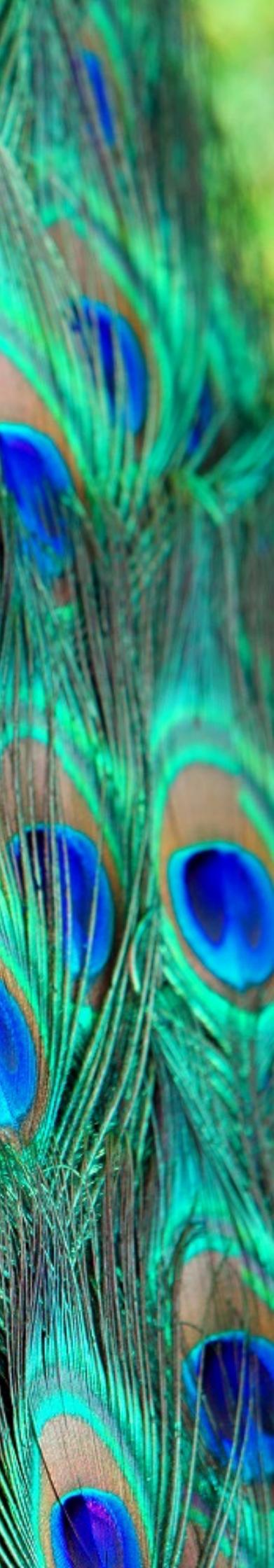


*Being the face of your
service business*

From hating it to loving it
in 5 steps



with Jenny Procter



“When we accept that we’re introverts,
with our inherent introvert strengths, we realise
there’s nothing wrong with us.

We don’t need fixing, we don’t need rescuing. And, we
don’t need to hide behind Introversion, or inside it for
that matter.”

Joanna Rawbone, Flourishing Introverts



DO YOU LOVE BEING THE FACE OF YOUR BUSINESS?

Being an introvert and a business owner means navigating the ongoing challenge between needing to promote your business in order to make sales but not wanting to put yourself out there.

If you are running a service business there are big advantages in showing yourself:

- Potential customers get to know, like and trust you – essential if they are going to buy
- Showing your face in your marketing encourages engagement
- Customers are buying your expertise, they need to hear it from you.

But not everyone is happy being visible. In a piece of research I conducted recently 28% of respondents said they were happy promoting the business but didn't like raising their own profile.

It is possible to be an introvert and run a successful business, to promote yourself in a way that feels sustainable and authentic. I am an introvert and I own a marketing consultancy and it's taken me some time to work out how to navigate this path.

What I've realised is, before you get into the details of which forms of marketing to take, you need to get your head into the right place. You need to be comfortable with the idea of being the face of your business. This is all about the mindset you need before you start to take action.

Here are my 5 steps to help you. They are all steps I have had to take myself, so I do understand this is challenging. But trust me, it's worth it to get to a place where you are comfortable – even enthusiastic – about being the face of your business.

Good luck - and let me know how you get on!

Jenny

Find out more at
www.bondfieldmarketing.co.uk





1. DON'T USE INTROVERSION AS AN EXCUSE

On the Marketing for Introverts podcast I have spoken to people who have delivered TEDx talks, organised online summits and built their business success on video and social media. Introverts speak at international events, front PR campaigns and build email lists of thousands.

Introversion isn't a reason not to do something!

So accept that being the face of your business will involve pushing yourself out of your comfort zone. Just because you don't like doing something (or you find it scary) doesn't mean you won't eventually love it. Do you remember the first time you sat in the driving seat of a car? Or when you left home for the first time? Walking in the door on the first day of a new job? Parenting a new baby?

These are all big scary moments in life. You'd never done it before and you probably wanted to give up at some point. But you stuck at them, you found a way to do it that worked for you and you survived. Better than that, you thrived. You expanded your comfort zone. And you moved onto the next challenge.

Just because you don't like doing something at the start, or you find it difficult, doesn't mean you won't improve and even learn to love it. You need to find ways to market yourself and the business that you enjoy, and you need to work at them until you get to be really good.

What excuses are you making for yourself?

What could you do if you weren't scared?

Find out more at
www.bondfieldmarketing.co.uk



“Figure out what you are meant to contribute to the world and make sure you contribute it. If this requires public speaking or networking or other activities that make you uncomfortable, do them anyway. But accept that they’re difficult, get the training you need to make them easier, and reward yourself when you’re done.”

Susan Cain, Quiet



2. DON'T TRY TO SELL – JUST HELP YOUR CUSTOMER

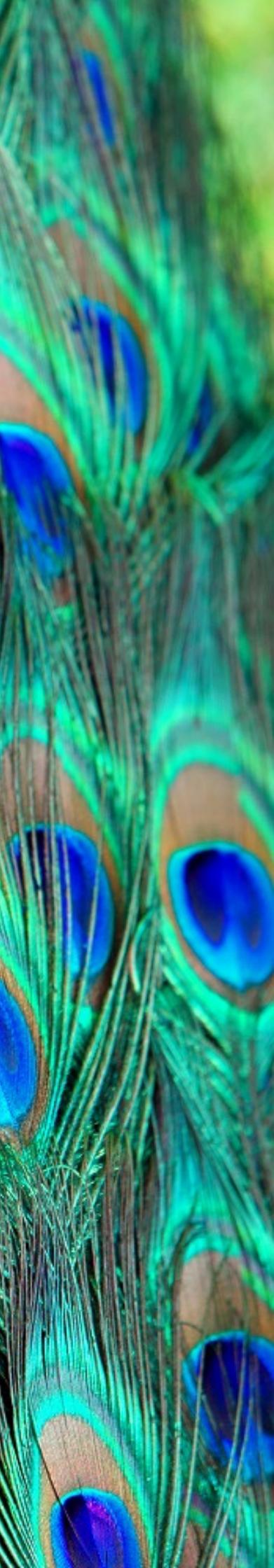
Many introverts say they don't like selling, they find it icky, too aggressive, too "shouty". Or they worry that they are coming over as pushy. The secret here is to stop trying to sell and instead aim to help your customer. Introverts are great listeners, so use that superpower.

Whether you are face to face with them, or interacting online, listen in detail to the issues and the problems customers have – in marketing you will often hear the expression "pain points".

You may find it helps to survey your customers, or to ask questions via your email list or social media, so you have a more in depth understanding of their needs. Offer them things that will help solve their problems or answer their questions. Don't force it, just explain how you can help.

Do remember as well that not everyone is your customer. Spend some time defining your ideal customer in detail. If you know exactly who your ideal customer is you can save your energy and only talk to those people.

What pain points, problems. or challenges do your customers have that you can help with??



“Ask thoughtful questions that will help you (and them) understand their priorities. By asking questions, you invite the prospect’s active involvement. You approach a decision together. This isn’t overt persuasion: your questions lead to a collaboration between you and your prospect and encourage them to reach their own conclusions.”

Rob Thomas, The power of quiet selling



3. EMBRACE YOUR EXPERTISE

As a business owner you are an expert in your field. It's easy to shy away from this, but running a successful business means you are already getting paid for that expertise. Successfully marketing your business will need you to accept and embrace that expertise, and use it in your marketing activity.

What is the role of expertise in service-based marketing?

- Using your expertise establishes your authority
- It increases your professional value
- Sharing that expertise in your marketing channels helps clients find you
- It answers their questions
- It shows them that you can help them with their challenge or pain point
- It helps them decide to buy from you

To make the most of your knowledge you need to get comfortable sharing what you know. Remember this isn't showing off, it's helping your ideal customer find the answers they need.

Remember the more specific your expertise is, the better. For example, you become known not just as the financial adviser, but the financial adviser with an expertise in pensions for self-employed people. Or the architect who specialises in barn conversions in your local area. Or the human resources adviser who supports working parents.

This makes your work in marketing yourself somewhat easier, as you attract people looking for your specific expertise.

In what specific areas are you an expert?

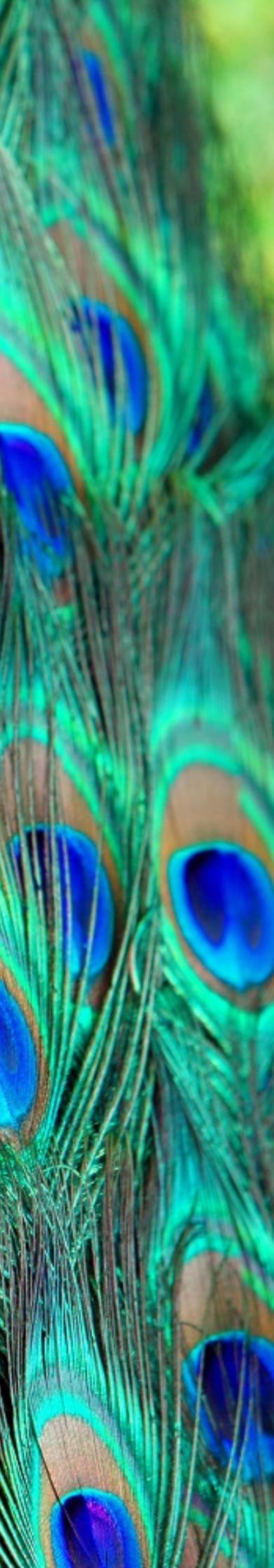
4. DON'T BE DISTRACTED BY WHAT OTHERS DO

Very often introverts will express worries about what other people think of their activity, their marketing or their product offer. It is really easy to fall into the trap of over thinking, or making comparisons with other people's activities and successes and find yourself lacking. But spending time worrying about others' opinions is not moving your own marketing activity forward. Here are some ways in which you can use your energy to focus on your own path:

- Write your goals and keep them in places where you can see them – on your phone or pinned to your office wall – to help you stay focussed on your journey
- Put the practical steps in place to limit the impact of other's opinions – for example limit your screen time or unsubscribe from content that makes you feel that you aren't doing well enough
- Find the support you need to move forward – a coach, an accountability partner, an online or offline tribe
- When you find yourself comparing yourself unfavourably, take a breath and deliberately refocus on your own goals

What are your goals for your business?

How will you keep focussed?



“Let’s look at the differences between self-promotion and bragging. Simply self-promotion at its best is articulating the overlap between what you have to offer and what your target audiences need.”

Nancy Ancowitz Self promotion for introverts



5. COMMIT TO FINDING YOUR MARKETING SWEET SPOT

Many introverts dislike marketing because they feel they “have” to do certain things that make them deeply uncomfortable.

This might be going to networking events. It might be giving presentations. It may be going live on video. In the research for my podcast 53% of respondents agreed with the statement: “I hate doing video but everyone says they are the most effective form of marketing.”

In marketing a business, there are so many possible tactics that you can use. Not every tactic will be right for your business, and not every tactic will be right for your personality. You don’t have to do all of them.

As Susan Cain says in her book “Quiet: The power of introverts in a world that can’t stop talking” “The secret is putting yourself in the right lighting.”

Find the tactics that suit you, your personality and your natural preferences. But do also ensure that you aren’t avoiding things because you are scared – do push out of that comfort zone. If you don’t like live video, experiment with pre-recording, or explore podcasting or write a blog. Find the networking events that focus on 1-1 interaction rather than “working the room”.

Commit to trying new ways to market your business and find out what works for you.

Marketing activities I am going to try

Need more help?

If you would like more advice and support as the introvert owner of a service business, you can:

- Listen to the **Marketing for Introverts** podcast available on Apple Podcasts, Spotify and via www.bondfieldmarketing.co.uk/podcast
- Take a look at the resources at www.bondfieldmarketing.co.uk/blog
- Purchase my **Personal Branding Toolkit for Introverts** which is designed to coach and encourage you to put yourself out there. Priced at £97 see bondfieldmarketing.co.uk/branding-toolkit-introverts/

You can also work with me in person in 2 ways.

Time Out Hour

At some point in your marketing you'll need some advice. Perhaps you want to throw around some ideas. What you need is a friendly marketing consultant who can give you professional experience with business understanding. Priced at £120, you will receive a follow up email including action points and resources to support you, and an accountability phone call 2 weeks later.

The Marketing for Introverts 1-1 programme

A one to one coaching programme which will expand your marketing knowledge and confidence over 4 sessions of an hour each, covering your values, marketing strategy for introverts, using your expertise in content marketing and digital and social marketing. The programme includes email support between calls and is priced at £597.

Contact me for details and availability on jenny@bondfieldmarketing.co.uk



I'm Jenny Procter, a marketing consultant with nearly 25 years' experience with businesses and not for profit organisations large and small. I run Bondfield Marketing which provides marketing consultancy services to UK service businesses.

Find out more at
www.bondfieldmarketing.co.uk

