

# 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<br><br>Gets your voice out there<br><br>Seeing us in action can be critical as coaches  | Fear of public speaking is one of adult's #1 fear<br><br>What do I say?<br><br>How is my message different?            | Creating a one page about your speaking, listing a menu of different topics you can talk about.<br><br>Being in a speaker's circuit |
| Blogging             | Creates foundation for other content development<br><br>Is a place that people can refer to when they find us in another channel   | What is my message? What is my platform?<br><br>Can take a lot of time to develop.<br><br>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<br><br>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<br><br>Message   | Who hosts a podcast you would be a good guest for?<br><br>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?   |

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|                             | 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?<br><br>What is the message you want to share? (Read Week 23's focus on this)   |
| Article Writing             | Content Development<br><br>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?<br><br>Consider the Don't Just Do It Once – Scaling Your Content in the Planner Section. |
| Product Development         | Passive revenue stream<br><br>Another way to create a relationship with those interested in your focus.  | Time involved in developing a product<br><br>Research required<br><br>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<br><br>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<br><br>Being seen as a go-to<br><br>Can collaborate with others to offer your services at a trade show and/or conference | Cost<br><br>Time spent with attendees during the conference                              | Collaborating with others<br><br>Consider speaking at conference – not just exhibiting<br><br>If you can't attend, what about taking out an ad in the conference program brochure<br><br>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 |
|----------|------------|----------|-----------------------|
|          |            |          |                       |
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|          |            |          |                       |
|          |            |          |                       |

## 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.