



Magnetic Marketing: Attracting Client Without the Ick

Carolyn Caldwell

Because everyone deserves the opportunity to evolve to their best self.

*To learn, to inspire, to empower others to evolve,
achieve their dreams and be their best selves.*



CALDWELL EVOLUTION



I invite you to join me...



"The marketing that has suffused our entire lives is not the marketing that you want to do. The shortcuts using money to buy attention to sell average stuff to average people are an artifact of another time, not the one we live in now.

You can learn to see how human beings dream, decide, and act. And if you help them become better versions of themselves, the ones they seek to be, you're a marketer."

Seth Godin, This is Marketing

Today's Agenda: Part 1 ...



Marketing Review

- Know, Like, Trust & the Funnels
- Marketing vs Sales
- Pull vs Push

Today's Agenda: Part 2 ...



The Journey ~ 6 Steps to Attract Your Ideal Client

- Step 1: The Destination
- Step 2: The Guest
- Step 3: The Vehicle
- Step 4: The Route
- Step 5: The Invitation
- Step 6: The Arrival

Today's Agenda: Part 3 ...



The Challenge: When the Gremlins Show Up

- Who are those Gremlins
- Strategies to Stay Motivated and Engaged

You and Marketing...



What 1 word best describes

how you FEEL

when you think of marketing your services?

The MM Questionnaire Stats...



93%

Feel icky or just don't feel good
when they think about marketing
their business.



The MM Questionnaire Stats...



27%

Have very little or no knowledge of marketing except the POC.



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The MM Questionnaire Stats...



56%

Understand a bit: take the POC course and done some research.



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80% Hiding might feel like the best option



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Marketing is essential ~ it's hard to hide the elephant in the room.



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You and Marketing...



What 1 word describes how you would

LIKE to FEEL

when you think of marketing your services?

What you said you wanted...



- Who is my ideal client & where are they?
- How to talk without selling.
- What is the role of social media.
- Curious



If You & Marketing are ICK...



Knowledge
Strategies
Tools
Tips



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If You & Marketing are Facing Off...



A friendlier way to
shake hands.



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If You & Marketing are Besties...



A shift in perspective
to try out and keep
the party going.



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Part 1

MARKETING REVIEW



Marketing Definition...



1. “the ongoing promotion of a brand, product or service through various mediums to compel a target audience to take action”
2. “the activity or business of promoting and selling products or services, including market research and advertising”
3. “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”

Simplified Marketing Definition...



The activity to attract your Ideal Client so that they become aware that your product or service can take away their pain point(s).

Simplified Marketing Definition...



"Marketing is the generous act of helping others become who they seek to become. It involves creating honest stories – stories that resonate and spread. Marketers offer solutions, opportunities for humans to solve their problems and move forward."

Seth Godin, *This is Marketing*



All our potential clients



Don't know you exist.



The Marketing Funnel
Know ~ Like ~ Trust



Marketing: Know, Like, Trust



Know

Awareness

Your ideal client has heard of you, and they have an idea what your brand is.

Recognition in a crowd.

e.g. you met at a networking event, community presentation or found you on FB.



Marketing: Know, Like, Trust



Like

Interest & Connection

Your ideal client likes what they see in your brand/product/serve. Maybe you could help them.

e.g. Colour, presentation, wording, approach, phrasing, service or product package.



Marketing: Know, Like, Trust



Trust

Evaluation/Consistency - Expectations

Your ideal client believes you are consistent in your brand, product, service that can take away their pain point.

e.g. You consistently show up with the brand, product or service that meets their needs.



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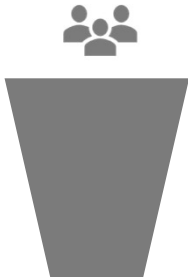
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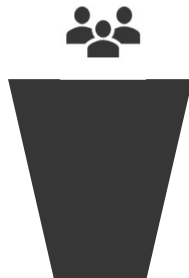
Magnetic Marketing

You only want to attract YOUR Ideal Client

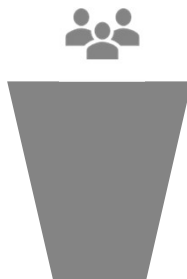
Carolyn's Ideal Client



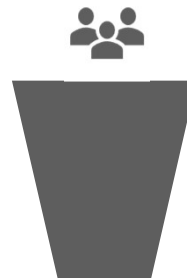
Cindy's Ideal Client



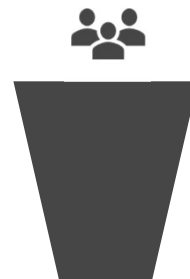
Bob's Ideal Client



Darlene's Ideal Client

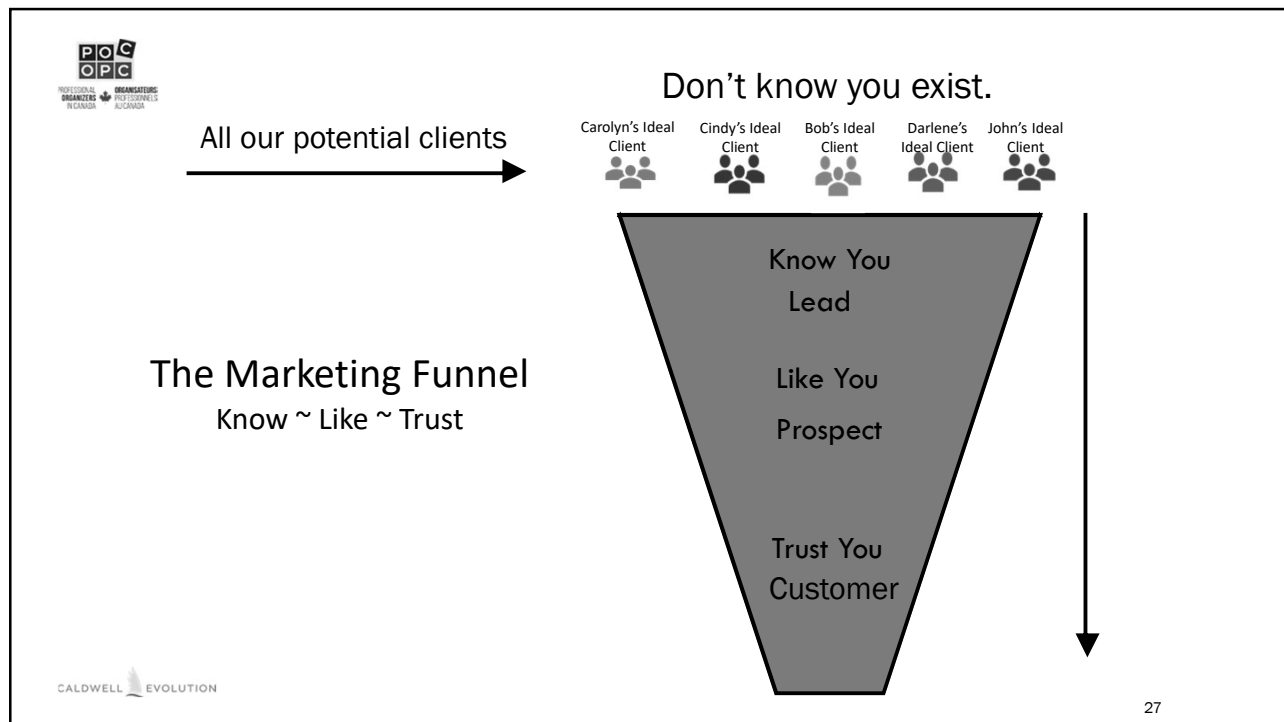


John's Ideal Client



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Marketing vs. Sales

Marketing
Helping your Ideal Client become aware your product/service can remove their pain point.

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Marketing vs. Sales



Sales

Helping your Ideal Client decide they want to buy your product or service...to realize they are your client...

with a smile.

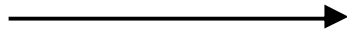


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All our potential clients



Your Ideal Client



Evaluation

Decision/Purchase

Buy Again

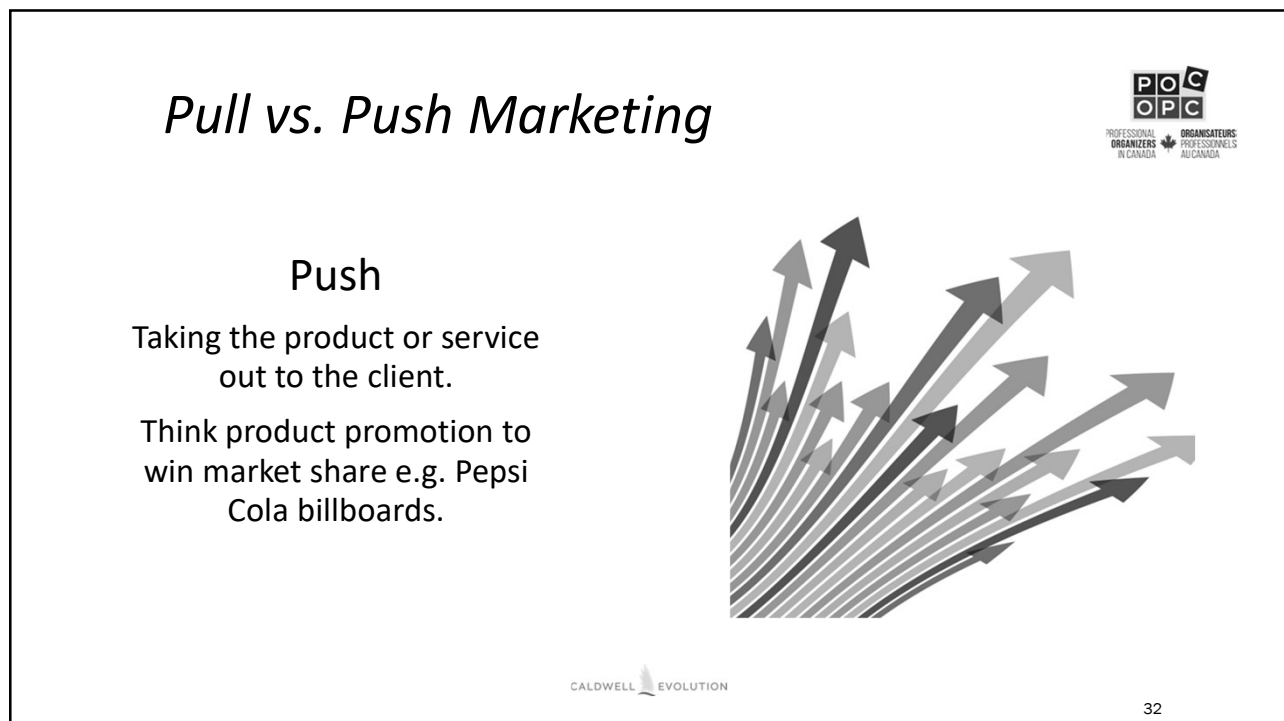
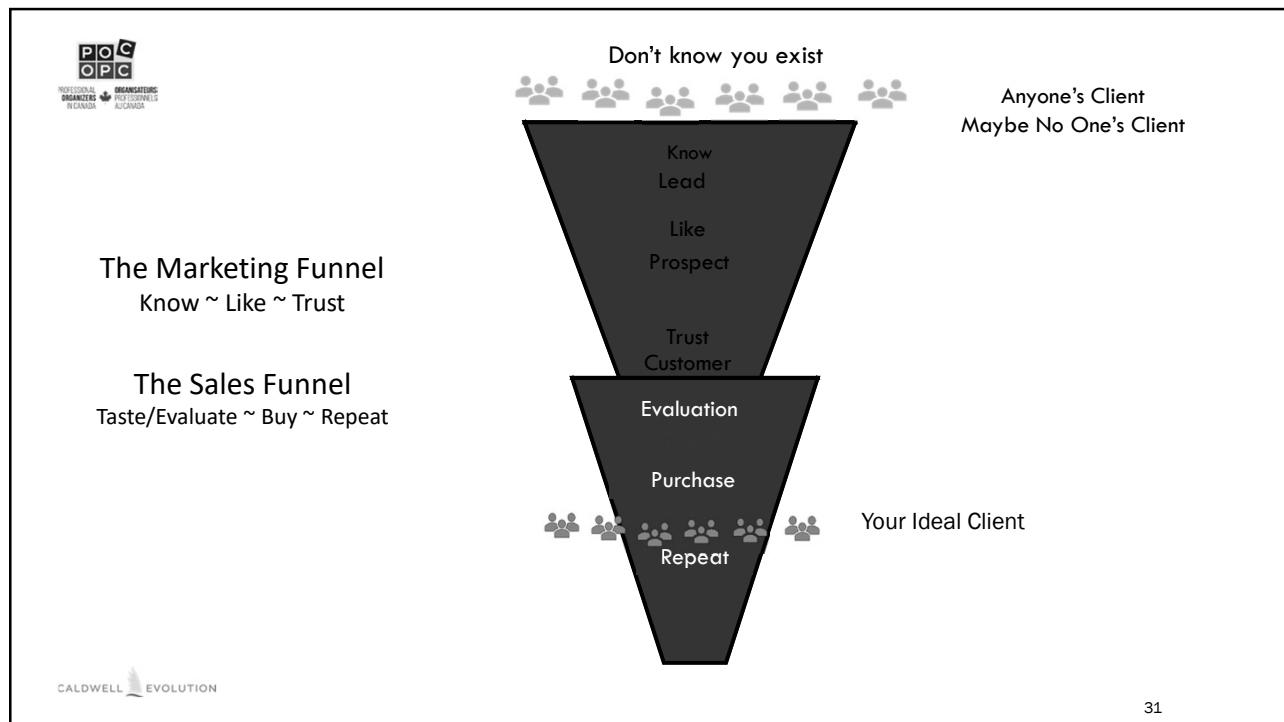
The Sales Funnel

Taste/Evaluate ~ Buy ~
Refer/Repeat



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Push Marketing



Examples

- Flyers promoting product or service features/benefits
- Flyers advertising special pricing (weekly grocery flyer)



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Push Marketing



Pros

- Helps a decision maker distinguish between your service and others
- Helps to promote brand identity



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Push Marketing



Could be effective...

- With staging, move management, estate clearing
- Anywhere decision maker is wading through a lot of material and needs to answer "does this service do...."



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Push Marketing



Cons

- May be expensive
- No control over whether it reaches your ideal client
- May be lost in disorganization



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Pull vs. Push Marketing



Pull

Highlighting the transformation that your product/service provides to bring your Ideal Client right to you.

Think healthy lifestyle or experience ads.



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Pull Marketing



Examples

- Reels promoting the desired lifestyle after losing weight and getting fit
- Television lifestyle ads for beer, cars, coffee



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Pull Marketing



Pros

- Will be a direct hit with your ideal client
- Your ideal client recognizes themselves in your material
- Reduces the evaluation time of client in the marketing/sales funnel



Pull Marketing



Cons

- Requires the ability to articulate the transformation you provide
- May take more initial research
- Initially, can take more time



Which have you used? Pull or Push



1. *What marketing strategies have you used?*
2. *Pull or Push?*
3. *What worked?*



Thank you!





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Part 2

THE JOURNEY ~ 6 STEPS TO ATTRACT YOUR IDEAL CLIENT



The Journey



Step 1: Identify Destination

Step 2: Identify Guest

Step 3: Chose Vehicle

Step 4: Create Route

Step 5: Develop Invitation

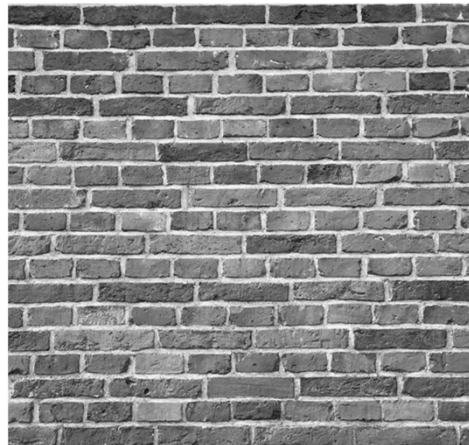
Step 6: Manage Arrival

Still Trying to Convince?



STOP

- Trying to convince the wrong person they need your service
- Trying to get someone to buy who has no intention of doing so



Your Job as Marketer



Invite your Ideal Client on your journey.

Invite your client to the Transformation you provide.

Step 1



The Destination



The Destination

The service as a
transformation
you provide to relieve
your Ideal Client
pain points.

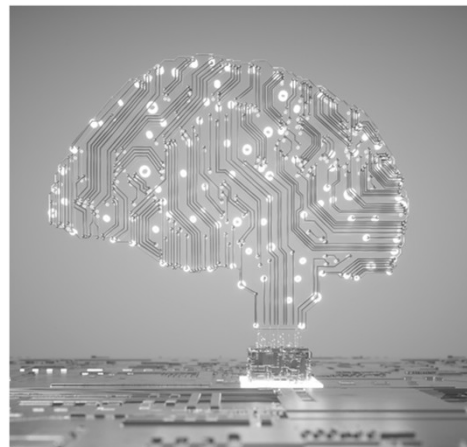


Your Passion

What is your zone of genius

~

what do you love to do for
clients and might do even if
you didn't get paid (or have
to earn).



*What client
transformation gives you
goose bumps?*



Your Skill

What are you uniquely good
at ~

People tell you that you do
this exceptionally well and
you don't even realize you
are doing it.





What do you uniquely do exceptionally well?

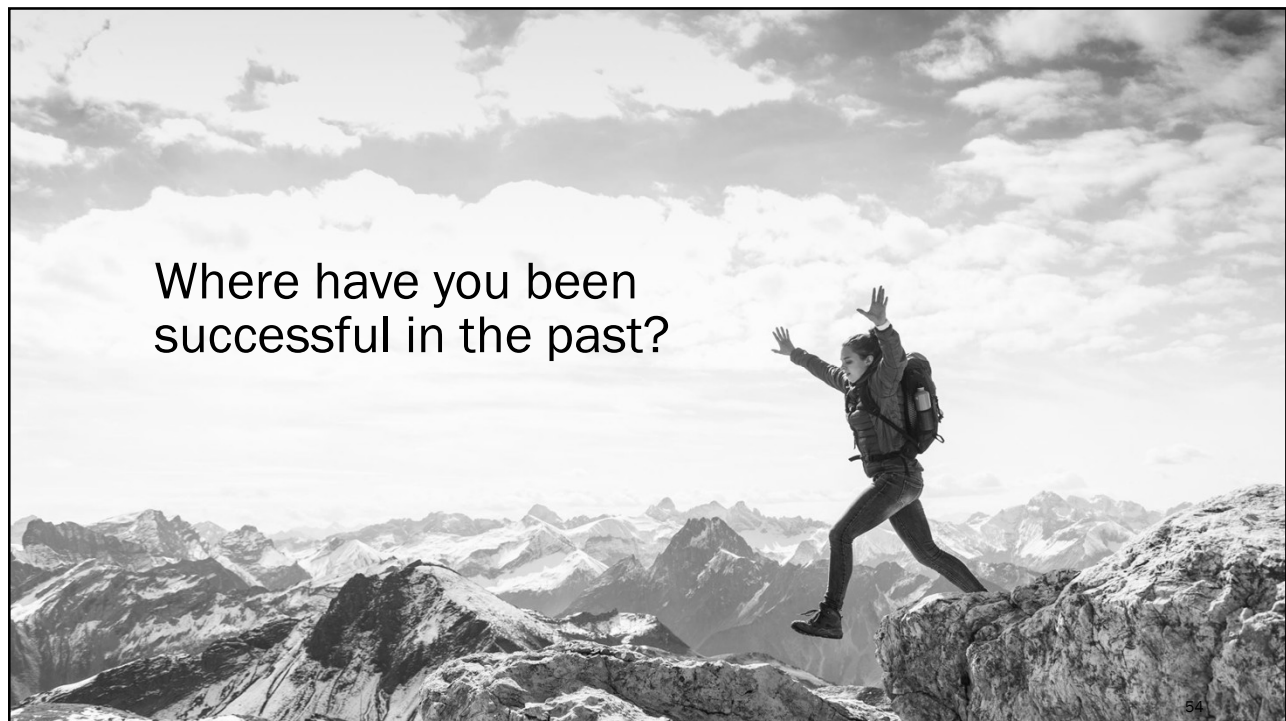
Lots of people can:

- pack
- sort
- label
- tape
- purge
- put clutter in a box.



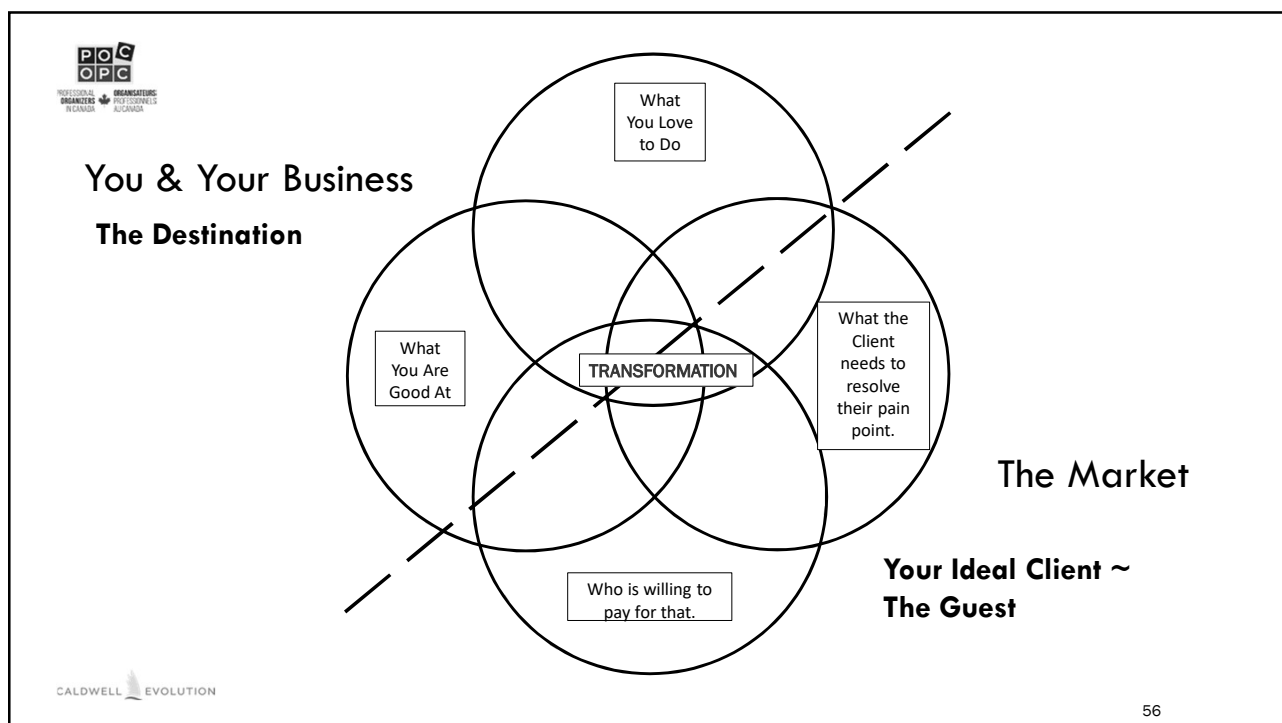
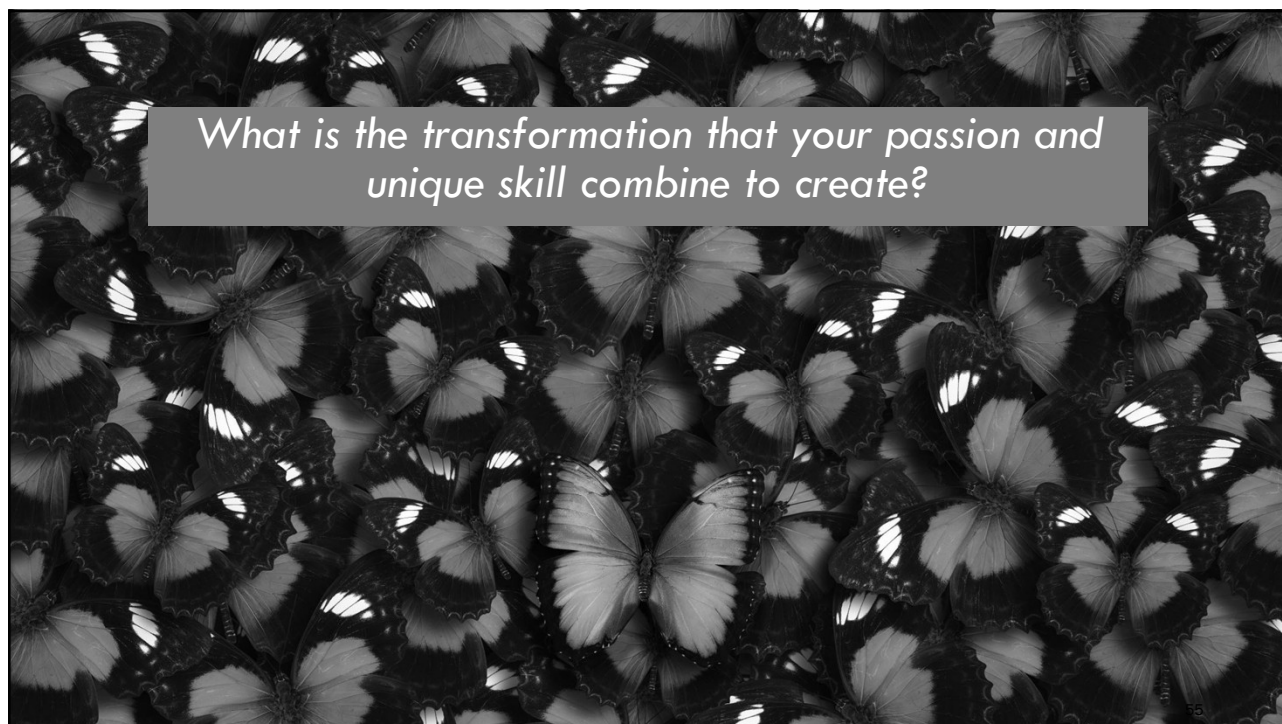
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Where have you been
successful in the past?

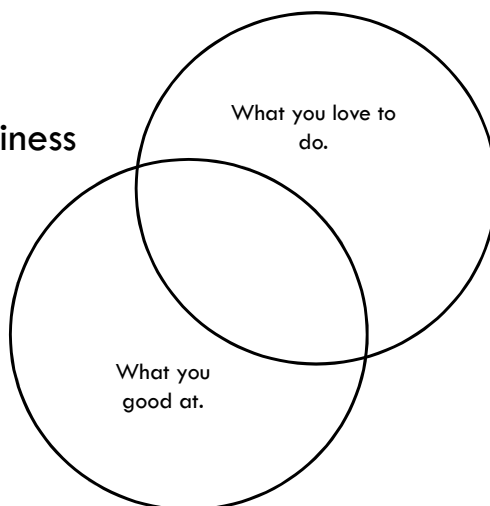
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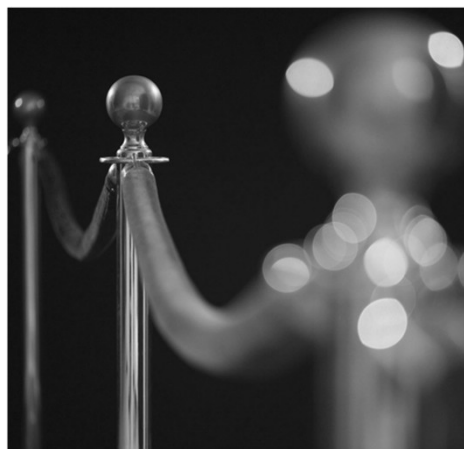
You & Your Business

The Destination



Step 2

The Guest
Your Ideal Client



Your Ideal Client is looking for you!



They have a headache.
They have a heartache.

Your transformation
resolves both



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Marketing Challenge

Knowing, having faith, that
your Ideal Client is looking for
you.



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Who needs that transformation?



What pain point do your
skill/passion combine to
resolve?



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Who needs that transformation?

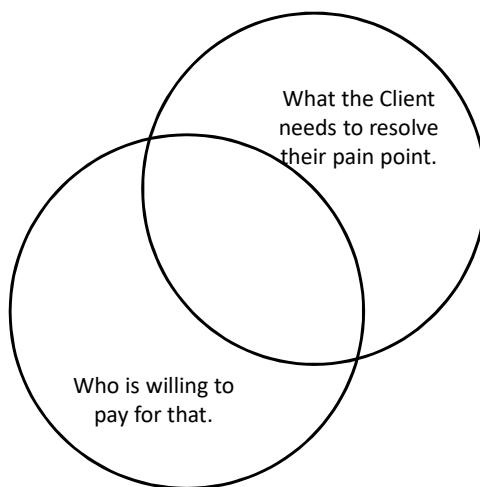


Who has previously told you
that your product or services
have made a significant
impact on their wellbeing?



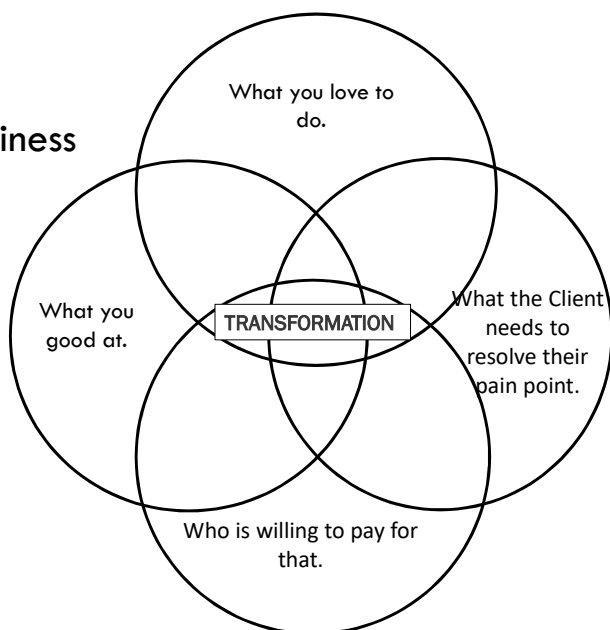
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The Market
Your Ideal Client ~
The Guest

You & Your Business
The Destination



The Market
Your Ideal Client ~
The Guest

Who am I?



I DO WHAT? (verb) (help/empower/support/coach/teach) _____

FOR WHOM? (guest) _____

TO DO WHAT to (insert need) _____

WITHOUT (their pain) _____

Who am I?



I inspire and empower frustrated, overwhelmed women, professional & small business owners, to evolve to their best self, accomplish their goals, and therefore their dreams, without fear and self doubt.



Step 3

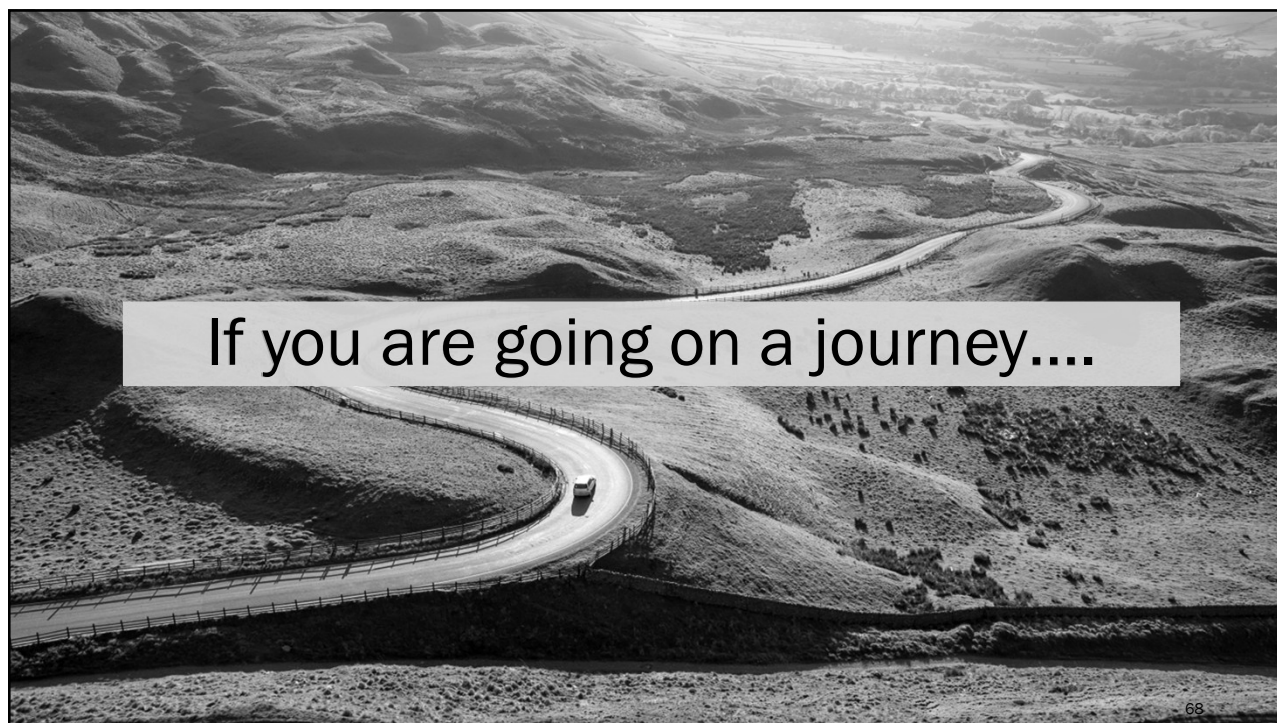


The Vehicle



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If you are going on a journey....

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The Vehicle

Especially if you are inviting your client to go with you.

Your vehicle must be reliable.



The Vehicle

Your business home/brand
representation
= your vehicle

Make sure it is reliable.



Vehicle Questions

- Where does your business exist – on and offline - that you can have a conversation with your Ideal Client?
- How do you make it stable?



The Vehicle

You only have control over what you own.

If you want to keep up a relationship with your potential Ideal Client, and help with on the journey to your transformation, make sure it is using something you own.



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A Social Media Framework

From Michael Hyatt, *Platform*

- Home Base: digital property you own e.g. your website, blog and email list.
- Embassies: places you don't own but have a registered profile e.g. Facebook, Twitter, your FB page/profile/group
- Outposts: places you neither own nor have a registered, and therefore regular, presence or control e.g. someone else's blog (you can comment), someone else's FB Group



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The Vehicle

Location	What You Own (Home Base)	What you Borrow (Embassies)	Where you are a Guest (Outposts)
Physical World	Your flyers/brochures only while they are with you. Presentations YOU host. Promotional material on your car. Your services and products	Rented tradeshow space	Someone else's conference to present
Digital Space	Website, blog on your website Email list Self-hosted presentations	LinkedIn FB (page, group) Instagram Pinterest YouTube Tik Tok (& all other social platforms)	Someone else's podcast Someone else's presentation Someone else's FB group Someone else's blog

The Problem with a Borrowed Vehicle



They might break down and you have no control.





The Problem with Outposts/Car Shares



You must follow their rules...
Someone else's rules about when,
what and how you can talk to your
Ideal Client.



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The Vehicle



Ultimately...

Always bring people back to your home base, your vehicle, your website, email list, blog.



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How to Set up The Vehicle

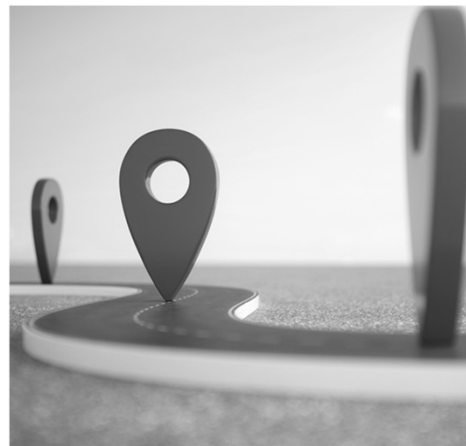
Steps	What	Where	What Else
1. Find a home	Website Email marketing platform Blog Consultation Process	On and offline	Ensure it is brand consistent
2. Create Content	What does your Ideal Client need to know about your work?	On and offline	Focus on content in Your Vehicle Be authentic: true to transformation, brand, Ideal Client
3. Share to your Embassies and Outposts when appropriate	FB, LinkedIn, IG, YouTube, Pinterest, Google My Business Anywhere else you have a presence e.g.	Everywhere	Create visibility, credibility
4. Create Free Information	Bringing your Ideal Client back to your email list	Everywhere, both on and offline.	Check list, How to sheet, 3 steps to..., 10 steps to.. Free webinar, class
5. Invite your Guest back to your Vehicle	Redirect your Ideal Client to your website/blog/email list	Everywhere, both on and offline	

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Step 4

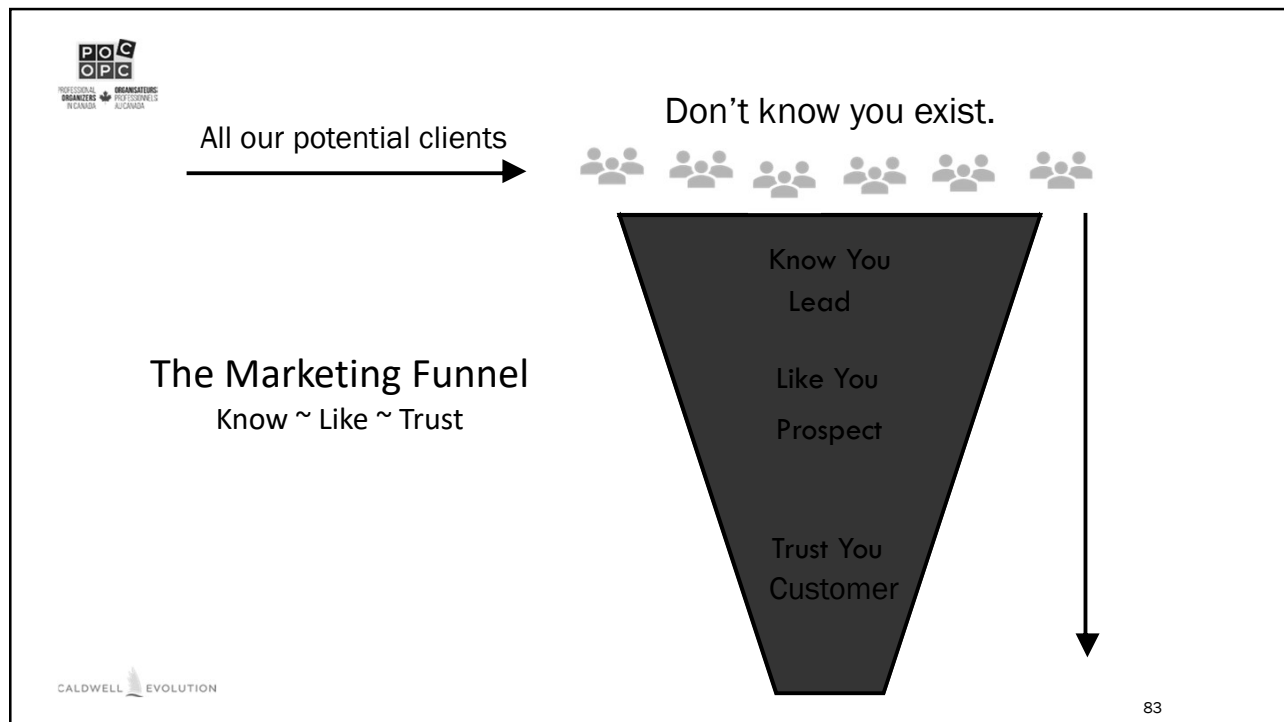
The Route



The Route: The Pathway

What pathway will you take your Ideal Client through so that they are clear, they want to buy your services?





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The Route: The Pathway

Target your messages to the client the farthest away.

The one who doesn't know your services exist.

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The Route: The Pathway

1. Capture their attention
2. Tell them about the transformation
3. Bring them back to your vehicle for more information
4. Give them a chance to connect with you directly
5. Give them an opportunity to try your services (consult/small price) if necessary.



The Route: The Pathway

Until they are standing right in front of you.



The Route: The Pathway



Example

1. Use an outpost (presentation at a real estate company) to let people know your decluttering service exist and you specialize in clients who won't use a professional stager.
2. Show them before and after photos on your blog posts or website (invite back to your vehicle)
3. Remove anxiety, embarrassment, concern over delayed house sale, what other agents might think, other potential clients who wonder why the house isn't staged



Step 5



The Invitation



Cue the Confetti



Your library:

- 3 Ideal Client pain points
- 9 Symptoms of the pain
- 27 Solutions (talking points) for your client

That you client will recognize.



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The Route: The Pathway



What do you say, each time you want to create material?

What if you had it already prepared?

You can: create a library.



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The Route: The Pathway



Your library:

- Ideal Client pain points (find 3)
- The impact/symptom of the pain (find 3 for each pain point)
- Your solution for that symptom (find 3 for each symptom)
- $3 \times 3 \times 3 = 27$ talking points



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Your Ideal Client is mothers of school-age children.

Pain Point	Impact	Solution
1 <i>Frantic Mom:</i> I'm so busy I can't get a grip on the toys, and they are always all over the place. In the end, I always end up doing the clean up myself after the kids are in bed.	1. Boys aren't learning that tidy-up time is part of play time and just leave their mess.	1 Create a tailored storage/retrieval system
		2 Use kid-friendly containers that boys like to use. E.g. garage box for trucks.
		3 Work with Mom to develop a tailored, daily, "tidy up time" schedule for boys.
	2. I can't have a Friday night movie night with her while the boys are at hockey practice because the rec room is a mess with the Lego of her younger brothers. I'm afraid I'm losing connection with my teenage daughter; She won't sit with me.	4 Find "younger brother safe" storage for grown up, Mother/daughter blanket
		5 Identify specific time on calendar, before hockey, when boys have special tidy-up 15-minute task.
		6 Help mom pre-schedule meals so "dine and dash" hockey players don't leave a mess behind that she has to clean up.
	3.	7
		8
		9

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The Invitation

What do you talk to your client about while you are travelling on the journey?

To pull your client, what do you say in your marketing material?



The Route: The Pathway

Tell them about the transformation:

- Resolve their PAIN
- Fix their PROBLEM
- Make an issue GO AWAY
- Make them FEEL BETTER



The Route: The Pathway



Talk in the language of your client.

Speak to their pain.

Talk to the transformation.

Your client will wonder how you know
what they are thinking.



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The Invitation



Invite – Don't Sell

Invite you client back to
your vehicle

Use a Call To Action (CTA)



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The Invitation

Who has already created a group of your Ideal Client?

Go there e.g.:

- Networking groups that include your Ideal Client
- FB groups where your Ideal Client likes to be
- Lawyers, real estate agents with the same client as you



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The Invitation

As appropriate, invite your Ideal Client back to your vehicle

- Links to blog
- Links to video from your website
- Sign ups for Lead Magnet (back to your email list)
- Challenges, information series e.g. 30 Tips in 30 Days



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The Invitation

As appropriate, leave on your OUTPOSTS, invite your Ideal Client back to your vehicle

- Ways to create curiosity to bring your client back to your vehicle
- Answers to questions
- Answers to polls
- Notice of promotions
- Links to lead magnets



Invite – Don't Sell

1. Identify the transformation you provide, pain you resolve
2. Identify the person(s) who has this pain
3. Establish home base to tell people about the transformation (website/blog)
4. Find out where your Ideal Client is hanging out, go there (embassies, outposts)
5. Invite your Ideal Client back to your base (website, email list, blog)
6. Invite your client to work with you.



Stop Selling ~ Start Inviting



The Invitation

Start with Why





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Step 6

The Arrival



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OPC
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ORGANIZERS
IN CANADA
ORGANISATEURS
PROFESSIONNELS
AU CANADA

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The Arrival

How do we...

...clear the pathway to our door so our client can get to us easily.



The Arrival

How do we...

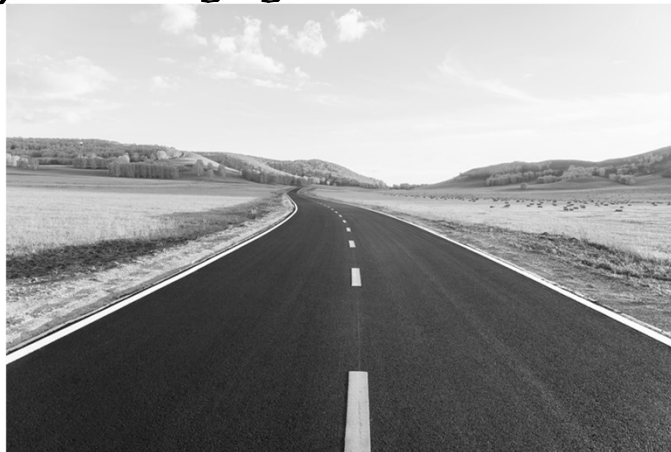
... turn our clients into
inspired, faithful followers
who bring their friends.



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*What we think our clients see when
they try and engage with us.*



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What they actually see...



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What the client needs.



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What they think they got.



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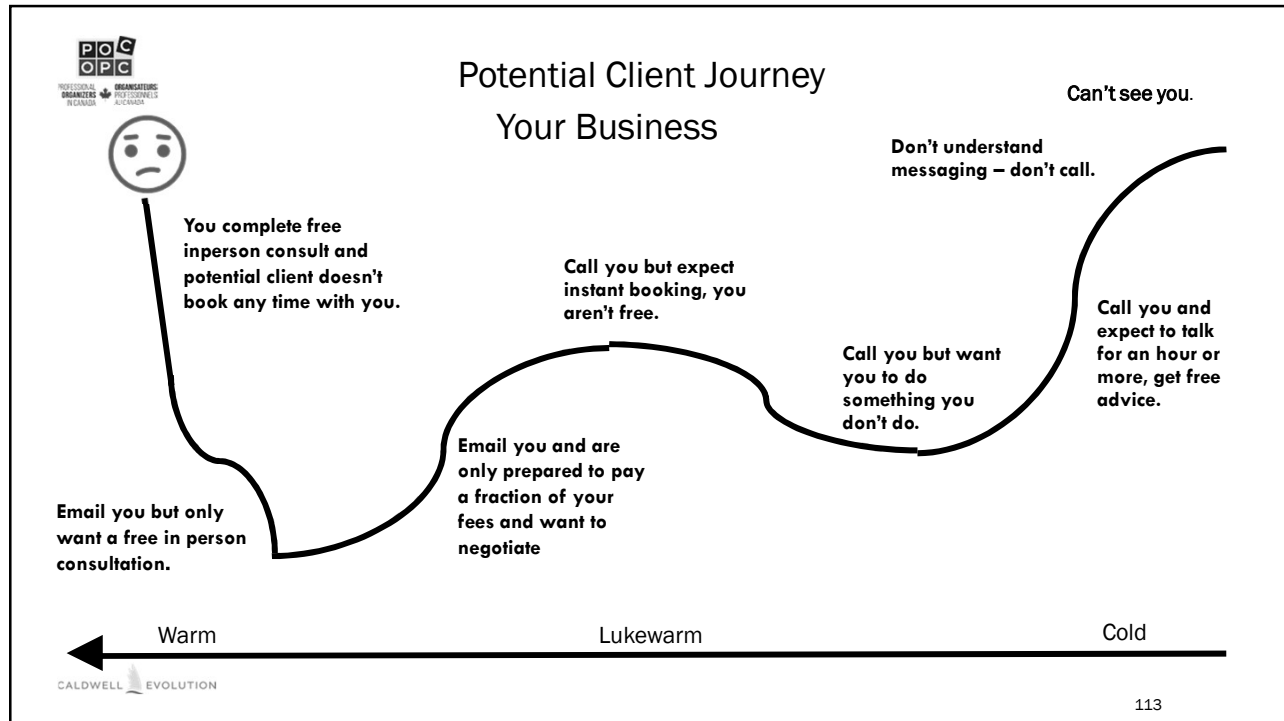
The Arrival

We often unknowingly put up roadblocks that make it hard for our Ideal Client to engage with us.



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Roadblocks



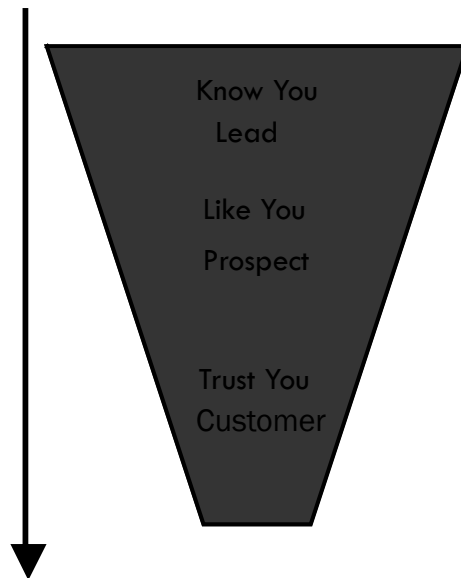
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	Client Experience	Roadblock	√
1	My client doesn't know I exist	I am no visible online or where my client spends time.	
2	My client doesn't recognize themselves in my marketing material	I don't use language or pictures consistent with the client I want to attract.	
3	I attract the wrong client.	My marketing message is confusing or otherwise not clear.	
4	My client doesn't know how to get hold of me. I don't get any calls from all the traffic to my website or marketing material	I don't have a clear, easy, simple call to action and action button on my marketing material	
5	I attract the wrong client.	I don't have clear, concise information on my website or marketing material to rule out the wrong client.	
6	Caller doesn't understand my packages/courses	I don't have a rate sheet to give my client that clearly outlines my packages/courses.	
7	Caller keeps calling back for more information but won't make a commitment.	I don't have enough information on my website or in my "book a free consult call" email series that explains my work in my client language.	
8	Caller only wants a free in person consultation	I don't have clear intake process information on my website or marketing material	
9	Caller doesn't have a budget or disposable income	I struggle to speak with confidence about my rates.	
10	Client will only book one session	My service is not clearly identified on my website or marketing material or wrong client.	

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- Potential client finds you on social media or referral from trusted friend.
- PC checks out your website and sees that you offer EXACTLY what they need.
- PC sees that they can call for a FREE Consult Phone Call with you and books on your booking app.
- PC receives information from you (and the booking app) about you and your services which explains EXACTLY who and what you are.
- In the Discovery Call PC asks questions that reveal he/she has read the material and they are still a good fit for your services.
- Clients knows you are exactly what they need and books your high-end program/service.
- Client has a very positive experience with your service which is exactly what he/she wanted/needed and expected after their call with you. Client refers friend who needs same service.



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The Arrival ~ Inspire



Setting up for faithful,
repeat clients...

Inspire.



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The Arrival ~ Inspire & Delight



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The Arrival ~ Inspire & Delight



WHY – Consistently

- Every time your client encounters your business, they see evidence of your WHY
- Your how demonstrates it.
- Your what shows it off.



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The Arrival ~ Inspire & Delight



Your client can be inspired by engaging with your why.



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Thank you!



Magnetic Marketing: Attracting Client Without the Ick

Carolyn Caldwell

Because everyone deserves the opportunity to evolve to their best self.

*To learn, to inspire, to empower others to evolve,
achieve their dreams and be their best selves.*





Part 3

THE CHALLENGE ~ WHEN THE GREMLINS SHOW UP



The Gremlins...



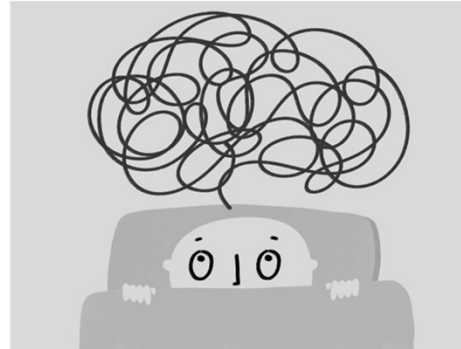
- Feeling like things are out of my control.
- Feeling alone, no one has my business challenges.
- Losing motivation.
- Feeling like a failure when things don't work out (as I planned).
- Feeling like an imposter.



What we can control...



We are in a time of
tremendous change.



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What we can control...



Who else feels this way?

Just about everyone working in a small
business either as a solopreneur business
or multi-person small company.

People both in the in-person and online
community are re-evaluating their
approach to selling products and services.



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What we can control...



1. Focus on what you can control

e.g.:

Are your strategic and business plan still relevant or do they need to be modified?

Are you reaching out to previous clients?

Is your marketing material current and relevant?



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What we can control...



2. Go back to basics: e.g.

Are you drawing you client back to your website or email list?

Do you have lead magnets that work?



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What we can control...



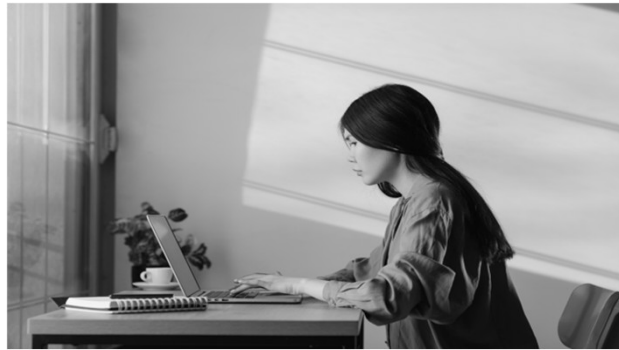
3. Spend MORE time marketing, not LESS: e.g.

Run a challenge

Develop the newsletter

Start the blog/vlog

Reach out to previous clients and bring them up to date.



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What we can control...



4. Establish a new product or service at a different price point (more or less): e.g.

A LOWER price point may make it easier for people to try out your service.

A HIGHER price point may attract a more niche client.



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Feeling alone...



1. Connect with colleagues to discuss business *challenges and successes*.
2. Join a co-working group, especially professional colleagues, even if online.
3. Join a networking group.



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Losing motivation...



You've moved too far away from your vision. It is too faint.

Get closer to your vision

- Imagine it
- Write it
- Say it
- Regularly



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Feeling like a failure...



Failed attempts merely bring information.

A failure simply an experiment providing information

Now you know what DOESN'T work

- Get curious
- Get creative
- Try again



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Feeling like a failure...



Focus on making ~

Micro decisions

Focus on taking ~

Micro steps/actions



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Imposter syndrome...



Feeling like you don't belong, aren't good enough or can't succeed.

- Find an inspiring place to write
- Pull out a journal or workbook
- Journal recent success with clients
- Document the successes you have had in each 3rd of your life.



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Finally...



Recommit to taking care of your body and mind.

Are you eating a nourishing diet?

Are you drinking enough water?

Are you getting enough sleep?

Are you sweating, stretching and lifting?

A healthy, rested body is recognized as the #1 important tool for a solopreneur.



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Stay curious and creative



Develop a mindset of curiosity and creativity:

Which is taking up more of your conscious brain, fear or curiosity and creativity?



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Remove space for the Gremlins....

Stay Well ~ Stay Agile



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Thank you!

