
- Official bodies or regulators.
- Commentators.

Good marketing aims to optimise the relationship between your company and each of these other players.

Of course, competitors are very important, and it's natural to focus on them, so let's move on to Step 6.

Step 6: Competitors

Any participant in a free market economy faces competition.

I previously mentioned market research: learning about your market and your customers. You can also do market research on competitors. In theory, the better you know your competition, the better equipped you are to compete. In practice, the importance of knowing your competitors may vary. If you have something everyone wants, you will sell. If you haven't, you won't.

Some people, when considering their competitors, like to use what is called 'SWOT' analysis:

Strengths: your advantages over the competition.

Weaknesses: the opposite of the above.

Opportunities: aspects of the market that you can identify and exploit to your advantage (may reflect changes in society, technology, culture, customer attitudes, market activity, economy etc.).

Threats: potential competitor activity, or changes in the market, that may harm your interests or ability to compete.

Of these, I would say 'Opportunities' is the most important. Many motivational speakers point out that we are all swimming in a sea of opportunities all the time. Successful people make it their business to spot these opportunities and to act on them fairly promptly. This does not mean acting hastily or recklessly. It does mean getting your act together, organising your time and not letting good opportunities slip away.

There are many aspects to competing effectively. One of them is differentiation, which is the subject of Step 7.

Step 7: Differentiation

Marketing textbooks tend to say it's hard to compete unless you can differentiate yourself from the competition.

In practice, this isn't always applicable. Sometimes a business can survive and thrive because (a) it's more or less the only player, or (b) the market is large enough to sustain several participants evenly, or (c) it enjoys a natural advantage (e.g. a naturally occurring monopoly).

However, it is usually the case that to compete effectively you need to differentiate yourself from the competition. Any differences will do, provided they are beneficial and consistent with your marketing objectives. Achieving differentiation will usually embrace:

- What you sell.
- How you sell it.
- Who you sell it to.

I think the best way to think about differentiation is just to consider the personality you want your business to have. Some companies try to be the established player, steeped in tradition and old-fashioned values. Others try to be the cheeky, likeable underdog company that comes along and runs rings around the crusty, old brands that have become too big for their own good. Some want to be seen as your friend and ally, others just want to be considered the boffins with the best technology or smartest solutions.

In the textbooks, you'll see experts talking about 'framing' and 'market positioning', and it's all fascinating stuff in its own way. But to keep it simple, just think what sort of personality you want to have, and what your values are as a business.

This ties in closely with the concept of the 'marketing mix', which we'll look at next.

Step 8: The Marketing Mix

The underlying philosophy of 'differentiation' is that no two participants in a market will ever have exactly the same marketing mix.

The 'marketing mix' is usually, and not always helpfully, summarised as the four Ps:

- Product.
- Pricing.
- Promotion.
- Place.

We have already looked at Product (in the earlier section entitled 'Devising Your Offer').

Pricing

Conventional thinking on pricing is summarised by this diagram, which plots Pricing strategies (low / medium / high) against Quality strategies (low / medium / high). As you can see, there are nine options, hence nine strategies.

Most businesses survive by managing to occupy one of the three shaded boxes. Getting a 'ripoff' reputation isn't good for long-term success. Trying to offer 'superb value' tends not to work in practice, because the fundamental realities of life suggest it's hard to provide very good quality at a very low price (if you want to stay in business).

PRICE	High	Ripoff	Overcharging	Premium
	Medium	Poor value	Medium value	High value
	Low	Economy	Good value	Superb value
		Low	Medium	High
		QUALITY		

Promotion

Promotion means deciding on your product's key messages and unique selling points (USPs), and how you deliver these messages. We'll look at this in more detail later, when we discuss marketing channels.

In my experience, marketing professionals tend to place great emphasis on USPs, and love nothing more than to have 76 hours of meetings to identify USPs, create some USPs if none exist, or just sit around saying 'USPs' a lot.

The truth is that plenty of successful products don't really have any unique selling points as such. I'm not aware of any USPs about the petrol/gasoline I put into my car — I just go to the nearest place and fill up. I'm also fairly sure there's nothing unique about the tea I consume by the gallon or the ties I wear when I'm presenting a corporate lecture. In other words, notwithstanding the importance of good promotion, I think the USP bit tends to be somewhat over-rated.

Place

This refers to geographical factors such as where you operate, where your customers are, how you meet, how you distribute, where you choose to operate and so on.

Personally, I think a better 'P' word is 'presence'. This is perhaps especially true now that we live in the age of the internet, where geographical location is not as important as it once was.

In the next step, we're going to look at Promotion in more detail.

Step 9: Promotion

Promotion involves:

- Identifying which messages you want to send.
- Choosing which channels you will use to deliver these messages.
- Deciding how you use these channels.

The messages you want to send may be corporate messages (what you say about your company) or product messages (what you say about a particular product you offer).

For companies, the usual practice is to express key messages in terms of a set of aims or values. Some key messages hardly ever change — these are said to represent the company's core values. Some key messages may change and evolve over time, as part of specific campaigns or an attempt to change the company's positioning within the market.

With regard to product messages, I've already mentioned that some textbooks suggest every product meets a need, want or aspiration (and these categories can overlap).

- A **need**: you have to buy it whether you actually want to or not. (Paper for my computer. Petrol for my car. Dog food for my dog.)
- A **want**: whether rational or not. (A music magazine. A cinema ticket. A guitar.)
- An **aspiration**: an exclusive item of designer clothing. A status symbol car. A meal at an exclusive restaurant.

When you think about your product and what sort of need it is intended to meet, you can put together what's known as the 'selling proposition'. This summarises the argument for purchasing your product, based on an understanding of the market's needs, wants and aspirations.

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A selling proposition can involve one or more of many possible themes. Some typical themes are:

- Price ('Why pay more?' 'Don't waste your money' 'Save £££s').
- Quality ('Why settle for anything but the best?' 'Don't you deserve the best?').
- Uniqueness ('Exclusively available from...' 'Special limited edition').
- Value ('The best value for money you will find').
- Fitness for purpose ('Nothing is more effective!' 'The fastest-acting remedy').
- Status ('For the more discerning' 'For those who appreciate the finer things').
- Herd instinct ('Don't get left out!' 'The one everyone's talking about!').
- Richness of feature set ('Dolby, auto-reverse, sub-woofer, EQ, 60 watt RMS...')

The selling proposition is important, in that it can provide the basis for all your promotion and sales activity.

Having decided what messages you want to send out, the next step is to think about how you are going to get your messages to your market. This is the subject of the next step.

Step 10: Marketing Channels

You have decided which messages you want to send out. You get these messages to your market using marketing channels. These may include:

- ‘Above the line’ advertising, using various media (print, radio, TV).
- ‘Below the line’ advertising, direct mail, point-of-sale material.
- Personal sales and telesales.
- Indirect sales, third-party referral and so on.
- PR (non-advertising media activity).
- Events / seminars / lectures / talks.
- Online promotion.
- Packaging, freebies and giveaways.

In each case:

- There is a cost/benefit analysis to be done.
- You may need talent and creativity that you have to find either in-house or elsewhere.

In this small booklet, I can’t tell you how to be creative but I can mention two pieces of good advice. (1) Simple messages work best. (2) Consistency is essential (over time, and across channels)

My strongest recommendation would be to learn how to use Google and Facebook advertising *well*. Hire an expert if you have to. There have never been a better or more cost-effective way to promote your business.

The need to send out consistent messages over time, and to convey messages quickly, gives rise to the notion of branding.

Step 11: Branding

My definition of branding goes like this:

Branding is what gives your product a personality.

Perfume is just wet stuff that smells nice. However, one perfume might be considered cheap and cheerful, while another might be associated with a glamorous life spent among rich and famous people. A computer is just a bunch of magic electronic components in a beige, plastic box. But with the right branding, it might be seen as the computer of choice for creative types or the 'cool' choice for gamers. Branding makes the difference.

Branding works by a process of association. It aims to associate recognisable marks with a set of company values. Its primary purpose is to enhance sales in three ways:

- By increasing a company's visibility and reach (the brand can be present even if the company isn't).
- By making it easy for consumers to find or recognise values they find appealing.
- By coding intangible values/characteristics (e.g. 'good value') in a concrete form that can be copied and distributed.

Its secondary purpose is to help unify company activity. The more widely and often you publish your chosen set of brand marks, the greater becomes the awareness, both in the marketplace and within your company itself, of what your company sees as its role and purpose.

The Branding Process

The branding process can rather simplistically be summarised as follows.

First, based on your awareness of the market in which you operate, decide which market aspirations you are going to exploit.

Secondly, develop products that are capable of satisfying, and being perceived to satisfy, those aspirations.

Thirdly, develop brand marks consistent with your branding strategy. The marks can be colours, shapes (recognisable or abstract), symbols, patterns, images, textures, words or phrases.

The marks you use do not need to have any intrinsic meaning, and abstract branding is common. However, the marks must not be inconsistent with the branding's purpose. For example, a frivolous image cannot serve a non-frivolous branding strategy.

You then present your adopted brand marks via all facets of your corporate presence and activity. In short, if you have a logo, plaster it over everything you do.

The general idea is that, given enough time and exposure, the brand marks come to be associated with a set of qualities or characteristics that your market finds appealing. From this point on, the brand marks by themselves can attract the market and promote sales. It tends to take quite a long time to reach this stage.

Your Branding Starter Pack

When I work with companies that are just starting out, I sometimes suggest they devise their 'branding starter pack'. Here it is.

1. Choose two colours you like that go together. These are your corporate colours.
2. Choose a shape (circle, square, diamond, whatever). Add the initial(s) or your name or your company's name. Use one of your colours for the shape, the other for the initials. Congratulations! This is your company logo.
3. Get a nice, clear, head-and-shoulders profile photo where you look friendly and intelligent. Make it generic, not specific to any particular context.

Use these colours, this logo and this photo consistently across every aspect of your company's presence. In your store, on your products, on your website, on everything you produce. Same colours, same logo, same photo. When you've made some money you can get a professional designer to come up with something better. However, when you're just getting started, this will suffice.

What's next? You have your product, some messages, and some ways of communicating those messages to your chosen market. But so far you haven't actually *sold* anything. Let's talk about selling.

Step 12: Selling

As you may be aware, selling is a vast subject. Some people spend a lifetime learning how to sell successfully. There are hundreds of classes and seminars devoted to the subject. When I work with my clients to help them sell more effectively, it's never a 'quick fix' deal. There's usually a lot of time and effort involved.

In this short guide, I can only scratch the surface of what is a deep and fascinating subject. Fortunately, the basic principles of successful selling don't change much and aren't hard to summarise.

1. It's a numbers game. If I talk to 100 customers and you talk to 80 in the same time, I'll make more sales.

2. Selling is about people. If you understand people, their needs and feelings, you will sell more. The essentials are:

- People buy from people they like, and they like people they feel they have something in common with, such as shared values and a shared outlook on life.
- Everyone craves validation.
- Everyone craves comfort and security.
- Everyone enjoys control/power.
- Everyone wants to be loved.
- Everyone wants problems to go away, and in particular they want easy, instant solutions.

3. Persistence pays off. If you imagine you'll only need to contact a customer once to get an order, you'll often be disappointed. If you imagine you'll need to contact a customer seven times before you get an order, you'll rarely be disappointed.

4. People buy benefits, not features. The fact that an oven uses a special new kind of ceramic surface is a feature. Who cares? The fact that the oven cleans itself is a benefit. Everyone cares.

5. Tell them what they want to hear. Tell them what they want to hear. Tell them what they want to hear. (But you're not allowed to lie.)

6. Make it about them (the customer) not about you (the seller). People love to talk about themselves. People love to have a good moan, and to be listened to.
7. Know your products. If you don't know your stuff, you can't answer questions and this looks bad.
8. Look your best, pay attention to your self-presentation and smile pleasantly. Pleasantness costs nothing. Lack of pleasantness can cost you dearly.
9. If you put a smile in your voice, people can hear it.
10. Do a lot for other people, and they will tend to do a lot for you. When you 'go the extra mile', you'll win more sales than someone who didn't make the same effort.
11. If you under-promise and over-deliver, you'll do well. If you over-promise and under-deliver, you'll go out of business.
12. There is always room for improvement. So improve.

Some Final Thoughts

I'd like to bring this booklet to a close with a few thoughts, based on nothing more than my three decades of experience.

1. Don't Waste Time On Your Name

Many people, when setting up their first business, waste a lot of time looking for a brilliantly memorable or witty name for name, like a hairdressing salon called 'Curl Up & Dye'.

Here's my advice. If you offer a good product, your business will be a success even if it has a boring name. If you don't have a good product, the wittiest name in the world won't help. Spend your time and energy getting the product right, not worrying about your trading name.

If you think of an ideal name for your business, great. If not, just use your own name to start with. If you are called Jane Smith, call your company Jane Smith Limited (or Incorporated) or something like that. You can always change it later if you have a sudden flash of inspiration.

Remember there's a very successful European road haulage company called Norbert Dentressangle. If you can succeed with a name like that, you can succeed with any name at all. (And in any case, 'witty' names get boring after about the third day.)

2. Promotion Is Not Magic

If you offer a product or service your market wants, your business will almost certainly succeed even if your promotion isn't all that great.

If you offer a product or service your market doesn't want, then your business will fail even if your promotion is superb. (As we've seen, part of good marketing involves figuring out what the market wants.)

Promotion is not magic. It can't turn something the market doesn't want into something that millions want to buy. First and foremost, before you worry too much about your promotion, just focus on coming up with a really good product or service that people seem to like and are willing to pay for.

I know this sounds like the most obvious advice in the world, but a lot of people act as if spending enough money on adverts and other promotional channels will somehow create huge demand. It won't.

3. WOM Is Everything

Word-of-mouth advertising (WOM) is the best form of advertising in the world, the only form of advertising you really need and the only form of advertising you can rely on. I have known many successful businesses that never undertake any form of paid promotion or advertising at all. They don't need to, because 'word of mouth' does it all for them.

This is why it's a good idea to encourage your happy customers to tell other people about your goods and services.

4. Mailing Lists Are Wonderful

Whatever sort of business you set up, keep a list of your customers and prospects, as well as anyone who enquires about your product or service. All you need is their first name and email address.

Learn about mail list hosting companies, such as Mailchimp, InTouch and AWeber. Find out about what they do and the facilities they offer, and use them.

Some very successful business people would say it's as simple and as bleak as this: no mailing list = no business.

Don't get involved in 'spamming'. Always allow people to confirm whether or not they want to be on your mailing list, and make it easy for them to unsubscribe if they want to. This is not just good business sense, it's also a legal requirement.

Don't buy lists. For smaller businesses, they are a waste of time. Grow your mailing list organically and naturally, as you grow your business.

5. Notice Opportunities And Act On Them

I have already mentioned this point, but I make no apology for mentioning it again because it is so important.

Every business trainer and motivational speaker in the world will tell you the same thing: you are swimming in a sea of opportunities all the time. If you want success, learn to notice good opportunities and to act on them. If there's one 'golden lesson' to learn, this is it.

All kinds of opportunities and good ideas are around you all the time. The trick is to be sufficiently open-minded to notice them and then to act on them. Life has taught me this lesson many, many times over.

Also, it's often important to act quite quickly and promptly. However, this is not the same as acting recklessly.

You can effectively 'program' yourself to spot opportunities. For example, suppose you're looking for new product ideas. Indulge in a little meditation on a Monday morning, and ask your mind to notice three new possible product ideas this week. This simple act of priming your mind to notice the opportunities you want will make a huge difference.

6. Business Is People

Never, ever forget this. Success in business means success with people. Connect with people. Build your contacts and your network. Make friends with people. Listen to them and learn from them. If you can see people in person, do so, and if you can't then remember to pick up the phone once in a while and say 'Hi'. Your suppliers, distributors, workers, managers, agents and customers are all people. Get on with them as best you can. Be quick to make friends and slow to make enemies.

* * *

Conclusion

This brings my simple, streamlined guide to marketing to an end. As I said at the start, it is just a very simplified account of what is a rich, vast and sometimes complex subject. Nonetheless, I hope you got something useful out of it.

Most importantly of all, I hope you will remember the point I made in the introduction: any idea that helps you build a better relationship with your market is good marketing. That's the joy of marketing, and I hope you'll have plenty of good ideas that help your marketing efforts to be successful.

Final Words

We've reached the end of this short, free booklet. I hope that you found it a useful introduction to the truly wonderful and endlessly fascinating subject of marketing.

Having worked in marketing professionally for a while, I know that some people tend to regard it as a rather dull, formulaic aspect of running a business. This could not be further from the truth. As I hope I have made clear, successful marketing is about *anything* and *everything* you can do to optimise your relationship with your market. The sky's the limit! Have fun, get creative and constantly challenge yourself to think of great steps you could take to improve this relationship.

I wish you health, wealth, love, smiles and magic,

If you want to get in touch, my email address is ian@ianrowland.com (or just visit any of my websites and use the email link provided). I'd love to hear from you.

— Ian Rowland

London, 2020

www.ianrowland.com

About my work as a writer-for-hire.

www.coldreadingsuccess.com

Everything to do with cold reading and 'cold reading for business'.

www.ianrowlandtraining.com

My talks and training for conferences, corporate groups and private clients.

End Note 1: An Invitation

Let's work together!

Would you like me to work with you on your marketing?

You can hire me! I help people all the time via Skype or Zoom. For details see www.ianrowlandtraining.com .

I also give talks, training and keynotes about marketing and related subjects such as sales and promotion. Why not hire me to give a talk for your company or organisation, or at your next conference?

I'd love to work with you.

— Ian Rowland

www.ianrowland.com

www.coldreadingsuccess.com

www.ianrowlandtraining.com

End Note 2: Three Requests

Please Help Me If You Can

If you'd like to support me and my work, please tell all your friends about this book and my various websites. I'm self-employed and promote my work as best I can, but a little help is always welcome. If you can help me to 'spread the word', I would be very grateful.

For example, you can mention me to your friends in real life or on social media. Wherever people are discussing marketing or the joys and challenges of self-employment, please give me and my books a mention and pass on the link:
www.ianrowland.com

Got contacts in broadcast or online media? Tell them about me or about this book. They might get a good story, article or feature out of it — if you've got an audience, I've got content! Maybe you can help me to get media appearances or to get booked to give a talk or presentation. I'd appreciate whatever help you want to offer. I want to help everyone who wants to work for themselves and do their own thing. Thank you for any assistance you can give me.

Improvements, Fixes And Flubs

If you have notes or ideas about how I can improve this book, or if you've noticed errors I should fix, I'd love to hear from you. If there are factual errors, things I should explain more clearly or typos, I'd love to correct them.

Please Send Me Your Review

Reviews are really helpful. If you can, please send me a review of this book that I can add to the product page on my website. My email address is ian@ianrowland.com. Your review can be published under your own name or can be as anonymous as you wish.

Your review doesn't have to be very long or a literary masterpiece. Short reviews can be great although if you *want* to write a detailed review then you're welcome to do so! Also, don't worry if your writing needs a little help or tidying up. I can take care of that for you.

You can also submit reviews to Amazon if you obtained any of my books from there.

What Can I Do For You?

Personal Coaching And Training

I work with private clients all over the world, either in person or via the internet. Some people contact me for help with weight loss and fitness. Others want a little help with areas such as self-fulfilment and personal success, building their business, creating a passive income or related subjects. Let's work together and see what value I can provide for you!

See any of my websites for details.

Talks, Keynotes And Corporate Training

I love taking part in live events! I offer excellent talks, training and keynotes on subjects such as persuasion and communication skills, working for yourself, creating digital products and building a passive income. I often add touches of magic and mindreading, just to make my sessions a little bit different!

To date, I've worked for the FBI, Google, Coca-Cola, Marks & Spencer, The British Olympics Team, The Ministry of Defence, Hewlett-Packard, The Philadelphia 76ers, CapGemini, BBC, Kier Construction, NBC, The Crown Estate, Iceland, Medtronic, Unilever, The Sunday Times Oxford Literary Festival, The Prince's Charities, McKinsey & Company, Eurostar Software Testing Conference, Ogilvy & Mather, Rabobank, London Business School, ABC Television, Channel 4, Cambridge Technology Partners, Synon, Valtech and many other companies.

I've also lectured at Oxford University, Cambridge University, the California Institute of Technology and Monash University.

Writing

A friend once described me as 'a book midwife'. If you have a book in you, I'll help you to write it, publish it yourself, market it and make some money from it. I've been a professional writer for over 35 years and I offer a complete, end-to-end service.

I particularly like helping people to create a passive income for themselves: create a product, set up a website, make money while you sleep. This is what I've been doing for about twenty years. I can guide you through the entire process! It's a challenging road to travel, to be sure, but at the same time highly satisfying and rewarding.

Social Media

I'd love to stay in touch via social media!

For each of my main websites, there is a corresponding Facebook page:

www.ianrowland.com
www.coldreadingsuccess.com
www.ianrowlandtraining.com

You can also find me on:
Twitter (@IanRowland1)
Linked In
Instagram



Some Kind Words...

“My FBI Behavioural Analysis Program hired Ian to work with and train our team for a full day. He demonstrated and taught us a lot about cold reading and how we could apply it to our work as behavioural analysts. Additionally, he also covered advanced communication skills, persuasive language and relevant insights into the art of ‘misdirection’. At the conclusion of his comprehensive seminar, he entertained our entire team and families with a mindreading show at an evening social. Not only was it great fun, but even today my team is still talking about it. I’d highly recommend Ian to anyone who’s interested in these subjects and wants a first-class speaker and trainer.”

— Robin Dreeke, *former Special Agent and Head of **FBI Behavioural Analysis Program***

“I regard Ian as a first-rate trainer and consultant. He has amazing material, he always delivers and he’s great to work with.”

— A. Sanghi, *Lead Economist, **World Bank Group***

“Ian has a very engaging and energising style and he was thought-provoking and entertaining throughout. Most importantly, everyone said it was a great use of their time. Ian gave us plenty of ways to work smarter and be more effective both professionally and personally.”

— A. Mellor, ***Marks & Spencer***

“Ian is the best speaker and trainer I’ve ever seen, and he hosted our day perfectly. We learned a lot, he was entertaining and I know we’ll be more successful this year thanks to what he shared with us.”

— D. Holmes, *Financial Director, **Healthcare Learning***

“We had some of the top experts around the globe in their field, but when we looked at how people were registering for the conference and what the attendees wanted, overwhelmingly we saw very large numbers signing up for Ian’s course, so much so that his class was the largest in the whole session that we had for those three days.”

— Chris Hadnagy, ***Organiser, Human Hacking Conference***

“Of the hundred plus lectures and shows we have hosted at Caltech none have brought more enthusiastic praise than your performance. I have now heard from dozens of people in the audience, all of whom said this was one of the most entertaining, informative, and above all funny shows they had ever seen. You are to be congratulated for breathing so much life and class into the science and skeptics community.”

— Michael Shermer, ***Executive Director, Skeptics Society***

“Ian's special talent lies in his ability to communicate useful information about self-improvement, business, psychology and, yes, magic to diverse audiences around the world. His books are essential reading and if you get the opportunity to hear him speak, don't miss him! For those outside the world of magic and mindreading, let me tell you that Ian is very highly regarded in the trade. He even gets hired to go to major conventions and teach other magicians! When I was Editor of the Magic Circle's magazine, I asked Ian to write a column on mindreading, which he did for 12 years to great acclaim.”

— *Matthew Field, **Member of the Inner Magic Circle***

“I've been an Independent Financial Advisor for 20 years and have learned from people like Dale Carnegie, Anthony Robbins, Jim Rohn and Brian Tracy. I now include Ian Rowland on that list. Having attended his courses and invested in some personal coaching with him, I cannot recommend him highly enough. His unique insights regarding positive persuasion and what makes people tick will prove invaluable in your personal and business life. He's funny, engaging and a leader in his field.”

— *Mike LeGassick, **Leading Independent Financial Advisor, UK***

“I make it my business to learn from experts. I spent four days with Ian and we covered a range of skills that I know will help me both personally and professionally — particularly inter-personal skills and ways to establish instant rapport with people. I think he's terrific.”

— *Sam Q., **Entrepreneur, Saudi Arabia***

“I'm a sales guy. I've studied all the big names and been trained by some of the best in the business. I trained with Ian via Skype and he just blew my mind with techniques and perspectives I never knew before. It's all practical. I use what Ian taught me almost every day. He opened my eyes to aspects of communication that truly deserve the term 'magic'.”

— *Michael Martin, **Sales professional, USA***

“I studied CRFB with Ian via Skype and without doubt it's my best investment this year! Ian is an excellent teacher and working with him is very enjoyable. In addition, Ian is incredibly generous with his knowledge in many adjacent fields.

— *Patrick Ehrich, **Teacher and Educational Trainer, Germany***



Training day for Coca-Cola Europe in Lisbon; lecturing at Masters of Magic in Italy; management training event at The Atomium, Brussels



Training FBI field agents; teaching persuasion skills at The STTAR Summit at the Philly 76ers HQ; training a private client in London



Cold reading training for the Human Hacking Conference in Orlando;
the Human Hacking audience; management training for Cap Gemini



A demonstration in New York for ABC 'Prime Time'; lecturing in Gothenburg; training for the Alternative Investors Institute, Paris



A couple of stage shots; teaching a public 'Cold Reading For Business' class in London