



MAKE IT STOP

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Tags: [Business Owner](#), [Entrepreneur](#), [marketing](#), [sales](#), [solopreneur](#)



When you're a solopreneur, or own a small business with only a few people dividing all the labor, one problem inevitable recurs: trying to get new business while you're already too busy taking care of existing business. Most settle for this cycle as inevitable, but I know how to make it stop.

I'm talking about that feast or famine cycle where you bounce exhaustingly between panicked selling and working overtime to meet too many clients' demands all at once.

That is if you do any marketing at all.

Many owners don't like marketing and sales, but that doesn't change the fact that your business still needs qualified leads to thrive without your constant stress. You might not even consciously eliminate marketing from your To Do list, you just never seem to get around to it. Until you run short of income.

And this reactive cycle has been going on so long, you may even think it's just part of being in business.

But it's not.

And don't tell me that's just how business works in your industry, because that's not true either.

I also won't accept that you're just not any good at sales.

All of these are myths you recite to help you feel better about a problem for which you've not yet found a solution. When you don't much like marketing and sales anyway, it becomes very easy to just accept what comes your way passively.

Make It Stop.

I want you to reconsider the myths you've been telling yourself to justify your current and recurring painful position.

Imagine for a moment how your world would change, if you had a steady source of new business. AND a well of repeat business you can dip into whenever you've got a vacancy. All without SELLING a thing.

You can end the exhausting cycle that keeps you and your business stuck with a Semi-Automatic Marketing Machine. Using automated response emails, the latest digital marketing tactics, and content your clients find truly helpful, you get leads constantly without your constant attention. So you can focus on the part you like most, and are best at – executing on the closed deal.

A few years ago, I made the bold commitment to stop all networking and sales efforts, investing that time instead into building a semi-automatic marketing machine. My gross increased 30% in the first year, 40% the second, and in the third, my income remained stable while I reduced earning time by 30%. If this can work in a highly personal touch business like entrepreneur mentoring, imagine what might be possible in your work.

Here's how to do it:

1) Eliminate what you don't like: selling, networking, golf outings, schmoozing. Just stop. If you don't like it, you won't do it anyway, and you'll suck at it.

2) Automate as much as possible. Use auto response emails to lead people toward products and services most helpful for their needs, and helpful blogs posted on social media to introduce new prospects to your work. New technology makes automation easier and more affordable literally every day. Combined, these automated tools filter forward the people that want what you offer.

3) Delegate anything that remains after automation. Like content writing and posting and analyzing results for improvements.

While this machine tees up qualified leads for your business, you get to focus on work you really enjoy.

If you don't yet have a semi-automatic marketing machine, [Spot Treatment is the next step](#). You'll walk away with an audio recording of our session and specific direction about how to implement your own semi-automatic marketing machine. If you're already using email communications, social media, and a blog – we'll instead use this time to string these parts together in a way that drives prospects systematically toward a decision to purchase.

Don't let another year go by settling for whatever comes your way, in whatever quantity Chance chooses.

Comments



Barbara Varanka – 2015-05-29 08:21:47

I love this post, Dodie! This is great advice. Thank you.