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Beginner Marketing course week 1

What is marketing – marketing is the secret sauce of any business without marketing you do not have a business. You market yourself by telling people about your services or products that you want to sell but marketing is more than that and it include many elements or ingredients to this sauce. The main ingredient is content, customers, sale process, promoting, networking, target market, positivity, consistency, persistence.

How to formulate your idea into a real business – well it is easy it's a decision you have an idea niggling in your head you roughly know what you want to do and provide to other. Well if this idea is solid and you have a burning desire by this I mean you really want to provide this service or product to other. You them begin to take a **note pad and write your idea on it** and start formulating **a plan** on how you going to provide this service or product to your potential prospect. By doing that you begin to build the foundation of your business hence **the structure** of your **business**. You already **started** but you have not sell anything yet



So for the duration of the course we are going to use an example and our idea it to sell computers to the community. We want to sell desktop, laptop, tablets to the community. Our idea is kind a vague but it is real that what we want to do and we have written it down and we have decided to do that because we notice that we have an ability to sell, we may have sold few computers before or maybe we got some stock of them and we want to get rid of them.

However, your idea no matter how you came about it is a valid idea and until you have written it down it may not appear real just something you want to do. **So you need to decide that it what you want to be doing and be ready to do so and act on it start taking action**. Once you ready the rest come easy all your experience, your skill, your ability and knowledge come together until it become a naturel process.



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Let think of it that way you applying for a job as a chief-executive, director or senior manager, you complete your application to the best of your ability, you summarise your experience, your skills and your knowledge. You get shortlist you so happy, you are then offer an interview and you beat all your competitor for that job and you get the job.

You begin to sale the services or product of other, promoting their business, developing their brand, carrying their ethos, representing this company, this business and they pay you for doing this for them. So now reverse this analogy and say I am going to develop my own brand, my own business, provide my own service or products to others, develop my own ethos and representing my brand.

When you reach this step you have already started you just started building the foundation, the structure of your business which bring us to Branding.

Branding – what is branding? **Branding is the name of your business** and it usually relate to what you selling. It could be derived from a story or something that you done in the past or something that you saw in the present or something that you decided to call your business a long time ago and you even reserved it. Let me tell you how Girlfridayz came about back in the day not so long ago I used to type my fellow student essay and dissertation when I was at university doing my computer degree. I thought Girl Friday I research online what is a girl Friday and a girl Friday is a woman in the olden days who use to go to offices on Friday to do admin for the bosses and service tea and coffee to customers of this business but only on Friday so they call her a girl Friday, so part of our business name derived from that. The other part mainly the letter “z” is when the Bratz doll where a fashionable item and my kid had some I decided it so cool to have a “z” so I call my business Girlfridayz.

To solidified the structure of your business you have the possibility to reserve the name of your business. You did not start yet but you can reserve your business name at the company house before you start. It will be registered at the company house as the owner of the name and you will be issue with a contract of ownership. The good thing with this is if you want to upgrade to a full LTD status when you ready your name is already there fully registered, hence you would not have to do it again.

Quiz to attendee:

1. can you reserve your brand name for future use? Yes or: No
2. Do you have company which offer name check to ensure that your brand name is available for you to use? Yes or No
3. Can your brand name derived from some story or something that you see? yes or no

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For the purpose of our example we decided that we are going to call our computer business Lifewithmore#bytes. Our reason for choosing this name it because it relates to computer in term of byte, megabyte, gigabyte and terabyte. And **our logo for our example is a white cloud raining bytes (0,1).**



Figure 1 – Lifewithmore#bytes tote bag

By branding your business you begin to build your personal brand, your corporate identity and it is your business name. The name you are trading under and you are representing. The name which going to appear on your stationary, your paperwork, your business card, brochure catalogue. Your office, shop, warehouse. It the name which goes on any marketing materials you produce, any networking you do, and online. It is your **business identity and your business reputation stem from your brand** in relation to your customers, partner, associate. It is also good to think of a logo which can represent your brand. Has your logo once your brand is well known can represent your business and people associate your logo with your brand easily this way. Let give an example of famous logo Adidas the three slanted strike or a bitten apple we all know it the apple logo. Bear in mind that it is not compulsory to have logo.

Question for the attendee(s): What other famous logo can you think of which if you see it you instantly recognise the brand?



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Customers clients target market – Customers are the life blood of any business **the more customers you have the more revenue you make**. Bear in mind that taking money out of somebody is not that easy. Hence you will need to decide who are your customers for the product or service you want to sell. Would your customers be **businesses (b2b) or individual (b2c)** and would your service or product aimed at a particular age range, gender in essence **the demography of your customers** and you will need to determine which **niche your business pertain too**. Once you know the above well you on your way to target the **right market for your business**.

In term of our example we want to sale our desktop, tablet, laptop to individual and businesses suitable for everyone in London and online. We decided that we going to sale our computer(s) through an online store and our target market is individual household, community project and businesses. Hence our niche is computer technology, electronic.

You now begin to see that **the foundation, the structure, the planning and strategy** of our business begin to take shape we have a solid idea, we know who our computers is for and where we suppose to focus our effort on to achieving a successful sale. We have in effect **determine our customers base, our target market and the niche our business belong in**.

Target market fantasy world and nightmare - Now it is important to look at your target market fantasy world and nightmare. You do this to build a powerful connection and rapport with your prospective customer, as it is important to understand what is happening in their private “Fantasy” world. By discovering and then considering what their “nightmare” scenario is and what their “Miracle” scenario is, you begin to see how to connect what you offer to what they want to avoid and what they want to achieve.

Question for the attendee(s): Think of a nightmare scenario for your potential customer a situation which happen, their fear on a deep irrational level, that they would do almost anything to avoid? Can you describe it as if it was your prospective customer in their word from their perspective?

Question for the attendee(s): Now think of what would be your potential customer miracle scenario and what is the fantasy situation they would consider miraculous and do almost anything to achieve? Can you describe it as if you were your prospective customer in their word from their perspective?

Talk about your recent case study when a website transfer gone wrong as an example of customer’s nightmare, fantasy and what they consider a miracle.