

Are You Engaging With Your Audience Online And Offline?

Whether you are engaging with your target audience online or offline, it is important that you communicate in a way that is going to work for what you are trying to achieve.

Blatant “*foot in the door*” sales is not going to work. It doesn't work for most people, so why would it work for you?

The challenge with networking in general is to develop a rapport; to establish common ground between you and the person you are engaging with.

It's the old adage isn't it? - You do business with people that you know, like, trust and believe in.

So why do some people feel that because all of a sudden there is social media online, that the goal posts have changed?

Of course it's a fallacy.



Your job is to create yourself as the expert in your field, whatever that may be and connect with your readers/listeners – to be approachable. You don't do that by “*spamming*” online (or a *physical networking group*) with a sales pitch every time you are present.

What you do is share information, ask questions, create surveys/polls, engage in conversation, give away tips and advice; create the situation that you are the “go to” person when it comes to anything relating your industry and area of specialism; as well as being genuine.

All of us have something to share when it comes to what we are passionate about, what we believe in or the uniqueness of our experience in life – this is fuel for generating a relationship and encouraging people to respond and communicate with you to learn more about you as an individual and as a person. The more cynical amongst you will think, “What has this got to do with business?”. Well, everything really – think about it. How have you developed relationships with your family, friends and existing business associates?

We're not born with any preconceptions, judgements or perceptions, these are all created by the influences that we have around us when we are growing up. As we develop, we make choices about the paths we take and the decisions we make and all of these are driven by emotion.

It's no different in business, the urge to buy is ultimately driven by an emotional response to something, that for want of a better word, has “*stimulated*” us to make a decision to invest in a product or service.

Whether you are interacting online in the virtual world or offline in the real world, consider the following stimuli that cause us to respond, engage and potentially make a purchase:

- more wealth
- better health
- feeling secure
- being more popular
- being more physically attractive
- having more fun
- getting more free time
- achieving inner peace

How are you “talking” to your audience?



How Could You Benefit From A Mastermind Group?



You know the saying that “2 heads are better than one” - well what about if you had access to 10 or more heads?

Running your own business can be a lonely and frustrating experience and, whilst the buck ultimately stops with you, you don't always have the solutions to the day to day problems that running a business throws at you.

A MasterMind group provides you with access to a peer network and an experienced business advisor and facilitator that helps you grow your business and get valuable advice to help you deal with the issues that land on your desk.

Some of the benefits of being in a MasterMind group are as follows:

Influx of new ideas and fresh perspectives.

Perhaps the most valuable asset a business owner can have to his existing business is a constant influx of new ideas and fresh perspectives from a group of peers he trusts and respects.

Staying positive and motivated.

The greatest challenge a business owner may face is staying positive and motivated even when the entrepreneurial seizure has ended.

To give up a profitable business due to lack of motivation is perhaps the saddest thing you can do.

The discussions and stimulation that occur can challenge and inspire you with high levels of energy, excitement and passion to keep you in the business.

Accountability and Responsibility.

Staying positive and motivated and to be charged with high levels of energy is important but not sufficient to bring your business to the next level.

MasterMind groups can act as sounding boards for your business decisions and hold you accountable and responsible till completion of your plans.

Shorten learning curve by a huge margin.

In an era where time is money, we have to learn double the things in half the time.

By connecting with peers in a MasterMind group who have similar experience, you tap, learn and benefit from others' input.

This greatly shortens your learning curve by a huge margin and this process can be repeated with you sharing related ideas and experience to others in the future.

Relief from isolation.

Being a business owner can be a lonely and isolating place to be.

Coming ‘out of the woodwork’ on a monthly basis, mixing with peers who have a shared experience will enhance your motivation, confidence and ultimately your continued business success.

You will be involved in a mutually supportive environment.



Action based plans for your business.

Each month you will have the ability to discuss issues that are facing your business; the sharing of which will enable the group to explore potential solutions from a different perspective and provide specific actions than you can take to overcome such hurdles and move your business forward.

Develop better business relationships.

Working in such an environment over an extended period of time, sharing aspects of your business, will deepen the relationship between group members and potentially increase opportunities to work more closely with other business owners for mutual gain.

Tried and tested model.

There is nothing new with MasterMind groups, they have proven to be successful for business owners across the world who partake in this type of group.



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Next month: Why Smart People Don't Know How To Market

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