

July 23rd, 2020

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# FTN Continuing Education - Marketing



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We hope you enjoyed the FTN Continuing Education call regarding marketing today. Here is an outline of strategies that Mike covered:

1. Find your niche
  - a. Niche specialization is the most effective way to market.
  - b. If you have a niche, you will be the authority/specialist to serve your client and customers' needs.
  - c. To find your niche, evaluate your existing customers and pick the interactions that give you the most joy - and revenue!
2. Identify established groups and associations related to your niche
  - a. Where is the congregation point? Where is knowledge shared?
  - b. Check out podcasts, meetups, blogs and magazine publications.
3. Find industry leaders and influencers

- a. Leaders: Check in with breakout speakers - the breakout speakers are the authority in their industry - they are also the ones who are basically giving free coaching regarding your industry
  - b. Influencers: Pitching methods are transparent and get ignored. Offer a reciprocal/collaborative arrangement - and one that is of service. Try writing a “listicle” article including other influencers, and then include yourself at the end.
4. Giveaways
    - a. Have a resource, article, or pdf of value to your audience, and offer it as a giveaway to drive traffic to your site.
  5. Leverage the book
    - a. I know, I know, you think Mike is pushing books. But It IS an effective marketing tool. if you like the idea of offering books, you may buy in bulk on Bookpal: [www.book-pal.com](http://www.book-pal.com)
  6. Build out your SEO
    - a. Search Engine Optimization is a great way to increase traffic to your website. Check out this link for more info: <https://moz.com/learn/seo/what-is-seo>
  7. Ask for advice
    - a. People love to give advice! Ask away! Survey your customers. Ask them what their biggest challenge is, what they think their needs are, etc.
  8. Create solid content
    - a. Video and blogs are popular right now, so leverage those mediums!

Thanks again for attending the webinar! These notes and a recording of the call will be posted in the Advisor Resources in the next few days.

If you have any questions, please email [support@fixthisnext.com](mailto:support@fixthisnext.com)

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## You've Got This!

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