



“I Am Not A Brand!”: un-marketing strategies for info-entrepreneurs

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noon-1pm ET

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Today's Presenter



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Slide deck at

aiip.org/Members-Only/Webinars

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[What's a brand?]



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[What's a brand?]



[Brand You]

Who you are – how you show up

What you're known for

and what Google shows about you

[Brand You]

Do clients and colleagues see you as a professional peer?

Do they see you as an ally?

How do they feel after interacting with you?

[Where's your brand?]

Email signature file

Your deliverables

Your web site bio

What you volunteer for

Social media (yes, really)

[What's your email address?]

Firstname.lastname@gmail.com

(i.e., I'm not in business; I'm just between jobs)

or

me@my-company.com

Use for all social media, marketing
Create a *lasting* brand

[Marketing that doesn't work]

SEO beyond the minimum

Direct mail

Freebies and giveaways

Discounts

[Boring messages]



We save you time/money

...to do what???

We have authoritative sources

but we already expect that

We provide information research

blah, blah, blah

[Effective marketing addresses:]

“Why should I pay attention to you?”

“Will you be boring?”

“Do you care about me?”

[When you describe yourself...]

Is it a WHAT or HOW?

or is it a WHY?

**“I search professional online services”
or**

**“I use tools that let me find what’s
hidden from Google.”**

[WHAT or WHY?]

“I save you time and money” or

“I help clients make better decisions”

“We provide a broad range of business research.”

“We give you better insights into your competition.”

[WHAT or WHY?]

“I’m an expert in developing taxonomies and metadata” or

“I make critical research findable“

“I am experienced in marketing.”

“I help companies connect the dots.”

[Tell stories!]

Your goal: “Tell me more!”

Focus on outcome, not process

[Tell a 3-sentence story]

The situation

What your client got

What happened for your client

[Tell a 3-sentence story]

1. Describe your client's situation

My client was reviewing jurors for a trial.

[Tell a 3-sentence story]

2. What does your client get from you?

I monitored the jurors' social media profiles and found a juror discussing the case.

[Tell a 3-sentence story]

3. What does your client do as a result?

As a result of my work, we were able to remove a juror opposed to our client.



2-minute un-branding exercise

[What makes me unique?]

My attitude

Creative? Innovative? Strategic?

My approach

Problem-solver? Team leader? Collaborative?

The outcome

What happens after I leave?

[Create a 3- or 4-word phrase]

What makes MEB unique?

Creator of business insights

***En-couraging* business coach**

Results-driven consultant for the info industry

[Now, ask your clients]

Fill in the blank:

“I use Acme Info Services because_____”

“When I call Pat Smith, I know that_____”

[Now, mix ‘em up!]

Combine your thoughts and your clients’

**Test your new branding out on
colleagues, friends**

Tweak until you get “a-ha!”

If they don’t get it, keep working

[Whatever words you use...]

It's not all about you

Benefits, not features

Results, not activity

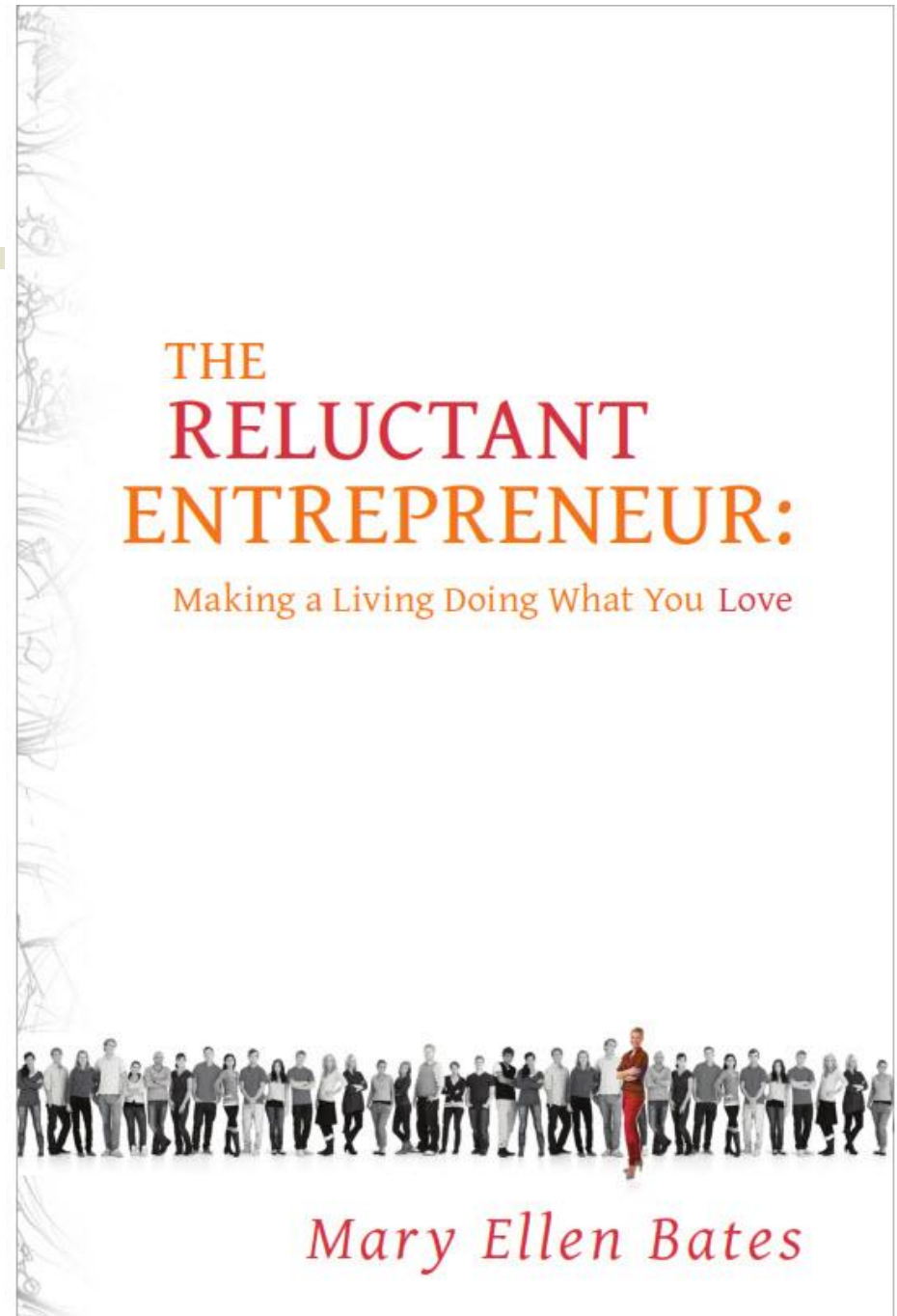
[Finally, update your profiles]

How do you want your clients to see you?

Update your social media, prof directories, web site, etc.

Attend our *May 7* webinar on social media branding with Jill Celeste!

[
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