

# Marketing Maven

FOR AUSTRALIAN ENTREPRENEURS AND AUTHORS

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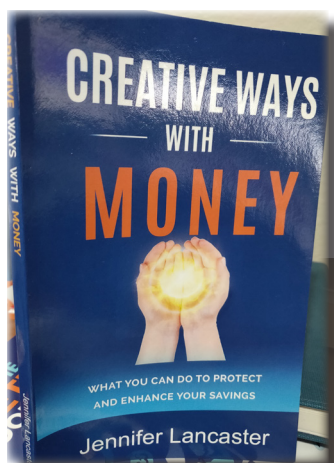
A man in a dark jacket and a watch is standing in a field of tall, golden grass, looking down at a book he is holding. The background shows a hilly landscape under a clear sky. The image is framed by a large yellow circle.

**How you can grow  
your business  
through a new  
mindset**

**Revealed:**  
**The 7 Lies of  
Marketing... that  
Agencies Don't Want  
You to Know**

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Workshopping the Ikigai concept from my book (shown opposite).



# It's Time for your Business to Grow!

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**To grow our personal brand and launch a book, we first need to work on our mindset.**

Words by **Jennifer Lancaster**

Let's start with the truth. For 10 years I was a prolific author who had this limelight fear and a tendency to hide from public speaking. I could write about marketing much easier than doing it! But then I learnt some confidence techniques and stepped out. In 2022 I spoke at a speakers' summit and an author/creators' group.

It's time to take the gremlins out of the cupboard so that your business can grow. So let me pose a question that no other marketing service people are asking.

## **What are the Biggest Problems New Authors/Creators Have, in order to be Profitable?**

- Maybe they let their doubts and the jibes of failed writers put them off making a noise.
- They want to make unique material to interest specific reader groups, but don't know where to start to research this.
- They focus on Amazon as an answer and not on their own sales funnel, leaving money on the table.
- They don't have a relevant social media sharing program.
- They aren't set up for profit: capitalising on the book's success with deeper video programs or 1-to-1 consultations.
- They haven't got an irresistible lead magnet or webinar to offer readers or likely course-takers, to seed sales.
- No launch strategy and hence no sales.
- No plan for marketing the book at launch and post-launch.



# Live AND Learn

## Book Creation Success

- No news media and podcast publicity strategy.
- They don't have the time or skills to put the marketing steps into place.
- No peer or mentor to get support at difficult stages of the process.
- Do social media image sharing with friends and peers who aren't all that interested.
- Send boring Press Releases that go unanswered, or hire a PR agency.

### So what are the Solutions that Creators Try?

- Spend several years Googling and ad-clicking, hoping the answer will come!
- Find a friend who edits so that this is free, but the friend ends up resentful and is not really qualified anyway...
- Buy an expensive marketing plan from a self-publishing support company that gets neither views, reviews, or a community. Xlibris charge \$5,000 for social media support, I mean c'mon!
- Buy Amazon ads – or game the Amazon Bestseller status with ebook giveaways.
- Find digital experts to create a pro website and ads: professional but expensive.

If you **detest hype-style marketing** but still want your book, magazine or course to be successful—and a fine starting point for attracting new clients—then I have some knowledge for you.

### Mindset Matters

If you think that marketing is too hard or it couldn't possibly help with your type of business or your type of book, then it's time to change your framing. Even if your book is about how to handle grief and loss, I believe there is a non-spammy way to market you and your book.

Remember, the negative thoughts that often hold us back can be turned around. Not, 'who am I to create a book series and speak at events?' But rather, 'who can I become to give others some insight?'



A fun way of sharing a launch is through beautifully made snippets of the content you'll be selling. Another way is to create a challenge that involves the people you want to attract.

## LAUNCHING YOUR BOOK OR COURSE IS HARD, BUT WHY NOT MAKE IT A FUN THING TO DO... RATHER THAN A CHORE?

### Releasing a book or course is not the end...

Regular writers might believe that launching their book is the end of the deal, but it's not the case. As I teach, this publication is just the beginning.

Like Stephen R. Covey once wrote, "Begin with the end in mind".

Your final destination could be:

- Readers to become one-on-one clients
- Creating a book series, with development of your writing skills
- Expanding this book to lots of other digital self-paced products
- All of the above

### How does our Course help you reach these goals?

For one thing, the **Book Creation Success course** is the place to go anytime you're puzzled about the self-publishing process. There are videos that explain the process, one about supplying to libraries, and a template for a book pitch and proposal.

A structuring audio and a mind-mapping video have tips for planning and structuring your book. (These can be used simply for fresh ideas

when you're feeling stuck).

Also raise your current thinking around what other products you can offer. Download a template for such plans as: creating a book series, offering a lead magnet and email series, and outlining your target reader needs.

And finally, Book Creation Success offers somewhere to ask your questions on publishing and promoting a book.

Swim with the fish going in the right direction – rather than get advice from novice writers who take stabs at marketing. The course is currently \$227 at [BookCreationSuccess.Thinkific.com](https://BookCreationSuccess.Thinkific.com)

### But What if I Don't Have a Book?

If you don't have a book in mind but want to implement education in business, then you still need to do target market research. The most important thing is to find out questions likely customers ask online – and read reviews of yours or similar companies. Reason being, you will pick up ideas to innovate your own products and the way they are promoted.

Start your keyword research at <https://AnswertheQuestion.com>. You can click on each question found, to take you to that Google search. Continue by finding out customers' points of pain. Try ProductReview.com.au, Au.TrustPilot.com or your customer Google reviews and surveys.

Then connect with a marketing mentor or copywriter and bring them all your found data.

# A Course Makes the Book Profit

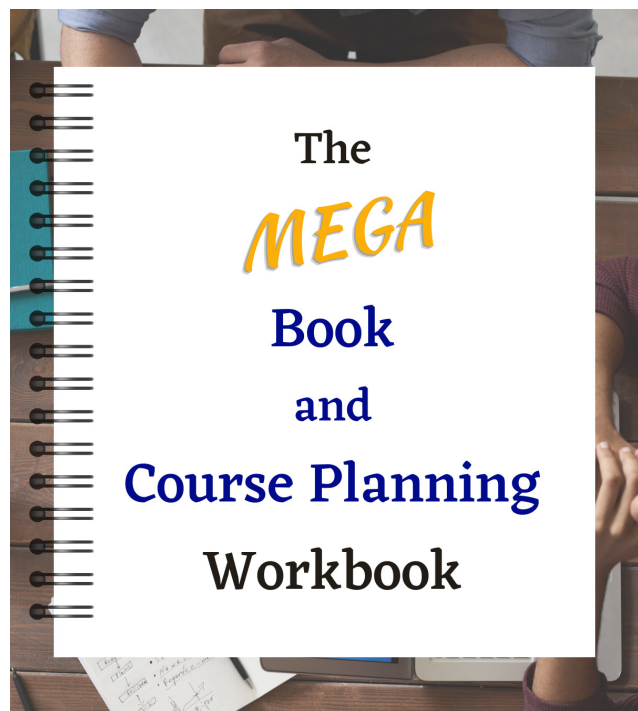
You may be already getting to the end of your book writing process, or have a book out, but have you ever thought of creating a course with videos?

It's ideal for readers who want deeper-level training... So yes, you can put a special offer in the back of the book to an interactive course.

Not only that, an ideal price for a digital training course with six or seven modules is \$200 to \$500, or much higher if coaching calls are included.

Now, if you want to wait for retail book royalties to add up (e.g. \$4 x 5 to 40 sales a month), then by all means, wait. But, courses can add more profits and simultaneously increase the perceived value level of all your offerings.

If you have some kind of audience already, then you may as well proceed to the planning and brainstorming stage!



Our fold-flat workbook steps you through all the prompts behind creating a book outline or training course that you can sell. 33 pages.

\$27.00 + \$5 Postage.

Order at <https://jenniferlancaster.com.au/downloads/the-mega-book-and-course-planning-workbook/>

## How to Track Leads and Website Goals?

Google Analytics allows owners to set up website goals. The intention of “Conversions” is to measure certain actions of your website visitors. Actions could be filling in a form or finalising a transaction.

Looking at these numbers monthly means you'll learn where your site can be improved. (Click Goals–setup goals).

Remember, almost everyone starting out has low conversion rates! If short on time, check the ‘Visitors Flow’, as it will give a picture of where interest drops off.

Analytics’ “Goal Funnels” is a bit more complex but would be useful for membership or e-commerce sites. You specify a path that visitors will take to get to an end point and Google Analytics tracks them each step of the way.

A three-step goal funnel would be:

- 1) the person fills out registration page and the “thank you” appears
- 2) user is directed to activation page
- 3) they sign up for membership.

If many people aren't following the whole path, your new awareness means you can start working out how to improve this process.

Buy at Amazon  
[https://mybook.to/  
PowerMarketing3](https://mybook.to/PowerMarketing3)



# Revealed: The 7 Lies of Marketing that Agencies Don't Want you to Know

One hour to save you \$\$

During this consultation, creator and marketer, Jen Lancaster, tells it to you straight and calls out those agencies intent on their own needs.

## Lie 1: Just outsource all marketing and we'll look after it

Why you should approach marketing your business as if your very life depends on it – not as something to outsource and forget.

## Lie 2: Overseas gurus with big systems will benefit you

Why should you always use an Australian marketing service supplier... not an overseas one? It's to do with legal disputes and an inability to get refunds.

Lie 3: "You can get SEO (organic Google) results in the first three months and it'll pay for our agency fees."

SEO is a long-term investment in either time or money. Google admits it takes "typically from four months to a year from the time you begin making changes until you start to see the benefits".

There are 7 key practices to be ranked well on Google to tick off, plus other security practices.

## Lie 4: You can advertise your way to success

Advertising only helps those set up right. The most important component is ensuring your business makes a profit – whether services are provided by one or by many. We'll go through what makes a business offering (ad) profitable.

Lie 5: Hide behind the brand, make yourself seem bigger

In truth, it's the complete opposite for most



**FREE**



# MARKETING REVIEW SESSION

**JEN LANCASTER**

BA Comms. Author, Power Marketing

micro and small businesses. Putting yourself forward as an expert authority is the way to earn trust, and we'll outline the ways you can quickly gain authority.

**Lie 6: There is one social platform your business should be on, or one key tactic**

If you have a service, there is no one platform to grow on and no one key tactic or AI genie. But there is a more strategic way to find out which platforms to use to reach the right customers.

**Lie 7: To have a successful sales funnel, you must pay at least \$3,000 a month in agency fees**

Average full-service marketing firms charge between \$2,000 and \$25,000 per month. Digital advertising agencies charge between \$3,000 and \$10,000 monthly, as a percentage of ad spend. On the call, we'll explain how you can get started for less and still get

world-class systems and services. Systems like GetResponse. Think about the joy of getting an email marketing system, new customer series and lead offer completely set up in one month. With a clear dashboard, it's simple to judge what's working this month.

Most advertising & marketing agencies don't provide any affordable options – because they must cover the \$100 hourly rate of five types of skilled workers plus 15 to 25% for the business, plus rent. Account managers are told to constantly cross-sell.

As a nimble service, Power of Words now offers strategic implementation of a marketing plan for a reasonable price. Being proud of high-quality results, we would only ever subcontract to degree qualified writers from Australia. There will be plenty of checks on final content. Copy editing is Jennifer's forté. Book in at <http://bookJenniferLancaster.as.me>

# Power of Words to the rescue?

**After writing books, editing books and web pages, and providing free advice on her blog, Jennifer Lancaster is now offering her high-level (yet affordable) writing and editing support services for soloists and service businesses.**

Have you ever tried to outsource your content marketing on the cheap? And were you disappointed with the bland copy or with grammatical errors?

When you employ a VA from overseas, you often get strange or generic text. When you hire a trained copywriter to do your marketing, you get words that resonate with your ideal clients.

But you may still have a tight budget, so Power of Words has formed a win-win solution for the busy entrepreneur. It is simply to get **ongoing support** for content marketing and lead magnets. Choose your services from the menu:

1. Copywriting of social media posts and adverts
2. Lead generation offer written and designed
3. Landing page written and set-up
4. Email marketing - new lead journey written, placed inside the EMS as autoresponders
5. Blog writing or rewriting old articles
6. Content Audit, Blog Headlines and Outlines

**See our Bronze, Silver or Gold packages**, which all include a briefing and help with a Marketing Requirements document.

ABN 80 544 508 158. Australian currency. Book in at [PowerofWords.com.au](http://PowerofWords.com.au) without delay.

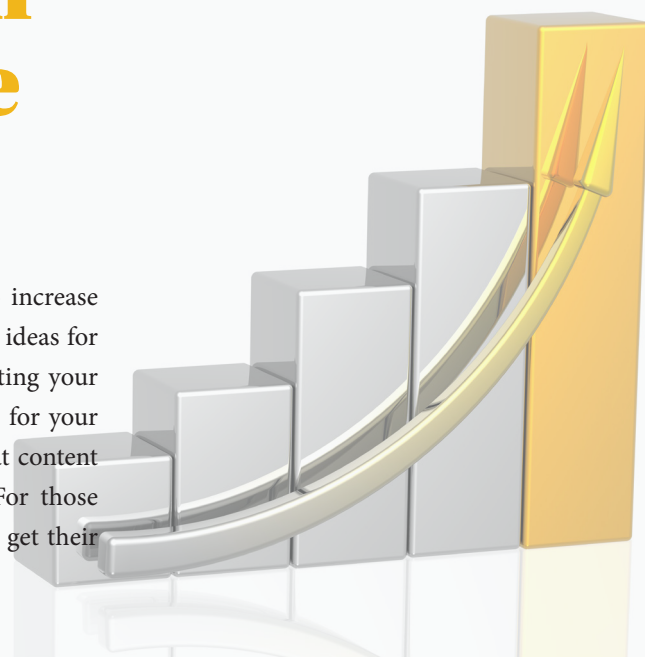


## Included

Tools like Canva and Indesign, and stock photos, are all paid for by Power of Words. EMS system charges are additional.

# Marketing with Test & Measure is Powerful

If your brand's marketing tactics are established, try to increase the power of your current avenues by feeding more new ideas for promotion into that. For instance, have two people writing your content and images and show vibrant video promotions for your products too. Don't be scared to grow awareness of great content with small ad spends. Test and measure and iterate. For those visiting your content platforms, you can use a survey to get their feedback to improve and match their needs.



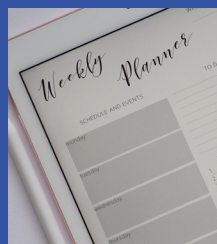
## Why offer a Great Lead Magnet?

Website visitors have become immune to email newsletter sign-up forms that offer them no real value. Their natural reaction is to click the cross sign, unless it triggers a 'yes please'.

Take a look at your own sign-up forms. What's their conversion rate? If you don't offer any form of sign-up incentive, it could be 0.5%. That's why marketers keep harping on about offering lead magnets: a way of exchanging something of value (whether it's video-based or a report or quiz) for a user's email address.

Eye-catching, meaningful, and relevant lead magnets are essential to an effective lead generation strategy.

So, where does the person go after they sign up?



Either they get instant access to a hidden page and its download – or they get it after an autoresponder email delivers it. Either way, they must come back to the host website to download it or stream it.

When used strategically, it's common to see lead magnets generating conversion rates between 10% and 20% (depending on how warm the web visiting traffic is)\*. With my author branding video series, I got a sign-up rate from a pop-up of 11%, which is very reasonable.

At the start of the year, a digitally-made calendar or planner would be a great incentive. Naturally, you'll have your contact details written at the end. Infographics can also be used. Make it full of fun facts, icons and colour.

#Figures from GetResponse article.

# Writing for the Web is... Not that Difficult



Here I will explain what's essential when writing copy for the web (whoever does it) and why you shouldn't talk like the King. It sounds like I'm going to unveil hidden secrets from the chamber of web weaponry.

Well, close! Read these five lessons to ensure your website content provides real value and also helps visitors take the next step.

## **Lesson 1. There is no need to talk like a King to his rulers when writing for the web.**

I mean, when you are talking to others at dinner, you don't say "I was astounded when the ASX descended 500 points yesterday and Toys R Us fell \$2.19 per share".

You say, "Holy crap, the sharemarket dropped yesterday and Toys R Us are nearly out of business".

Not that you should put 'holy crap' on a website, but you should write in words that give everyday meaning and not put on

a 'high-falutin' tone. We're trying to build rapport here.

## **Lesson 2. Just because keywords are used by search engines, doesn't mean you should stuff it like a chicken.**

Yes, we do research the right keywords/phrases that people use when searching for the business topic, but that doesn't mean copywriters just put that keyword phrase (like 'digital magazines Brisbane') all over the place. Firstly, we write for people and try to make something meaningful and persuasive.

Secondly, we look for where the main keyword can be slotted into headlines, body text and the meta description, and still make the writing sensible.

We copywriters also might change the keywords a little in the body, with some word variations, related items, similar words, etc. Google will use these descriptors to define what the page is about. Google is super-intelligent. Stuffing therefore, is unsightly,



and may even put your web page in ranking purgatory.

[Headline: the line which intrigues people to read more; also called H1]

[Body text: the main text of the page]

[Meta description: the hidden box where you type the summary of that web page.]

### **Lesson 3. People tend to justify their actions, but emotions rule.**

Sure, we all like a list of logical reasons to buy or donate, but in the end, emotions have more power over our decisions. Subconsciously, people tend to look for clues that the business is trustworthy, they are being honest with us, and there is something here that I can't find easily elsewhere.

While emotions like fear, greed and anger are the strongest to get us to act, that's not really what humane businesses choose to use. But the feelings of doubt or cynicism is something that copywriters sometimes like to acknowledge. OK, exploit. But, I think it's alright if we cast doubt over, say, whether you've got enough Super funds if it gets you to consider planning your Super better.

Using fear is taking it to the next level. This is what the spruikers do... so perhaps tread carefully.

### **Lesson 4. Don't let the reader down at the end.**

Like all good stories, every web page has an end – but sometimes people don't get to the end because they click on a link. That's OK, the next page has an end.

At the end of a page, if you are trying to attract an action, help them out. Firstly, they are waiting for the invitation. Secondly, they are waiting for a carrot. So you could say, "Ready to contact us? Then get your free 30-minute review by phoning today".

Have a back-up though, because at least 80% of people are still not ready for the huge step of calling. In this case, might I suggest a slide-in email capture form, saying "Find out if your Super is on Track for a Healthy Retirement with this Handy Guide", or quiz or some such.

This is achieved with an opt-in tool, like HELLOBAR, Sumo or Hustle Pro. The offer has to be right there in their face, a pop-up or slide-in. I know it's a bit annoying, but marketers have found that these have far superior sign-up rates to a form sitting at the side.

Have the form come in after 20 seconds, so at least they had time to read your website pearls of wisdom.

### **Lesson 5. Answer the hidden visitor questions.**

Make the words helpful, make them interactive (i.e. simple site links), but also ensure the words answer their internal dialogue. While you don't need to ramble on, most websites written by business owners tend to not say enough. Visitors are looking for answers to these questions:

- Who is your ideal market? Is that me?
- You say you are in business to make customers happy, but what does that mean specifically?
- I don't know what those features mean exactly... how does that give me a benefit in my life?
- Do you really care or are you just looking to make profits?

You can see why these are the trickiest thoughts to answer without being boastful or broad-sweeping.

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This article is rated 80 in Flesch Reading Ease and Grade 7. By Jennifer Lancaster.



## Valuable Feedback for Editing



Thank you for all your help, tolerance and understanding, I am certainly a lot better off for it. You are a very special person indeed. The book will be printed soon.

- Tony Hughes, author

[www.jenniferlancaster.com.au](http://www.jenniferlancaster.com.au)



## TESTIMONIAL



Jennifer is very helpful and reliable. Ready to help and improve by bringing out the best quality in the work. (Copywriting)

- *Shingirai Chigombe,*  
*device developer*

# Be bold.

Power of Words - Jennifer Lancaster

Tel **0403 125 038** | Book a session <https://bookJenniferLancaster.as.me>

Email your brief: [enquiry@jenniferlancaster.com.au](mailto:enquiry@jenniferlancaster.com.au)

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# Book a call.