

# Free Agent Marketing Tips

September | October 2004

## Your One-Page Marketing Plan (Part 2)

By Doug Florzak

This issue continues our anatomy of the one-page guerrilla marketing plan. Here we'll cover the three last pieces to the plan: Identity, Budget, and Marketing Tools.

### Identity

Your identity defines what your business is really about. It's similar to a mission or vision statement. It's an important part of your marketing plan because it puts you in touch with the real reason why you want to have a business. It comes from the soul and is based on truth, so it is automatically honest. Basically, you are saying "This is who I am and this is what I want my business to represent." You're trying to describe what the customer's experience will be when they do business for you. For example, here is an identity statement from Drake Resource Group ([www.drakerg.com](http://www.drakerg.com)):

"We build our reputation by partnering with clients to deliver robust employee learning experiences that satisfy strategic business needs."

When you communicate honesty through your identity statement, your target customers get a feeling of comfort because your marketing expresses that you will deliver what you mean, and that builds trust and rapport.

This is different than creating an image. Advertising is all about creating an image, and this often entails putting up a less-than-real

facade or manipulating people's emotions. Eventually people see through a fake image, because there no one is really standing behind it.

### Budget

The budget section of your guerrilla marketing plan details how much hard dollars you want to commit to your marketing campaign. How much should you spend. This varies, but some marketing experts suggest you should spend at least 5% and 10-15% is better.

There are five methods you can use to establish your marketing budget: Affordable Method, Competitive-Parity Method, Percentage of Sales Method, Objective and Task

Method, and the Per Unit Method. Each method has its advantages and disadvantages.

**Affordable Method:** Create a budget based on what you have left to spend on marketing after you cover your other expenses. This strategy is flexible, but the disadvantage is that you may be starving your marketing efforts exactly at the time you need to spend more to increase your revenue. It's also hard to be consistent with your marketing efforts and it encourages impulse spending on marketing "quick fixes."

Marketing tips for  
Free Agents,  
Independent Consultants,  
Freelancers,  
and Small Business

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**Competitive-Parity Method:** Spend the same amount as your industry competitors. In a highly competitive market, this ensures that you keep up with your competitors. However, if your competitors are much larger than you, this strategy could bankrupt you! The whole point of guerrilla marketing is to leverage your creativity, energy, and passion by making low- or no-cost marketing techniques work harder for you.

**Percentage of Sales Method:** Base your budget on a percentage of either last year's gross sales or this year's projected gross sales. This is probably the most realistic method for a guerrilla marketing plan because it scales marketing dollars to the size of your business. You have two choices: base your marketing budget on a percentage of last year's sales or base it on this year's projected sales. Of the two options, it's probably better to base your budget on projected sales for the following reasons: (1) If you base your budget on last year's sales, you may spend too much or too little due to a change in the economic cycle of your business. Even though projected sales require guesswork, you're more attuned to the current economic situation when you base your budget on projected gross sales. (2) If you are starting a new business, you don't have any previous sales on which to base a marketing budget.

**Objective and Task Method:** Base your marketing budget on the cost to execute particular marketing activities. This methodology is usually directed at a particular media advertising campaign (TV, Print, Radio, etc.). This method can be very expensive and you may pick the wrong campaign or marketing weapons.

**Per Unit Method:** Divide your market planning according to your product line or vertical market. For example, in Sally's case, she could focus on individual marketing plans for beach towels, optical cloths, golf towels, etc. or she can create separate plans for industry verticals such as sports, hotel cleaning, auto, etc. This approach provides a very detailed plan, but it's very complex and time consuming since

you have to basically create a separate marketing plan for each product or vertical. Considering time is a valuable commodity, this may be overwhelming for the small business owner unless the rest of the business is running well enough that the business owner can single out one product or vertical for special marketing attention.

## Marketing Tools

In guerrilla marketing vernacular, this is also called "Marketing Weapons". You can probably come up with hundreds of great guerrilla marketing weapons and many of them are free or low cost.

When you select your weapons for a marketing campaign, don't try to do everything at once—you'll drive yourself crazy! Pick a maximum of ten weapons to start. Pick weapons for which you can measure the results. Stick with your weapons for at least three months to see if they produce results. Drop those weapons that don't result in higher profits.

From my book "The Free Agent Marketing Guide," listed below are 112 marketing weapons you can draw from for your guerrilla marketing campaign. You can get a copy of "The Free Agent Marketing Guide" by visiting [www.LDIPub.com](http://www.LDIPub.com).

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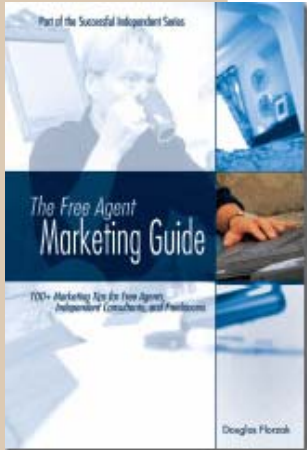
*"Don't try to do everything at once; you'll drive yourself crazy!"*

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1. Select an effective name (NameRazor.com)
2. Create a logo (LogoWorks.com)
3. Show your face
4. Redefine your title
5. Incorporate your business (incorporate.com)
6. Become a reseller
7. Offer a service agreement
8. Start a new product through licensing
9. Trademark your product or service (Sci3.com)
10. Franchise (FranchiseExperts.com)
11. Write articles (WritersMarket.com)
12. Offer seminars and training
13. Conduct a telephone seminar (accuconference.com)
14. Publish a book through a publisher
15. Self-publish a book
16. Produce Your Own Audio Product
17. Spell-check and proof everything!
18. Base your pricing on value
19. Offer a guarantee

20. Provide a nonprofit discount
21. Sell wholesale
22. Creatively cut your price
23. Offer "fixed bid" pricing
24. Finish your degree or start a new one
25. Become certified (certmag.com)
26. Enter your work in a competition (webbyawards.com)
27. Gain professional recognition
28. Maximize your outgoing voice mail message
29. Obtain a toll-free number
30. Add a fax machine in 5 minutes! (eFax.com)
31. Accept credit cards (www.charge.com)
32. Accept Internet payments (PayPal.com)
33. Obtain a broadband connection (www.DSLReports.com)
34. Join professional organizations (FastCompany.com/cof)
35. Acquire a marketing mentor (score.org)
36. "Buy" time with a prospect
37. Attend product release seminars
38. Attend trade shows
39. Attend professional conferences
40. Attend career fairs
41. Use a custom nametag (Office Depot or Office Max)
42. Participate in beta product tests
43. Create cross-business promotions
44. Conduct "warm calling" with prospects you know
45. Conduct local cold calling in person
46. Use a script for telephone cold calling (FootInTheDoor.com)
47. Compile a good prospect list
48. Develop a script for voice mail
49. Delegate cold calling to a professional (talion.com)
50. Delegate cold calling to a student intern
51. Request referrals from your clients
52. Offer an incentive for referrals
53. Set up reciprocal referrals with your "competition"
54. Refer vendors to your clients
55. Generate a post-project satisfaction survey
56. Submit electronic news releases (BusinessWire.com)
57. Prepare product reviews (epinions.com)
58. Write an editorial
59. Become a quoted expert (AuthorsAndExperts.com)
60. Conduct a survey (ioxphere.com)
61. Host a radio show (wsradio.com)
62. Host a TV show
63. Place your product on a game show (gspltd.com/gameshow.html)
64. Record an "interview" with yourself
65. Distribute reprints of articles that mention your business
66. Write effective copy
67. Develop a mail list from your own files
68. Procure direct-mail lists online (bCentral.com)
69. Market with postcards (Zairmail.com)
70. Add something bulky to your envelopes
71. Conduct a co-op mailing
72. Sponsor public radio (npr.org)
73. Auction products or services for charity
74. Perform pro bono work
75. Volunteer for a professional organization
76. Gain a listing in professional directories
77. Gain a listing in resource guides
78. Become certified for a vendor's product (gocertify.com)
79. List your business in the yellow pages
80. Rethink your business card (VistaPrint.com)
81. Customize your business cards for particular product lines, industries, etc.
82. Carry blank business cards
83. Use business card CD-Rs
84. Save and organize business cards you receive (CardScan.com)
85. Market with envelopes
86. Market with brochures (PaperDirect.com)
87. Create multiple versions of your resume for different prospects, industries, etc.
88. Add a message to your invoice
89. Use thank you cards
90. Attach a magnetic sign to your car (MagneticSigns.com)
91. Place a lawn sign in front of your house
92. Create clothing with your business name (CafePress.com)
93. Create a Web site
94. Sell on auction sites
95. Register your own domain name (UltraCheapDomains.com)
96. Make your Web site "search-engine friendly"
97. Register your Web site with search engines
98. Pay for a sponsored link
99. Put your contact information on every page of your Web site
100. Add content feeds to your Web site (FeedDirect.com)
101. Become an affiliate (cj.com)
102. Participate in banner exchanges (BannerSwap.com)
103. Use an e-mail signature
104. Use an auto responder (autoresponder-review.com)
105. Use an Internet messenger service
106. Post your resume on job sites (elance.com)
107. List your business in online directories (switchboard.com)
108. Place an online classified ad
109. Participate in online groups (groups.yahoo.com)
110. View guest books
111. Create an online newsletter (ConstantContact.com)
112. Conduct a "webinar" (PresentOnline.com)

Next issue we'll cover tracking your marketing plan. ■



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## Get a jumpstart on your marketing plan!

Take advantage of my 6 Week Guerrilla Marketing Springboard package. This is a highly focused 6-week coaching program in which we create a one-page marketing plan, create a marketing calendar, work on your presentation skills, find fusion marketing partners, and examine online marketing.

Working together, we will build your marketing plan and get your marketing attack started. In each session I will coach you on how each marketing principle applies to your business. Since our goal is to create results, I will assign you homework each week. You will also have time each week to address your individual needs for the week.

The program is only \$799 and includes a copy of the Guerrilla Marketing Toolkit. I offer a money-back guarantee: if after the first session, you don't think coaching is right for you, I'll refund your money.

As a bonus, if you sign up in the next 30 days, I'll include a copy of both my books: "Successful Independent Consulting: Turn Your Career Experience Into a Consulting Business" and "The Free Agent Marketing Guide."

**For more information, go to**  
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