

Training Marketing Minute

Learning Objectives:

To understand what a marketing minute is.

To understand how important it is.

To understand the benefits of doing it.

Guidance on how to plan it.

Guidance on delivery.

What is the marketing minute?

Each week members are given the opportunity to tell us about their business. However they have only one minute in which to do it.

The minute should take this kind of format:

- 1. Introduce yourself**
- 2. Present what you do**
- 3. Tell us what you want**
- 4. Tell us who you are again and add memorable tagline.**

The bit you need to plan each week is the second bit. More of that later. The first and last bits should be pretty much the same each week. These are the bits that people will remember.

1. So briefly the first part should be an introduction:

- a) Warm Greeting
- b) Name
- c) What you do (may be different from your business name). So try to aim at a description that gets peoples interest. The ideal is to get people to want to know more about you.

I will explain why all this is so important in a moment.

2. Then your presentation.

3. Then what you want.

4. Then the end bit which should be:

Name, business name and Tagline

Chris Brown, Browncow Opportunities, I show you how to make now successful. That's how now browncow.

Explain how important it is to present to the group each week.

Now most of us after a week or two will start to think. Hang on a minute, everyone knows what I do why do I have to stand up each week and tell them the same old stuff?

I'm glad you asked that.

The answer to this is simple. **We forget you.** We will get to know what you do but our memory of you will fade into the background.

Let me illustrate [using a nice big hammer as a prop].

I brought a nice big hammer with me this morning. Now notice as I hit ... over the head with it that he is focused almost exclusively on the pain and anguish of being hit on the head with a hammer. The moment I stop however the memory starts to fade.

To understand how important it is.

The single most important reason that you give your marketing minute is to get a referral. You want us to find you work.

Most of those referrals will come through a chance encounter. For instance we meet someone who starts to tell us how they were late to the meeting because their alarm clock failed to go off. You then suddenly remember that someone at your meeting sells alarm clocks and so you think “Aha I know someone who sells alarm clocks and they are very good.” So you say something to this person.

Now supposing you didn't see that alarm clock seller for a week or two and instead you had just been to Argos who happen to have an alarm clock sale on. You might instead say - “Argos have an alarm clock sale on this week”.

We need to be reminded or we forget. The more you can stick in our minds the better. I know it sometimes feels pointless but the point is that we need to see you and hear you so this week we can remember you as we go about our work. You need to be on the forefront of our minds. I bet that most referrals come either on the day we meet or the day before we meet. Those are the days we tend to focus more on who is in the group. If you don't come and tell us we will forget.

To understand the benefits of doing it.

But there are other benefits to this marketing minute.

The thing that scares people the most is public speaking. Here you can practice using a short speech in front of people who have to do the same as you. **It helps build confidence.**

The next benefit is that it helps you work out how to speak to people about what you do. Let's say for instance that you have a special deal on. When you come to the group you plan a short explanation of that special deal and present it. It works quite well. Then you are with your next customer and you start talking – you end up using what you have already practised with them telling them about your special offer. So it gives you confidence and helps you plan your marketing.

I said a while ago that I was going to tell you about the first part of your marketing minute and why it is such a good thing to do. Suppose you go to a party and someone asks you what you do – you can then respond with the introduction to your marketing minute that you use every week. It rolls off your tongue so you don't feel self conscious and it really helps to get people talking about what you do.

Hello Chris how are you? What do you do? I help ordinary people become extraordinary. Oh and how do you do that?

Even if you don't get any work from the marketing minute it has great value to anyone in business.

Guidance on how to plan it.

So lets now return to the middle part. The actual presentation. I won't spend long on this today but here are some simple tips.

YOU ARE NOT SELLING TO US YOU WANT A REFERRAL!!!!!!

Try to be memorable. People like stories, or things that can save them money etc.

If you can use a visual aid it will help because people will remember it better.

But it is the old marketing cry of benefits not features. We want to know the difference your service will make to people. How it will add value to what we offer customers/friends, etc. not the features which tend to be a little boring most of the time.

But always remember the point of the marketing minute is the referral. If you don't have anything to say, if you failed to plan then concentrate on asking us for what you want from us.

When you ask us for something the more specific you can be the better. We all want business so saying I could do with more business doesn't help. What we want is something so that when we are talking to customers we think "ah yes Ian wanted someone like that". So describe in as much detail as you can – given the time constraints – what you are looking for.

Guidance on delivery.

We end on delivery.

You must stand up. If you sit down you will be forgotten amidst the breakfast. Standing up helps get our attention.

If you are nervous – take a few deep breathes as you turn approaches. Relax as much as you can then in the few moments before you talk use your enthusiasm for what you do inspire you. People catch enthusiasm. If you tell us what you do is boring we will agree.

Keep to the minute.

End positively – don't just peter out.

More to come on all this but this has at least introduced the subject. Let's make an effort to make good use of the marketing minute. Don't see it just as something you have to get through but use it to improve your own presenting skills as well as inspiring us to get you some referrals.