



FOUR THINGS THAT KEEP SELF-EMPLOYED PROFESSIONALS STRUGGLING WITH MARKETING

Is marketing your professional services still a struggle? You're not alone. When I ask a room full of self-employed professionals if they like marketing their services, I get only a few hands in the air.

But why is marketing such a struggle? Here's what I've found are the top four reasons.

1. You Don't Have the Information.

It's not that the information isn't out there. How-to-information on marketing is widely available. Dozens, no hundreds of books have been written on the topic.

So the problem is often more with information overload than with too little information. So you get confused and overwhelmed. What should you read? What works and what doesn't? Where do I start?

After all, if you had a reliable guide or manual you could study with step-by-step instructions and proven strategies on how to attract clients, you'd be ahead of most of the crowd. You wouldn't have to waste your time wading through dozens of books.

Sure, you still need to study that information and apply what you learn, but you've done that in becoming a professional. It's something you can handle.

2. You Don't Have the Feedback.

Once you've learned various marketing strategies and techniques, you've got to try them out in the real world. If you don't, your knowledge is only theoretical. But trying out marketing ideas can seem very risky. What if your strategy doesn't work? What if you missed something and go in the wrong direction?

Perhaps you're about to implement a plan that will take an investment of time and money. The last thing you want is a flop. So where do you start? What you need is some feedback and counsel from someone who's been there before - hire a consultant, find a mentor.

3. You Don't Have the Training.

Information and feedback are important... very important. But training can accelerate your learning dramatically.

Have you ever read a book and then attended a course by the person who wrote that book who spoke about exactly the same things he wrote about? Still, didn't you come away understanding things that were only concepts to you before the course?

What was the difference? Reading information, although very valuable, has its limitations. It's hard to



emphasize the most important things to focus on in a book. Everything takes on equal weight. So even if the written information is great, it can be hard to put it all in proper perspective.

Good training overcomes this limitation. It's good having someone who can point out things in such a way that you finally GET it. You can ask questions and get answers.

4. You Don't Have the Mindset.

If you get information, feedback and training on marketing you're on your way to ending your struggles with marketing.

You'll know what to do and how to do it. You'll have the support to get moving with confidence, one step at a time. Marketing is really like anything else you learn. It's not a big mystery. There are people out there who know this stuff and you can learn from them.

For many individuals and companies, I've been that mentor. But if I'm not the one, look elsewhere. Don't just sit around complaining that marketing is hard!

This brings us to the final challenge with marketing, or learning anything for that matter. If you have a negative mindset there's no chance in the world that you'll get through the struggle and effort of marketing.

But if you've hit bottom, have tried everything but still seem to be your own worst enemy, I suggest going beyond information, feedback and training. Hire a personal consultant to assist you getting past your self-imposed limitations.

Well that's it... four little (or perhaps big) things that can make all the difference in ending your struggle about marketing. Forever.

Now it's your turn. Take action now!