

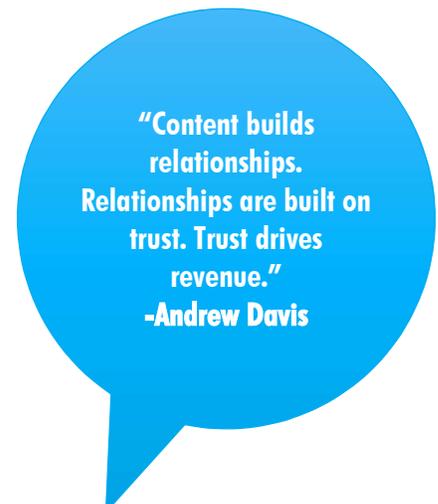
# Week 24 Focus – 9 Different Promotional Vehicles

**Focus Question: How do you want to get the word out?**

## DESCRIPTION

Whether we are representing our organization, building our personal brand, or marketing a product or service, becoming savvier with different promotional vehicles can be of importance when building a business case, communicating it or marketing a product or service. Section 3 of both the Coaching Business Builder and Plan Do Track explores 9 different promotional vehicles.

Now that you have your message, what are the key ways you want to get your message out? Let's explore the 9 Promotional Vehicles a little more in-depth.



## RESEARCH/STORY

Promotional Vehicles	Pro	Con	Have you thought about?
Speaking	Speaking can be both in person and virtual  Gets your voice out there  Seeing us in action can be critical as coaches	Fear of public speaking is one of adult's #1 fear  What do I say?  How is my message different?	Creating a one page about your speaking, listing a menu of different topics you can talk about.  Being in a speaker's circuit
Blogging	Creates foundation for other content development  Is a place that people can refer to when they find us in another channel	What is my message? What is my platform?  Can take a lot of time to develop.  What frequency do I blog at?	Creating a Content Marketing Strategy (Use the Content Marketing Tools in the Planner)
Podcasting	Growth in the podcasting sector due to growth of in-home audio devices like Alexa and others  As mentioned in CBB, being a guest can also be advantageous, without having to commit to regular production.	Time investment in creating a consistent, quality podcast  Message	Who hosts a podcast you would be a good guest for?  Setting a goal to be a guest on a # of different podcasts
Networking	Expand your network – networking today can be in person, and virtual	Are you networking with the right group? Many people join associations that may be also attracting people who	What is your purpose of networking?

	Masterminds are another way to create powerful peer connections	want the same business but are not yet established in their marketing	What do you want to contribute to your community?  What is the message you want to share? (Read Week 23's focus on this)
Article Writing	Content Development  Able to repurpose different articles for other platforms	Writing can take time, and writers may think their material is not original enough.	Consider different avenues to get your message out. Are there others who are looking for guest posts? Regular contributors?  Consider the Don't Just Do It Once – Scaling Your Content in the Planner Section.
Product Development	Passive revenue stream  Another way to create a relationship with those interested in your focus.	Time involved in developing a product  Research required  Cost of production	What is the one thing your clients /customers have been asking for?
Lunch and Learns	Gets your name out there to many different audiences	Time involved to create it  Time involved to travel and deliver it	Adding Lunch and Learns to your speaking offering
Associations	They bring the audience to you and are often looking for speakers	May not have budget to pay you	Doing research around the different associations who are looking for speakers and their time windows.
Trade Shows and Conferences	Great way to connect face-to-face and with others  Being seen as a go-to  Can collaborate with others to offer your services at a trade show and/or conference	Cost  Time spent with attendees during the conference	Collaborating with others  Consider speaking at conference – not just exhibiting  If you can't attend, what about taking out an ad in the conference program brochure  Sponsoring a meal

### ACTIVITY

Identify 2-4 different strategies to help you “get the word out” this quarter. Complete the following chart:

Strategy	My Actions	Deadline	My purpose or message

### CONNECTION TO THE WORKBOOK AND PLANNER

Section 3 explores the different marketing approaches more in depth. Review these and the associated questions to gain further insight.