

# Get Noticed Toolkit



# How Do You Get Noticed

## In a noisy world?

Here is the formula you need to get noticed fast so that you can start to make the difference you were born to make.

1. First where are the influencers?
2. How do you get their attention?

You see people that you have been sent to are scattered all over the world now and though you can start to reach them one on one, its going to be a hard work for you. Thats why its better to reach people who these people already listen to and follow.

Remember that you job now is not first to build a huge following, except if you already have it. What you want now is the people willing to get the solution that you offer. Those who have the problem you solve and will be begging you to take their money to get them that solution.

Even if you know many of them, after a while your list will be exhausted. Remember you never chase clients, they chase you. However you want to get yourself out there to as many influencers possible. That way, they can help to promote you to their already existing audience.

1. Who are these Influencers and where would you find them?

1. Live events
  - a. Conferences Hosts
  - b. Trade shows planners
  - c. Event Planners
  - d. Meet-up group hosts.
  
2. Communities
  - a. Woman's group in your area
  - b. Parent groups.
  - c. Business groups.
  - d. Religious Groups.
  - e. Chamber of commerce
  
3. Networking (Get creative, don't go in trying to sell to people. Build relationships.)
  - a. BNI or other paid networking group
  - b. The gas station
  - c. The grocery store
  - d. The parking lot
  - e. Church
  - f. Coffee Shops (flyer)
  - g. Vacations
  - h. Auto Mechanics Shop
  - i. Uber/Lyft Drivers
  - j. Volunteering
  - k. Co-working spaces.
  - l. Ski slopes
  - m. Gym
  - n. retreats
  - o. surfing
  
4. Social Media
  - a. LinkedIn groups
  - b. Instagram commenting
  - c. Networking in Facebook groups
  - d. Daily Facebook Lives with interviews
  
5. Referrals
  - a. from local practitioners –
  - b. therapists
  - c. naturopaths
  - d. doctors
  - e. local business owners
  - f. yoga teachers

- g. Friends!
- h. Family
- i. Past clients
- j. Former co-workers
- k. lawyers

- 6. Media coverage
  - a. HARO (Help a Reporter Out)
  - b. Podcast Guest

- 7. SEO (Search Engine Optimization)
  - a. Here's a story if you already have a related website that is ranking on google: (Virtually everyone I've coached has found me through google. They just do a search for « Parenting Coach « I think it's because of my URL - The Parenting Coach. I got it in 2002. There's been many times I've been #1 which astounds me because it just seemed to happen.)
  - b. Note on this one- it's the dream scenario but you have to have a perfect URL and be willing to become an SEO expert to make this fly. It takes years in many cases to get good SEO – the key to her success was the URL itself AND the fact she got it in 2002.

- 8. Gig Boards
  - a. Craigslist
  - b. Upwork
  - c. Thumbtack.com

- 9. Collaborations
  - a. Spa Days
  - b. Customer Appreciation Nights
  - c. Partnerships with other colleagues

- 10. Writing
  - a. Articles for magazines
  - b. Guest Blog Post

Great!

Now you have so many places to look. You are not going to plan to reach everyone. I want you to pick 2-3 out of the list above. Choose the ones that you are sure is going to be easy for you and is likely going to

bring the best exposure for you And then write out a list of those you want to start with.

When I started out I used to send 5 emails everyday for 4 days a week. You may also need to do that to get 1 or 2 people respond to you. Hey remember, these people don't know you and they don't have to respond and when they do, celebrate and connect with them.

Again make a list of 10 for each influencer. For examples is you chose to reach out to Gym owners or instructors in your area, make a list of 10 of such and write down the best way to contact them and schedule when you will start.

2. So what do you say to them that will make them agree to work with you?

Before reaching out to them, genuinely do a candid study them to truly appreciate what difference they are making. Take time to reflect on how you can add value to their work. And then reach out to them with the aim of simply becoming friends.

Email them or do a quick video 1. appreciating them and what they do 2. Add value to their work by suggesting something or ask them a personal intelligent question that has to do with their work 3. Tell them what you do and end it there.

An example is if I want to get into a Gym. I want to study who the owner is, whats their reason for starting the gym, how their work has helped many. Then knowing that many people register for the gym in Jan and start to cancel from Feb onwards, I will ask if thats the case with them ask if they have thought of a way to get a good percentage of people on

the gym list to be re-fired sometime in Every month from Feb. And I will be genuinely interested in that info and them offer to come in and a short presentation to help keep them fired up. The aim is to weave in Exercising into my presentation for finding clarity to make a difference.

You see how I didn't say I need a spot on your agenda but I can help you, and while I am doing that I will get people who have the problem I solve and then they get to show that they want to talk to me and then I invite them for a free consultation with is also the sales call with me.

So that's it. Connect with influencers, respect their work and love them. Love & Respect always works, not just in marriages. You will be shocked how much they will be willing to help promote you if they can see they you genuinely want their best interest. You 've got this!

Go get them!

Love,

Olu.