Marketing Tips – Cadre of Experts

General

Ensure your materials and contact information are professional and up-to-date.

- Materials don’t have to look perfect, but they should be clean, clear, and consistent.

- Use a Gmail address or something current. Transition away from dated email service providers like Hotmail, Yahoo, or AOL.

- Choose a professional email like Tamara.Brown.Consulting@gmail.com or even better, tbrown@TamaraBrownConsulting.com.

Create a professional email signature, containing your phone number, website, and email address, and add it to every outgoing email.

- Add a link in your email signature where interested parties can watch videos/content.

Build a website and keep it updated with your current material and information about you. Use social media. LinkedIn is great for professionals.

Collect emails from contacts and use a service like Mailchimp to send professional mass emails.

Potential Audiences

Draft a short letter to the prosecutor's office and other relevant agencies in each county near you and offer your training, mentioning that it can fulfill STOP Grant or VAWA grant training requirements. Offer to tailor the training to their needs and be flexible in offering evening trainings for various LE work schedules.

- Cadre member Mike Davis recommends pitching your services to the person at the agency responsible for grant administration and scheduling training.

Look into publicizing yourself with speakers’ bureaus and expert witness listings.

Sign up for Find RFP, BidNet Direct, or other bid solicitation services to find requests for proposals by local, state, and federal government agencies.
Marketing/Messaging

Develop consistent messaging and an overall marketing strategy, including direct marketing, tabling or exhibiting at expos, a social media calendar, etc.

- Example: Rachael Frost uses both physical (printed) and electronic direct marketing materials in concert with each other. Physical for in person, electronic for remote.

- Have your pieces answer the question – figuratively or even literally – “Why hire me to provide this service?” “Why now?” “Why choose me/my business?”

Pitching Your Work

Have an elevator speech prepared. If you had just an elevator ride (30 seconds to 1 minute) to convince someone of your skills and value, what would you say?

- Be succinct (avoid saying EVERYTHING about your work)
- Practice with a colleague
- Get feedback and revise

Craft a unique pitch/angle to the training you give. Catchy titles are important, but make sure your pitch also communicates exactly what your training will provide to avoid false expectations and bad reviews.

- Examples from Wendy Patrick: "Remote controlled: investigating and handing cases of digital coercive control," "Working with human trafficking victims: Understanding the science of seduction."

Relationships/Networking

After presentations, stay to have side discussions with people and hand out business cards for future contact.

- After a webinar, stay on longer, if possible, for virtual conversations.
- Set up offline conversations one-on-one via video call.

- Announce a time you’re available, coffee-hour style, to talk with anyone who pops in about the topic/your work.

Create opportunities for conversations. Instead of responding to a question/request via email, ask for a video call. It builds the relationship and is a better medium to promote your services.

Listen more than you talk. Getting contacts/potential clients talking about themselves will increase their opinion of you more than talking about your expertise.
When you do have a chance to talk, don’t be pushy, but don’t be afraid to brag just a little about yourself.

Collaborate – find others who do things a little different than you. Recommend them when the fit for the client is better. Mike Schentrup attests this will come back 10-fold in your favor.

- Know what topics you have the expertise to teach or consult on. Resist stepping outside of this because it will not go well and could hurt your reputation.
- Partner with colleagues who have complimentary expertise to expand what you can offer.

Be accessible and responsive. No one wants to wait days for a phone call or an email response. They’ll probably move on to another consultant.

- Ask how people heard about your services when they contact you.

Compensation

Be very clear on the business goal of your work. Know what you can do, (and what you can’t do), but also what you will do, and what you require in the way of compensation.

- Rather than reducing your fee for online training, you can offer extra add-ons that aren’t especially time consuming.

Material Content

Identify and capture specific needs of each audience and the communities they serve or those professionals/systems that they will work with. Be current on the issues.

Ann Burdges recommends always having sample questions or case scenarios to trigger critical thinking by audience participants. Have them consider "How does this apply to my situation?"

Marketing Experts

Cadre members or EVAWI staff recommend the following sites for information about marketing and building your consulting business.

Dorie Clark: https://dorieclark.com/
Donald Miller/Business Made Simple: https://dorieclark.com/
Gary Vaynerchuk: https://www.garyvaynerchuk.com/