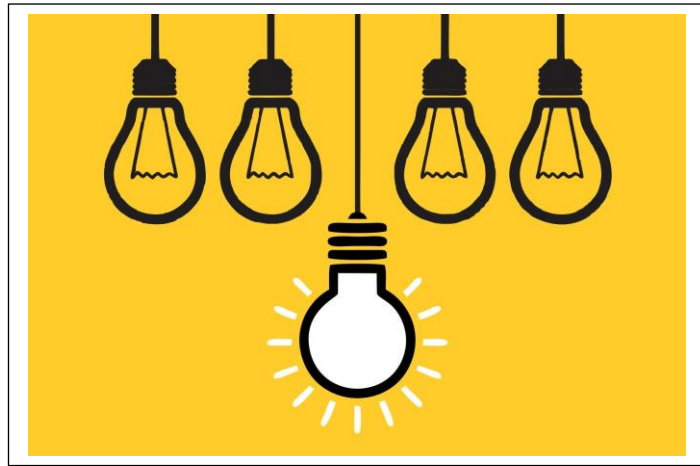


# How To Market Yourself Online

Self Promotion And Selling

For Beginners

Clive Williams



## CONTENTS

1. Introduction	1
2. The Internet	4
3. Selling Jam	
4. Aims	7
5. The Art Of Selling	8
6. Value	9
7. Finding Your Customers	10
8. Finding Your Market	11
9. Search Engines	12
10. SEO	13
11. EBooks	14
12. Availability	16
13. Websites	18
14. Advertising	21
15. Social Media	22
16. Trust	24
17. Brand	25
18. Logo	26
19. Authenticity	27
20. Consistency	28
21. Respect	30
22. Your Truth/Your Story	32
23. Marketing Roadmap	33
24. Landing Page	35
25. Blogs And Vlogs	36
26. Vlogs/Videos	37
27. Email Addresses	38
28. Subscribers	39
29. Summary	41
30. Further Help	44

## Introduction

If you are a beginner, or just looking for a way to promote what you do on-line or sell a product, or just put yourself out there in some way, then what I am about to explain will, with the help of simple easy to understand examples, help you to understand how to do it.



For those of us that lived and functioned in a world before computers, it can seem that things were much more straight forward then.

If you wanted something, you just went to the shop and bought it or at a push. ordered it through mail order.

Today, shops, with knowledgeable sales assistants are almost a thing of the past.

You can now buy pretty-well anything you want 'on-line'.

Not just physical items, but training courses, entertainment, films, music whatever your heart desires, is available.

We also have a whole new language to go with it.

‘Download’, On-line, App, Android, Laptop etc, etc.

We all have had to either embrace, or at least accept some of it.

We are, it seems, in a ‘**Brand New World,**’ and all, yes even the clever people need a little **HELP** understanding how it works.

In this book, I will explain using simple easy to understand analogies:

- What **websites** are, what they do, do you need one.
- What a **brand** is, and how to get one.
- What **social media** is for
- And most importantly what you need to know to **promote** and **market** yourself or your product, online.

Basically, I will try to put into layperson’s terms a bit of what is going on out there on the **World Wide Web** and how you can use it to your advantage.



Today, through the introduction of the **World Wide Web**, we all have the opportunity, to be a part of a revolution in commerce and consumerism. As a result, we are constantly being encouraged to buy and sell things, or ourselves, on-line

The problem we are facing though, is that, the majority of us, don't actually understand how buying or selling works.

We didn't know before the internet, so why should we know now.

Firstly, I want to talk about what the internet actually is, and how, we can use it to help us to sell.

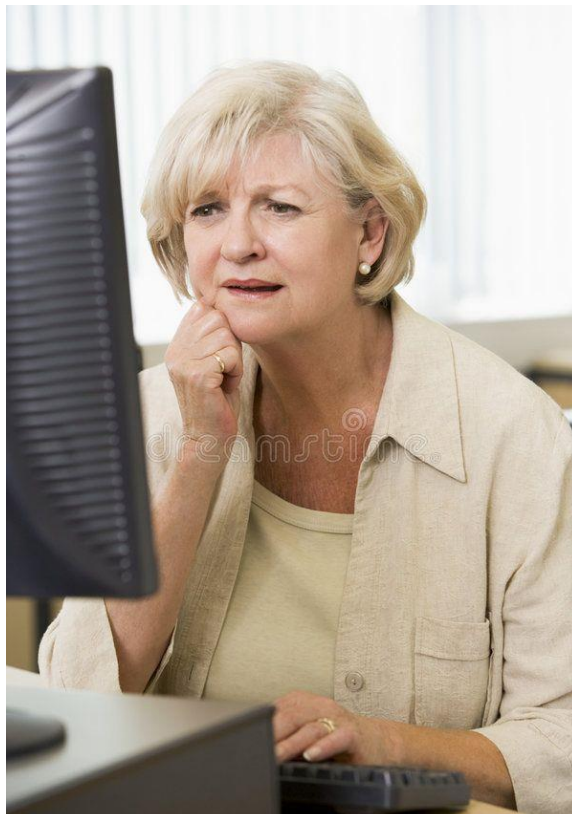
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## THE INTERNET

The **Internet** is new and amazing in some ways, but just more of the same in others.

It is an amazing tool or rather set of tools, that we can use to do incredible things, but as with every tool you need to know how to use it to benefit from it.



Every aspect of the 'Net', as we now like to call it, is part of that huge liberating toolbox. Whether it be Emails or Websites or Social Media or Blogs.

But if you didn't understand the basics of sales and marketing before, you won't know how to use those tools properly now.

## **SELLING JAM**

To demonstrate this I'm going to use the analogy of selling jam.

Imagine you have decided that jam making is your passion.

You decide to try selling it outside your house and at food fairs.

At first it seems exciting and fun, until it starts raining that is.

You sell a few pots to your neighbours and friends and family and even a few to passers-by. It takes up a lot of time and you don't make much, if any profit, but it's your dream, and so you stick at it regardless.

You decide to advertise in the local shop and paper and bingo! you get people coming along, even knocking at your door for your jam, which you soon run out of. Meaning that, you're forced to turn them away, leaving your customers with no option but to head off to the local supermarket instead. Where, they know there is always jam available, come rain or shine and not just at the weekends.

It's at this point, the reality of selling starts to dawn on you.

You see how you really need to be consistent, maybe need some help, somewhere people can find you and you definitely need to let people know that you exist.

All in all, what you need is a shop.



In the past, that would have meant the expense of renting premises, probably staff and spending all your time manning it.

In today's brand-new world though, with the help of the **WWW** you can do all of this from home.



All you need is a computer, a connection to the web and someone, specifically, a company to put your **website** on-line and keep it there.

Before we get into the details of websites and why we might need one, I want to look at what are our overall aims and how marketing or selling actually works.

Firstly, the importance of establishing before we set out and keeping in mind our **Aims**.



## AIMS

Understanding and being clear about where we are trying or get to or what we are trying to achieve in life, not just in marketing is I believe, very important.

This can apply to our **long-term goals** of, for example selling a product or establishing a brand. But also, to **short term actions**, such as what am I trying to achieve with this post, post, e-book or even website.

Having a reference point or plan that you can turn to, to see the validity of any given action within the bigger picture, can save you a lot of wasted time and money, but also help you achieve much better results.

You may not yet have a detailed plan, but as long as you know your desired destination, you can check whether what you are doing is helping you get there.

Some people, for example, get a website, and spend ages making it look amazing, simply because it seems everyone must have one. But if it isn't going to get **you**, to where **you**, want to go then it is just a waste of time.

To decide whether your actions are going to be of benefit in achieving your aims you also need to understand what you need to do to get there.

If marketing or promoting yourself is your aim, then understanding how it works is essential.

Here are the basic principles;

## THE ART OF SELLING

The three main principles of selling are;

to be of **Value**,

to be **Available** and

to be **Trusted**.

Or to put it another way:

Having something someone wants

Helping them to find it

And convincing them its safe to buy.



## VALUE

If what you have, or who you are, can **help** solve someone's problem, then you are of **VALUE** to them.

That problem can be anything, that they don't **have**, or that they **want** or, **need**.

- If they need food and you have it, you are of **value**.
- If you are their kind of entertainment, you are of **value**.
- If they need information, you are of **value**.

Whatever someone is looking for, if you, can provide it then

you are of **value**.

It is the first step in marketing.

**'Identifying that you have something of value.'**

What you are selling or promoting will be of **value** to someone.

It may only be a select few, or it may be millions, but for you to sell it, you need to find who and where they are.

The next step is then **finding the people it is of value to.**

## FINDING YOUR CUSTOMER

Once you have established there is a need for what you have. That you can solve someone's problem. Then you need to find where those people are.

The best place to find them is to look where what you are offering or something like it, is already being sold.

Go online and google the service you are offering.

Find out how people find it by looking yourself.

Try and establish what type of people are buying a similar product. What age group, or gender are they.

Instead of just guessing do some market research. The internet is a fantastic place to get the answers.



**Finding your market** or where your customers are, is crucial.

But it might be better put, as **helping them find you!**

## FINDING YOUR MARKET

Rather than finding out where the people who might want your product live, and bursting in on them, saying “Hey! I’m here! The very thing you’ve been looking for” which I’m sure you’d agree would put them right off you. What you need to do is find out where they look for, what you have, and be there the next time they look.

Or even better, have other people recommend you, so that they come looking for you.



If they go to particular websites or follow types of blogs or belong to certain social media groups, then join them. Find out how they shop and who they are.

For when you know this, you can be there too. You can put your adverts or suggestions or product in those places too.

There's no point in advertising to everyone, when you know only a few will be interested. Find where those interested few go.

If you can make up a mental picture of who your ideal customer is and their habits and likes you this will help you and the internet

**Search Engines** like Google, Bing also Facebook to find them.

## SEARCH ENGINE

When someone asks, what's known as a **Search Engine**, (which is basically another name for a company like Google or Yahoo, that has computers that can quickly search for names and addresses across the **WWW**.) to find you. What they are looking for is, the address you type in, plus any similar addresses on the net.

So, if your jam company is called

- 'Pam's Yummy Homemade Jams' for example
- and your address is pamsyummyhomemadejams.com,
- then it will look for that address plus any other addresses with those words in too.

Which means that, someone looking for a similar address or product may get to find you as well. This is in essence, 'free advertising'.



That is how the world can find you or your shop.

By simply typing in your **website address**.

**\*Your web address comes with your website**

The next issue is how do they find that address.

## SEO

### (SEARCH ENGINE OPTIMIZATION)

**Search Engines** look for 'Key' words or phrases, which are basically words that crop up frequently. They count how many times people search for those words or phrases and put the most popular at the top of the lists.

So, when you google the word **Jam** it looks for the most popular items with the word jam in them. Of which there will be millions. As it is looking across the whole world.

If you put in **Homemade Jam**, you get something else. Maybe a less, but still hundreds of thousands.

If you try **Yummy Homemade Jam** again it will find different results and again less.

Putting in **Pam's Yummy Homemade Jam**, will narrow it down to considerably less because it is now almost an exact address.

For Pam's jam to be found when people simply put in jam would require for your Jam with all the 'key' words you use to describe it to be present or searched for many, many times in blogs, video descriptions, social media posts. For each time it crops up it pushes it up the list of most popular searches for jam.

Key words and #Hashtags which work in a similar way are very important ways of being found.

So remember to use keywords in all your internet interactions.

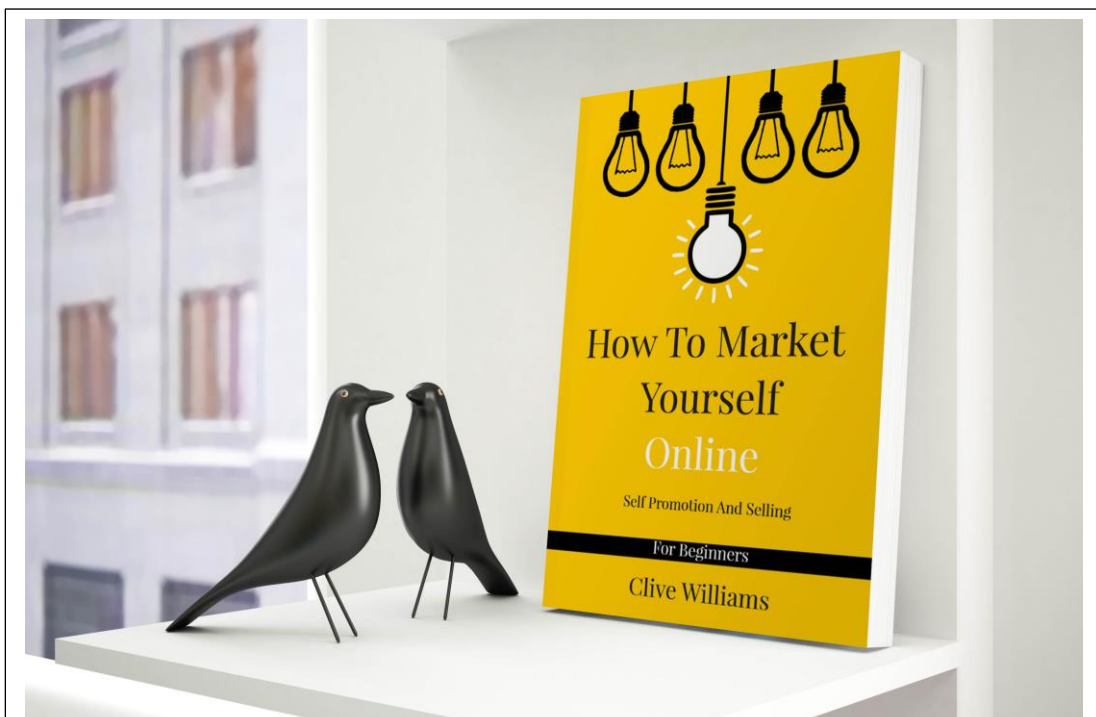
## EBOOKS

**Ebooks** are one of the most useful tools for clearly communicating your value to someone else.

- It is quick, easy, and cheap to do.
- It can be used at different stages of your journey towards a sale.
- It can communicate information, inspire, educate and entertain.
- It is a great opportunity to tell your story and connect truthfully.
- It can show your **value**
- It can make you **available**
- It can help build **trust** and confidence in you and so your **brand**.

An **Ebook** can simply be a word document saved as a PDF or given a professional sleeve and formatted to be read on Kindle and sold on a suitable platform such as Amazon or Lulu.

**\*Sleeves and formatting can be done cheaply on Fiverr.com**



Simply decide on a subject, think of the topics you will cover, put them into chapters, give it a title and start writing.

Whatever your subject you can use your **Ebook** to help others.

Used as a 'free gift' it can encourage people to subscribe to your website.

It is also a great way for people to get to know you and show that you are knowledgeable and so of value to them.

**Ebooks** can be as short or long as you choose to make them.

Adding images is easy and excerpts can be used in your **blogs**.

*\*For more help just google writing an ebook.*

They can also form the basis for an online course or the subject matter for **zoom** groups.

(In case you don't know what a **zoom** group is, it's an online group video call where you can host meetings, talks or discussions)

They are another great way to connect with people and be of value to them.



## AVAILABILITY

No matter how amazing you or your product is, unless it is available or findable it will not be found.

Making yourself available in today's digital world is in some ways a lot easier and in other ways, harder than it used to be.

The opportunities through the advances in technology mean we are all able to connect to markets and potential customers all around the world.

The only drawback is - so is everybody else!

The internet is saturated with people selling and promoting.

But before you lose heart, just remember there is only one you. You are the only one with what you individually have to offer.



The World Wide Web is like a huge ocean of information. In order to find what you want to catch, you have to know where to fish.

This is the point of advertising.

It is letting people know where the fish they are looking for are to be found.

Making what you uniquely have to offer available primarily to the those who you know already like something similar, is in essence making the ocean for you, and them much, much, smaller. Which will as a consequence make it much more likely that both you and they, will succeed .

Make yourself **findable**.

Being where people are looking is the key to being found.

People usually stick to what and where they know unless, someone they trust tells them otherwise.

Being associated with or found nearby to something or someone they already know can be a great asset.

The other side to **availability** is making sure what you have is **available**.

Having a product or shop unfinished or unstocked means no sale.

Make sure you can deliver on your promises, consistently.

This is where a **website** comes in.

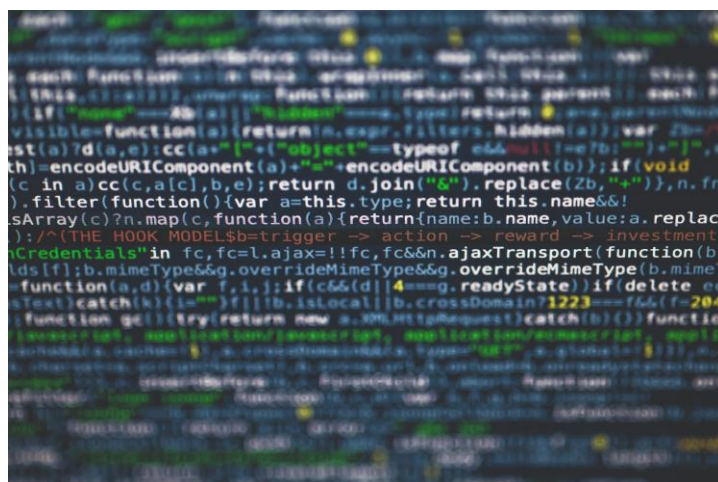
It is somewhere to display and sell your product day and night.

The people who put you up on the web are called **Hosts**.

They are, in essence, your landlord.

You pay them rent to allow you to use the shop or internet space.

**\*Try googling 'web hosting' to find out more**



## WEBSITES

A **Website** is a common word now, but not so long ago, it hadn't as a term, even been invented.

Your **website** is basically **your shop**

Its where you display and sell your products, whatever they are.

It works in exactly the same way, as a physical shop.

You have:

- Display areas, where you can layout, your products.
- Different pages for different products. (In our case, different flavours of jam.)
- You can also add information about where it was made, by whom, even pictures and videos of the journey from fruit to jar.



**Your Shop / Website** can also be as big as you want it to be.

You are not limited anymore by floor size, for on a website it can be as extensive as you wish.

When someone visits your **website**, they can do so at any time, for your shop need never close.

You no longer need to man it throughout the day.

Whatever the weather it will be open and if they need help, they can simply **email** you or phone.

Nearly everyone today has been on a **website** of some description.

You may not have always been aware that you were, but in booking a bus ticket or checking a train time you did just that.



A **website** is basically a place on the **World Wide Web** where your information is stored ready to appear on demand on people's computers or phones.

It is electronically retained somewhere, as digital information or code and takes up a tiny amount of physical space.

So, making your shop as big as you want it is no problem.

But remember like a real shop the easier it is to explore and find what you want, the more likely people will buy and come back.



Your website though is not an end in itself. It doesn't guarantee that you will sell anything. For unless your people know about it, where it is, what it sells, how long it has been going, it is just a shop. Existing on the internet is just the beginning.

\*To find out how to get a website try Googling Free Websites

## ADVERTISING

If you were opening a physical shop, and it was on a busy high street, it is much more likely to be seen and so get customers, than if it is tucked away on a back street somewhere.

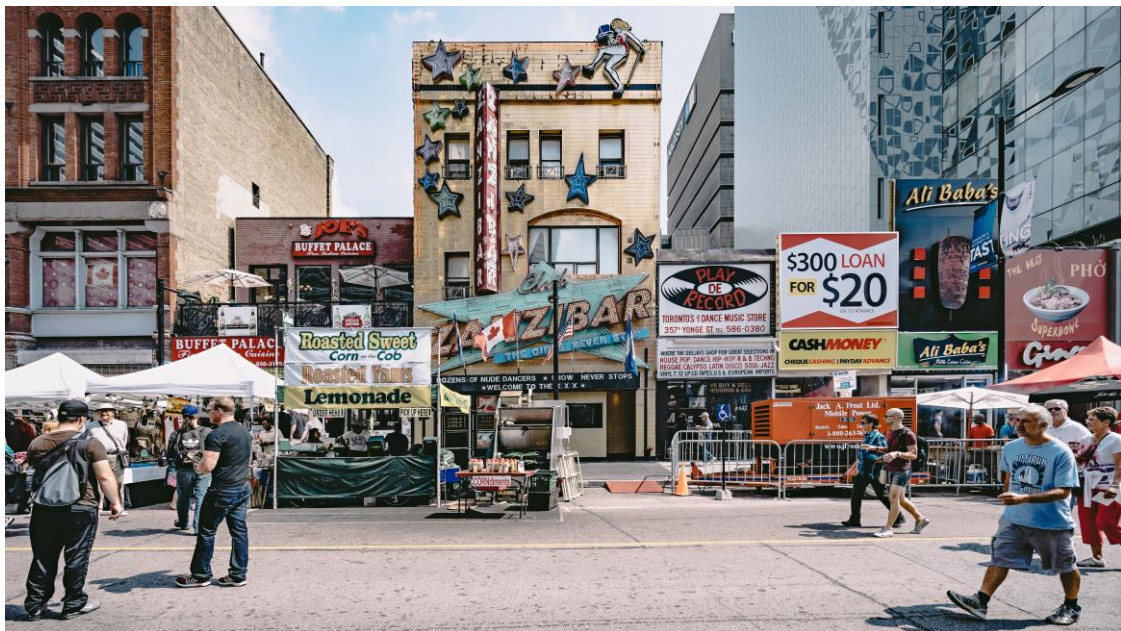
The same is true of an on-line shop or **website**.

Visibility is everything.

There are several ways of doing this.

In the past it would have been through adverts or flyers in local and national magazines or newspapers.

Or putting up posters in shops or on billboards.



Today it is done at the touch of a button.

## SOCIAL MEDIA

**Facebook** and **Instagram** are the modern-day equivalent of somewhere to stick up posters and adverts.

It is presented as a social platform, where people can make and connect with friends across the world.

By putting up what they call posts, instead of posters people passing by the **Facebook** notice board can see what they are saying or selling.

The trouble is new posters or posts are being stuck up all the time which inevitably cover up yours.



Facebook notify you that your poster is there beneath all the others and will find it for you, but most passers-by unfortunately won't see it.

However, **Facebook** will, if you pay them, tell people your poster is there and briefly uncover it for you.

\*Google Facebook Business Account to do paid adverts

By posting every day on Facebook, or other **social media** sites like Instagram, which is also part of Facebook, people who digitally pass by will expect to see your poster and what you have to say today.

They may even, if they like what you say, look out for and read it. Facebook may even notify them of your new posts.

On social media **CONSISTENCY** is everything.

People need to know you are there. They can't physically walk past your shop and call in for whatever it is you sell, and have a chat, so seeing your post is crucial to keeping up your high street presence.



Using social media to sell your products is a very involved and everchanging subject. It should also be remembered that you are always subject to the rules and whims of the people whose notice board you use.

Basically, though with social media or any kind of advertising, you are trying to build up one thing.

## TRUST

**TRUST** in you, and what you sell, whether it's a product or a service or just advice can be the deciding factor in whether someone scrolls past your add or you make a sale.

Trusting in the product, and so the seller is absolutely, crucial.

Building confidence in who you are, and what you have to offer is what will ultimately get you customers to call into your shop and help keep them coming back.

People like to buy what they **TRUST** in.

Whether, it be a detergent, a car, or an album by a pop artist.

If they know you have been around for a while, or have connections with someone they have used before, then they are more likely to buy from you.

In the same way that an employer likes interviewees to have social proof, in the form of qualifications, customers like to know that you know what you are talking about.

If you are new to the market, then building up that trust can take a little time, creativity and consistency.

*\*Look at Brands you buy and decide why.*



## BRAND

A **BRAND** is what people **trust** in.

As I said whether it is buying a new album by your favourite band or choosing one household cleaning product over another, when given the choice its, not just a matter of price.

If you **trust** in the **BRAND** you can usually trust in the product.



Building up that trust is what advertising and branding is all about.

Your **BRAND** may be just that your jam is what is says on the label. Good, wholesome, reliable.

Getting people to believe that, is branding.

Once they trust in you, in your **BRAND**, they will come back for more.

- People want reliability.
- They want to know that you will deliver on what you say.

\*Think of how you feel, when people don't do what they say.

## LOGO

Many people get confused between a **BRAND** and a **LOGO**.

A **BRAND** is the whole package.

It is the impression or feeling someone gets when they see all the component parts that make up the end-product working together.

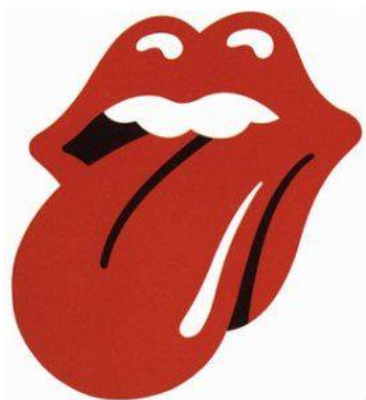
Whereas a **LOGO** is the symbol that brings that feeling to mind.

A **LOGO** symbolises what the company stands for ie

**Value**, **Availability** and **Trust**.



A **LOGO** can be a symbol or an image or a word or a combination.



## AUTHENTICITY

**Authenticity** is proving that you are, who you say you are.

In time, once it is established your **brand**, will do this for you.

Your track record of sales will prove to people that you are of **value** to people and that you can be **trusted**.

But until you reach that stage you will have to demonstrate it in other ways.

Potential customers want to know that you know what you are talking about or that other people like what you do or sell.



Personal recommendation is great, and on a **website**, this can be done with **testimonials**. Which is a short review from a satisfied client.

Longer **Reviews** with ratings can also be incorporated.

Displaying your **Educational Qualifications** are another way of proving your **authenticity**.

**Links** with respected companies or associations also look good.

## CONSISTENCY

If '**PAM'S YUMMY HOMEMADE JAM**' is **consistently** good and available.

If it is, what the image on the label suggests, ie delicious and wholesome.

If it reflects **consistently** what you say in your advertising.

If your posters or posts **consistently** keep saying that same message, then people will start to believe you and trust you and then come to rely on you to solve their problem.

Which is, in this case is **consistently** *quality, reliable, wholesome, yummy jam.*

You, in time, like MacDonalds, or Apple, or The Rolling Stones will become something that is consistent and of **value** to them.



\*Goggle Fiverr.com to get help with labelling/branding ideas

So now we have looked at the requirements of marketing.

to be of **Value**,  
to be **Available** and  
to be **Trusted**.

And covered some of the tools to help us achieve them.

Once we have decided on our aims, our product, our market, our customers and what tools we have at our disposal, next we need to look at how, once we have made contact, are we going to proceed next.

For, with marketing, what we are really trying to do is start up and build a relationship with someone so that they will in time become a customer that will hopefully return again and again.

In marketing terms to move them from being;

**Cold** (unaware of you and your ability to solve their problem) to

**Warm** (aware of you and your ability to solve their problem) to

**Hot** ( their problem solved and happy to recommend your brand)

## RESPECT

Your potential customer, even though you may have no idea who they are wants to be treated with respect. We all do.

They are not a thing or a number but a person who you want to strike up a relationship with.

If you were to try and date someone. Treating them with respect and being polite would usually be a good approach. Disrespecting them and coming across as uncaring would normally end in immediate rejection.

Being too familiar and forward would also be likely to put people off.

First impressions are important

Think of the difference between someone knocking on your door loudly saying “Hey you! you must buy my fantastic new product”

As opposed to someone you know, and trust, telling you about an amazing new product that they’ve tried. Or finding it on the shelves of your local trusted shop, having just read a review about it in your favourite magazine.

The language you use in your first contact with the public is very important. Afterall, you don’t know them, and they as yet, don’t know you.



If their first meeting with you is through an advert or a blog or video, its best to not ram it down their throats and start talking about what you're selling. Instead introduce yourself, what you do, why what you have to say might be of interest to them.

This is best done by simply not addressing it to them in person at all, but by talking about a subject you know they are interested in.

Be of interest to them, show them that you have knowledge they might like to hear. Show yourself to be of **value** to them.

By doing this they will, when you first meet you will already be of interest to them.

It's similar to asking someone out, knowing they already like you. Or even better, having them already so interested in the things you do or who you are that they come and ask you out!

So leave phrases with "you" in them until you are introduced.



**Respecting** your public and treating them as potential friends is very important, at the start and all through the process.

## YOUR TRUTH/YOUR STORY

**Being able to communicate successfully, the truth of who YOU are to another person, is the most powerful tool you, as a human being have, to connect you with others.**

However it may look to you, *'your life, is your truth'*.

And it is the same for everyone.

Being honest, authentic and unapologetic about your **truth** will cut like a knife through any barriers people may have to seeing and hearing you.

**This is because the truth is a direct line, not to the Mind, but to the Heart.**

And when you touch someone's heart they can't help but listen!

So, when promoting yourself on-line or in person, remember this;

**ONE TRUTH IS WORTH A THOUSAND LIES!**



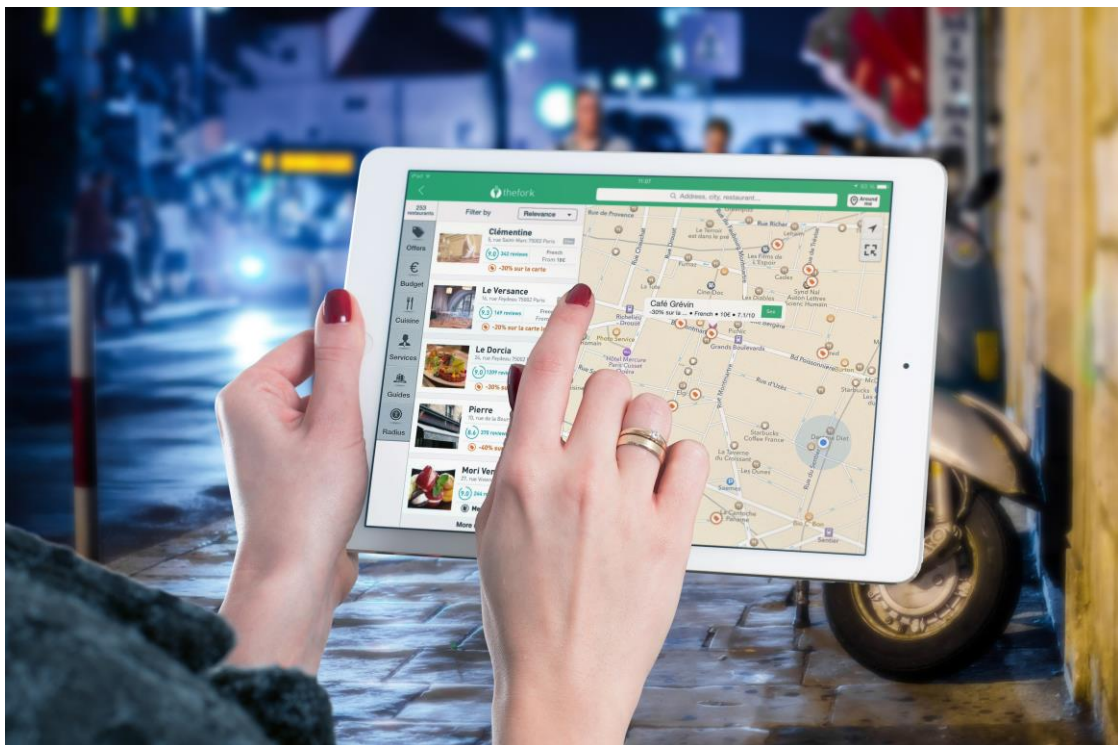
## THE MARKETING ROADMAP

To help you navigate your way through all the twists and turns of marketing online, I have designed a marketing roadmap, on which you can follow a path through the do's and don'ts of creating a customer.




You will be able to find your current place on your journey and see what you need to do to get to where you want to go.

Whether you start in the **Blue/Cold** zone, with you and your client both unaware of each other or in the already aware **Orange/Warm** zone. Or even in the **Red/Hot** zone and work back to see how you got there, you will be able to see and understand the elements of the process.

Just look at the stage you think you are at, then look across to what you should be considering doing next.



# MARKETING ROADMAP – How To Create A Customer

Use To You	Outcome	Status	Your Offer	Method /Action	Relationship	
<b>COLD</b>	Nil	Unaware				
	Seen	Problem Aware  Solution Aware	Inform Educate 80% Inspire Entertain ----- Promote 20% Invitation to find out more	Blogs Vlogs Ebooks Social Media Advertising	STRANGER Unknown Use "They"	<b>V A L U E</b>
 <b>WARM</b>	Search  Subscri - bers  Personal contact	Product Aware	Inform Educate 40% Inspire Entertain ----- Promote 40% Call to Action	Social media Website Emails	AQUAINTENCE Known Use "You"	<b>A V A I L A B L E</b>
<b>HOT</b> 	Take Action	Brand Aware  Brand Confident	Inform Educate 20% Inspire Entertain ----- Promote 80% Activate Sale	Social media Website Phone Emails	CLIENT Friend Use "We"	<b>T R U S T</b>
	<b>SALE</b>	Problem solved			CUSTOMER	

## LANDING PAGE

If you have decided that you want a **website**, or virtual shop, as I have described it.

Which is somewhere for people to find you and what you do.

And a place to display and sell your products from, then a part of that website can be, what's known as, a **Landing Page**.

A, **Landing Page**, is where people land, when they reach your website.

It is in essence, your front door and shop window.



It is a single page designed to encourage people to enter. Like a shop window it says something about what to expect inside. It may even, display offers or gifts to help them decide.

It is also where they can subscribe



## BLOGS AND VLOGS

Getting people to be standing outside your virtual shop looking at your **Landing Page** they will have needed to have come across or been given a link or web address that takes them instantly to your **website's** front door.

How they will have got this can be from many places, such as an online advert or post on social media.

Another way is through reading a **Blog**.

A **Blog** is an article or diary entry that someone has written and put up online.

It is different from a post on **social media**, as its stored and found on your own website or a blogging platform.

It is usually posted at regular times, for example daily or weekly.

A **Blog** is usually about a specific subject.

For us it could be about **Jam** making.



But it could also include tips on fruit production or other cooking ideas. Basically, anything that will get and keep people interested in you, and what you do. It is just a way to get people to return to your site and interact with its pages. In essence, a taster to get them to looking around, your shop.

**\*Try Googling Blogs on a subject you are interested in**

## VLOG/VIDEOS

A **Vlog** is a video version of a **Blog**.

It is posting a video of you talking about or demonstrating what you might write in a **blog**.

This is a great way of letting people see what you do for free.



With a short video can give people an insight into your business or methods. It can also help get people to see you as a friend who is genuinely passionate about what you do.

It helps builds up **trust** in you, and so strengthens your **brand**.

Done regularly, you become a part of your customers lives.

*\*Watch peoples How To Videos on YouTube for ideas*

## EMAIL ADDRESSES

As most know an email is a digital letter, written and sent on-line.

An **email address** is where to send it to.

**Email addresses** are fixed, and they don't belong, to anyone but you.

- This a great asset in today's world of on-line commerce.

The reason for this being, that all social media accounts that you may have, with a company such as Facebook or Google, belong to them and so are controlled by them, and will disappear or change as they do.

This includes **all** your connections, whether they are personal or business.

Also, they decide what happens to your posts.

- Who they go, to
- And when they arrive, and indeed if.

An email, however, goes straight to the address it is sent to.

Once you have someone's **email address** and they consent to you using it, by not unsubscribing no-one can interfere.



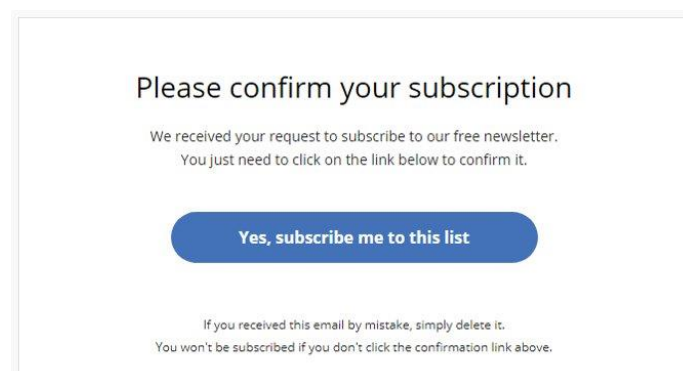
## SUBSCRIBERS

To **subscribe**, basically means to 'sign beneath'

So, when someone subscribes, they are consenting to you sending them, emails or whatever it said in the consent form they agreed to by ticking the box. ☐

This allows you to send them whatever you want, whenever you want, without a third party stopping you.

This can include adverts for new products, offers, information and news items or links to videos etc.



A **subscriber**, then is someone who is interested in you and or your product.

They are a **warm** customer.

They have moved from being a **cold** customer, someone uninterested in you, to someone who wants to know more.

The next step through your emails and on-line shop/website, is to move them towards becoming **hot** and you getting a sale.

When someone **subscribes** to your website, they enter into an agreement with you. An agreement that basically says that you will only send them relevant information, that will interest them, and not every moment of the day.

Doing otherwise, when you think about it, doesn't really make sense anyway. For the idea is to get them to **trust** you and see you, as someone of **value** to them. Not a sales hungry lunatic!



**Adverts/Information** are where you generate interest in you.

**Emails** are where you can convert interest into actions.

**Websites** are where you make the transaction.

Moving potential customers from being **Unaware** to **Aware** and finally **Convinced** is what you are trying to do.

But you can only give them reasons why they might want to.

They must see you as a solution to their **problem**, **need** or **desire** for them to move from one to the other.

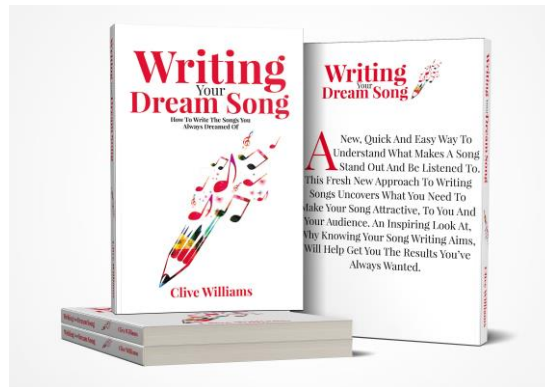
## SUMMARY

Hopefully now, things are becoming a little clearer to you.

That the once tangled **World Wide Web**, feels a little bit less impenetrable.

I would like to think that now you can take at least a few steps towards your goal.

Whether that be selling your book, your jam or indeed yourself in some form, be it as a poet or a politician.



To summarise:

The internet or **world wide web** is basically a network of connections that cover the whole world.

You can join onto this network, and so find others and have them find you.

To do this you need to learn how to use various tools, skills, and terminology.

To **market and sell on-line**, you need to know how to buy and sell off-line. There are techniques needed to do this, and without them you can waste a lot of time and money.

As with the world before the **internet**, people have problems to be solved and needs to be met.

If you can be the solution or meet their needs, then you have an opportunity to make money.

Before this can happen though, they need to know

### 1. THAT YOU EXIST

Through advertising on **Social Media**, and being, where they are looking, ie on **Search Engines** like Google

### 2. THAT YOU HAVE WHAT THEY WANT

By **Blogging** or **Vlogging** or **posting** on **social media platforms**. Showing what you have is of **VALUE** to them.

### 3. WHERE TO FIND YOU

By having an on-line shop **Website**. That you are **AVAILABLE**

### 4. THAT THEY CAN TRUST YOU.

By creating a **Brand** that they can **Trust** and rely on.

By regular and **consistent** action.

Once you have created an opportunity for your customers to find you.

- Proved you are of value to them,
- and then created a trusting relationship with them by delivering consistently on what you promise,

Then they will want you and your product.

When they see you care they will be happy to give you what you need, be it money, connection, or recognition.

The basic principles of building this relationship are simple.

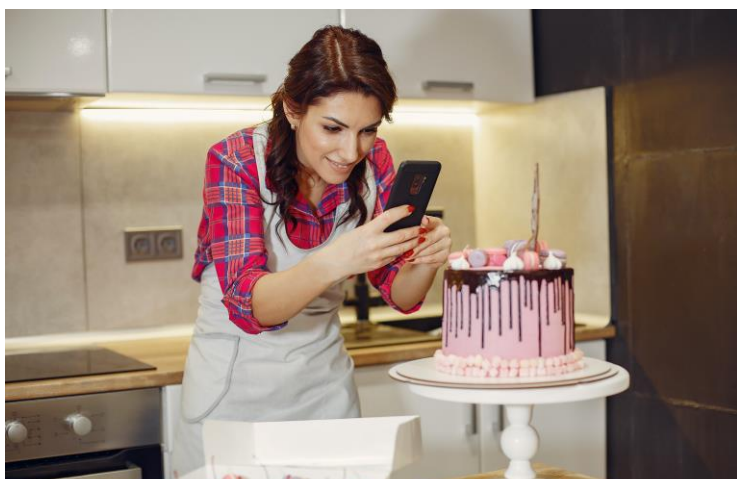
If you keep them, in mind, at all times, the rest will all come together.

Be of **Value**, be **Available** and be **Trustworthy**.

If there's something you don't understand, ask someone!

Or google it. We live in a world full of information.

**Go out have fun, be who you are,  
And share yourself with the world!**



## **FURTHER HELP**

If you do need more help, with any of this feel free to contact me at [clivealanwilliamsbiz@gmail.com](mailto:clivealanwilliamsbiz@gmail.com)

Or go to [www.workitout.info](http://www.workitout.info)



Thanks to;

My beautiful wife Mia for her support and love.

To Des McCabe and Jimmy Ryan at 'Work It Out' for their kindness, inspiration and encouragement.

To Stuart Ross at SFM for his teachings.

And to you for reading it.