

09 | 📣 Let's Talk Marketing (Without the Fluff)

There are thousands of books on marketing—and that's the problem.

With so much noise out there, you'd think small business marketing would be a solved science by now. But here you are, still wondering where your next lead is coming from and trying to figure out how not to throw your last marketing dollar down a black hole.

Let's cut through the noise and bring it down to street level—**real marketing for real businesses**.

🤖 Sales vs. Marketing: Know the Difference

People often lump these together, but they're not the same:

- **Marketing** is how people find you, like you, and decide to care.
- **Sales** is when money changes hands.

One builds curiosity. The other closes the deal. And yes, both matter.

In fact, when your marketing is dialed in, **sales gets a whole lot easier**—sometimes automatic.

But first, you need to understand **what you're really selling**.

🧱 Are You Selling a Product, Commodity, or Brand?

Here's the breakdown:

1. Product/Service

Something new or unfamiliar that solves a pain point. You need to **educate** people and show them what they're missing.

Example: The first time you heard about noise-canceling headphones—you didn't know you needed them until someone explained the benefit.

2. Commodity

A basic need—sold based on price, speed, or convenience.

Milk. Gas. Paperclips. If your business looks like everyone else's, you're competing on price. Not ideal.

3. Brand

An emotional connection. You're not just buying a thing—you're buying a feeling, a status, an identity.

Apple. Patagonia. Harley-Davidson. People don't just *own* the product—they *believe in* the brand.

So, **what are you selling?** Be honest.

The 3 Basics of Marketing That Most Skip

Once you've defined what you're selling, it's time to figure out **who** you're selling it to and **why** they care.

1. Demographic – Who Buys

Age, gender, income, role. Who's making the buying decision?

2. Geographic – Where They Buy

Online? Local? Nationwide? Understand your market range.

3. Psychographic – Why They Buy

What motivates them? What fears or desires drive their choices?

Don't assume. **Ask. Survey. Interview.** This info is pure gold—and most business owners never bother to collect it.

Common Roadblocks

Roadblock #1: “Too Busy”

Business is booming? You skip marketing. Business slows down? You panic and start marketing—too late.

Fix: Make marketing a weekly habit. Build the system before you need it.

Roadblock #2: “No Budget”

You don't need \$50K and a flashy ad agency. You need clarity, consistency, and creativity.

Fix: Focused strategies like **referral marketing** and **organic outreach** can be incredibly powerful—and nearly free.

Action Plan (Start Here)

Step 1: Hold a staff meeting.

Ask: Who are our best customers? What do they have in common?

Step 2: Review your past marketing efforts.

List what worked and what flopped. Don't guess—look at the numbers.

Step 3: Talk to your customers.

Ask why they chose you. Check out your competition. Google what your customers Google.

Reflection Question

Are you selling what you *think* you're selling—or what your customers are actually buying?

Quick Quiz: Know Your Marketing Basics

1. I know whether I'm selling a product, commodity, or brand.
 - A) 100%
 - B) I'm not sure
2. I know who my best customers are and why they buy.
 - A) Yes
 - B) I've never asked
3. My past marketing efforts have been tracked and reviewed.
 - A) Regularly
 - B) Not really
4. I have a marketing plan for the next 3 months.
 - A) Yep

- B) 😊

👉 If you picked mostly B's, don't worry. You've just identified your next big opportunity.

🌟 Business Coach Wrap-Up

Marketing isn't magic—it's math and psychology.

Know what you sell. Know who buys it. Know why they care.

Do the research now so you can **stop wasting money later**. You've got this.

💡 Questions about your marketing or stuck figuring out your ideal client? Email Bob@coachfirm.com

Helpful Resources:

Download the worksheets associated with this lesson: First Strike Marketing, Past Marketing Efforts Worksheet, The YOUUnique Factor