

Work Every Angle

When you are planning your marketing efforts, be sure that you consider every possible angle for promotion that exists within each idea. Let me give you an example. I sponsor a little girls softball team in my town as part of my marketing efforts. When choosing a name for the team, which the sponsor is allowed to do, I chose "Lisa's Avon Ladies" and that is what appears on their hats and shirts and on the roster. Without working all the angles, that is where my "pay back" for my marketing money investment would end. Instead, I thought to myself "what other things can I do to increase my exposure with this activity?" The ideas that I have done so far include: going to a game at the half season and handing out free goodie bags (with Avon trial sizes, of course!) to the team's mothers and cake & drinks for the girls; having a pizza party at the end of the season with pizza and cake and taking the girls pictures so that I could make up "award certificates" for each girl, framed, that read "great effort this season! from your sponsor, Lisa Wilber, The Avon Lady"; using the group picture taken at the pizza party or half season to use with a press release for the local newspaper; asking the team to help me by handing out brochures along side my Avon float in the annual 4th of July town parade. The softball season just ended Saturday and I did the annual pizza party last Thursday, so I don't have the new pictures posted on the web site yet, but I do have pictures there from a previous year (this is my 5th year!) -- to see them go to www.winnerinyou.com and click on PHOTO PAGES and then on BUSINESS. Ask yourself for each of your marketing ideas: "how can I increase my exposure with this activity?" Some people have said to me that it felt like they took advantage of the girls when they did this idea with their business -- but I want to reassure you. As a business owner, the money that you invest in sponsoring the team is a marketing investment that you are making on behalf of your business. You are not doing your business justice if you do not work every angle and get the most from your investment. The girls and Moms that are on my team have been very understanding of my efforts and appreciative, too. They enjoy getting the extras that I provide and realize that as a business owner I need to always get value for my investment. And this is true for all your marketing efforts, whether that be doing fundraisers, sponsoring a sports team, getting a mile on the adopt-a-highway program or running for political office. Think of as many ways to get additional exposure for your business as possible and continue to look for new "angles" to work each time you do the idea.

GOOD LEADERS ARE GOOD READERS! I was recently asked by a magazine interviewer what my one piece of advice I had for readers would be, and my answer was: "Of all the people that you know, be the one that reads the most." I genuinely believe that that is the one thing that can change your income substantially. Check out the books that we sell at www.winnerinyou.com by clicking on PURCHASE PRODUCTS and then BOOK STORE. Books make fabulous and

thoughtful

gifts for your downline leaders. Consider starting your own "lending library" for your downline, let them borrow your favorites until they can afford to buy their own copy for their lending library. You'll find lending library cards (so you'll always know who has borrowed what) under PURCHASE PRODUCTS and then under SALES AIDS and then click on LENDING LIBRARY CARD KIT. You get 25 pockets and 25 cards for only \$5.00.

http://www.mydswa.org/event_detail.asp?EventID=412 <---- go here for more information about the October DSWA Leader's Retreat in Phoenix. I'm already registered, are you?

www.cookiesbydesign.com <---- my new favorite place to get gifts for top achievers and special occasions that will be remembered.

We've already gotten over \$1,600.00 in donations for the Mrs. P.F.E. Albee museum room at the Winchester Historical Society. Still have a long way to go to hit our goal of \$50,000.00, though. Know anyone interested in helping? Please tell them to visit www.honormrsalbee.com for all the details.

I'm about 3/4 of the way through reading "THIS is how we do it, the Working Mother's Manifesto" by Carol Evans and I LOVE it! As a new Mom (Lydia Mae turned one last Wednesday!) I appreciate all the information and facts that Carol presents. Stop feeling like you are the only one in the world dealing with these issues - get some reassurance and sanity from reading Carol's book. I'll bet you can find it in your local bookstore -- I'm sure it's going to be a big seller! By the way, the birthday party was great! Although I must admit, after 12 little ones left I practically collapsed into a coma on the coach! Didn't post the pictures yet, but will this week. You have GOT to see the one with Lydia Mae and her own special little cake (all over her face). It's precious!

Until next week . . .

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