



## MARKETING MAGNETISM'S Six Tips for Thrifty Self-Marketing

By Julia Stege

Experimenting with marketing is one of my favorite activities. Ever since I started marketing my own businesses over 15 years ago I've explored the world of thrifty self-promotion and learned much along the way. As a general rule, I try to exhaust my cheap or free promotional resources before forking over dollars for exposure. Also, over the past 8 years I have worked extensively with manifesting and using the law of attraction in conjunction with marketing to attract perfect customers. The following tips are some strategies for promoting your business on a budget that I've used myself and have recommended to my customers and business partners over the years.

### Tip #1: Set Powerful Intentions for Strategic Attraction

What kinds of customers do you *really* want to attract? Many entrepreneurs, especially those just starting out, believe they have to take just any customer who comes along. When I first began promoting Graphic Girlz back in the mid 90s, I cast a wide net and attracted some clients who really weren't a good match for me or my services. That made work a drag.

Then I learned that I can have a much more fulfilling and abundant life if I strategically set clear intentions on who I desire to attract. I thought, "After all, won't it be a lot more fun to work with people I like?" I got a journal and started taking notes of the qualities I liked in the people I met each day, and fantasized a lot about what my ideal customers would be like. I wrote things like...

*"I'm attracting people with plenty of resources who are effectively causing positive change."*

*"... and people who like to contribute to others."*

*"...and people who are interesting conversationalists."*

Can you guess who I attracted then? People with resources who like to contribute and are fun to talk with!

Setting my intention for whom I desire to attract is both a practical marketing strategy as well as a way to “tell the universe” about what I really want. Some of my customers worry that setting clear intentions will limit the number of clients they attract, but I have found the opposite to be true. I become more attractive when I am happy with the customers and projects I’m attracting.

***Tip #1 in a Nutshell:***

*Start a journal of qualities you like in people. Take note of positive interactions you have with people. Use positive language. Imagine your perfect customers with those qualities coming to you.*

*Workshops, Teleseminars and One-on-One Coaching on Marketing and Strategic Attraction Available. See [www.graphicgirlz.com](http://www.graphicgirlz.com) for details.*

What qualities do you admire and appreciate in people? Wouldn’t you like it if your customers had those qualities? I’ve found that even if I’m feeling skeptical it will work, when I write down the qualities of my perfect customers in my journal, I start attracting people with those qualities. I also take some quiet time each day to imagine my perfect customers in detail, the kinds of projects they have, the conversations they engage in, and how I feel when I’m working with them. I believe that this is the most effective action anyone who is promoting their own business can take. Determining who you are attracting will offer you focus and enhance the effectiveness of your thrifty self promotions.

## **Tip #2: Turn Negativity to Gold for Attracting Abundance**

Sometimes we are just so focused on fear or what’s going wrong that it’s difficult for us to even think about what we like about people or what we truly want. The problem seems so large as to obscure everything positive. Even after years of practice, there are just some days when something happens to throw me off balance and I find myself focusing on some version of “Something’s wrong here!” It’s just part of being human.

The problem is that when we’re feeling bad it’s hard to promote ourselves or our business effectively. Either we don’t go out into the world at all and hide out feeling sorry for ourselves. Or when we do go out we don’t feel like our usual selves, and we’re not attracting the right people. And feeling bad, well, feels bad! If you’re like me, you don’t have a lot of patience for feeling bad.

The good news is that there's a simple way to turn those negative thoughts into gold for attracting abundance. Here are the steps:

First, you must notice that you're feeling bad, and be willing to do something about it. Then it's time to get out a piece of paper and write down the words "What's wrong?" Then write out the answer, everything that's bothering you.

Be crass if you feel like it. Just tell it like it is for you. This will feel cathartic and whatever comes to mind is something that's in contrast to what you really want. In the process of writing it down, what you want will be clarified.

So, right under your rant, write, "What do I desire?" and write out what you really want. In fact, to make this part more effective you can write it out in the present tense.

Your responses might look something like this:

### **What's wrong?**

*I need more clients. I'm worried that I'll run out of work. I'm sick and tired of waiting for the phone to ring.*

### **What do I desire?**

*I have several new clients paying me top dollar to perform my favorite services. They are all fun people who are up to great things and I'm inspired by the projects we're working on.*

This is the gold. This is the beginning of attracting what you want. Focusing on what you desire will make you more attractive in addition to simply feeling better, and you'll be moving toward the fulfillment of your dream. You will be further along the way to attracting your perfect customers when you're feeling good and imagining the best possible outcomes for you and your business.

### ***Tip #2 in a Nutshell:***

*Notice when you're feeling bad or focused on "something's wrong." Write down "what's wrong" in detail followed by "what I desire" written in the present tense. Start focusing more on what you desire than the lack of it and watch what manifests!*

## Tip #3: Tune into your Passion and Purpose

Do you remember why you started your business? All of us who venture to start a business are inspired by an inner calling, a dream or purpose. Getting in touch with our true purpose is a powerful step in the process of self-promotion.

*Tip #3 in a Nutshell:  
Meditate on what your true  
desire is. Determine your  
highest purpose and write a  
clear statement of what makes  
your offerings special.*

I believe that your perfect customers are out there looking for you. So how will they know you when they find you? They will know you if you are authentic. The more true to ourselves we are when we are speaking about our business and our offerings, the more those who are already seeking us will recognize us when they find us.

Sometimes we look at others in business, especially our competitors, and think, “They’re successful. I should market myself the way they do.” This is how all marketing within particular fields starts looking identical and boring. People stop talking about their true original passion and start trying to act like everyone else.

In the past, I’ve been wary of being “too authentic” for fear of turning people off. I’d be listening to the advice of others even if it didn’t feel right, because I thought I didn’t know about creating a successful business. But as the years passed I found that the more I followed my intuition and shared my unique gifts and ideas, the more fun I had, and the more perfect my clients became.

So do your best to get to the heart of the matter and write it down. Find some quiet time to do this. Place your hand on your heart and ask yourself each of these questions and write down the answers:

**What I truly desire is...**

**What I am passionate to offer is...**

**What makes me special is...**

Once you get a clear sense of the core purpose that underlies all your efforts, see if you can get it into one statement that you could say when someone asks you, “What do you do?”

## Tip #4: Get Creative-Write and Collage from the Heart

### STREAM OF CONSCIOUSNESS WRITING:

Now that you know who you're attracting and what your special gift for the world is, it's time to get creative. Tune into your core purpose, your gifts, your perfect customers, and get out a piece of paper. Start writing, stream of consciousness, about your business. Think about what your perfect customers will want to hear about your offerings, your expertise, your experience, and get it all out. Don't worry about writing correct sentences or poetic phrasing. Just write from the heart more than from the brain and see what comes out. This will serve as the first draft of your text for your attractive marketing campaign. You can return to it with fresh eyes later and edit it and arrange it into a more suitable form for public consumption.

### *Tip #4 in a Nutshell:*

*Create stream of consciousness writing and collages to begin developing the words and images which will draw your perfect customers to you. The point is to reach the heart of your creative self.*

### COLLAGE YOUR CORE PURPOSE:

While you're getting creative, get together some magazines, a piece of cardboard or an open manilla folder, some glue stick, and a scissors. Start looking through the magazines and without thinking about it too much, start cutting out pictures that are attractive to you. Think about collecting colors you like, words that describe you and your offerings, images that reflect your heart's desire or what you believe. Just notice as you go through the magazines what attracts you and cut, cut, cut. Then start arranging the pictures around your page in any way you like. Get those creative juices flowing.

Your collage can serve as inspiration if you put it by your desk and concentrate a bit on your attractive marketing ideas each day. Remember, what attracts you also attracts your perfect customers. Collaging will also help you begin to determine what the look of your attractive marketing will be. You can actually create your own marketing pieces this way, or hand off your collages to a designer to interpret.

## Tip #5: Get a Free Web Presence

These days there are a lot of resources for easily creating a free online presence where you can attract your perfect customers round the clock. A web presence is a place your customers can learn about you without the pressure of personal contact.

Setting up a basic web presence will increase your exposure significantly and provide a place where you can:

*Tip #5 in a Nutshell:  
Start promoting yourself  
online with your own website,  
a blog and an e-newsletter.  
Do some searches for free  
services. You'll be amazed at  
how many free services are  
available for you to begin  
your attractive marketing  
experiments.*

- write about your offerings
- collect subscribers
- display articles, videos, audios and other valuable content
- present yourself as an expert
- answer pressing questions facing your audience
- sell valuable products
- register people into your workshops
- display your own calendar of events

There are a number different kinds of web tools that are currently popular. The following three types work well together and are widely available online for free:

**Template / Brochure Site:** A variety of Internet service providers offer a free website, often in exchange for a small ad or link to be displayed on the home page. They provide the software, the templates, and the space to develop your website. These templates tend to be fairly simple to work with, and offer entrepreneurs a way to freely experiment with a variety of marketing options. A Google search for free web hosting will turn up a lot of offers to host your site free and most of them offer templates so you can design your site. Also, web domain sellers like GoDaddy ([www.godaddy.com](http://www.godaddy.com)) and CityMax ([www.citymax.com](http://www.citymax.com)) offer inexpensive hosting options that come with templates. Even if you decide to hire a website designer later, creating your own website will help you get your online promotions going and give you the freedom to experiment without spending a lot of cash.

**The Blog:** The rising star in the self-marketing scene is the blog. These are internet-based soap boxes designed to allow people to express themselves while encouraging visitors to dialog with you and interact with each other. Doing a search for 'free blog service' will turn up a lot of links to free blog software and hosting services. Not only can you promote yourself and your services in an environment that looks like a website, you can address your customer's concerns online and create community conversations on topics of interest to your visitors. If you make your blog interesting to the public and get a lot of visitors, you can sell products and/or advertising on your blog. I like [andywibbles.com](http://andywibbles.com) for great information on setting up blogs and marketing them.

**The Email Newsletter:** The e-newsletter is a great way to stay in touch with your contact list, offer them valuable content, keep them interested in you, advertise your events and specials, sell your products, and present yourself as an expert. If you are a good writer with a lot of ideas, you can keep your readership wanting more by sending them tips, advice, and resources for enhancing their lives and businesses. A lot of people are using Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) to collect names from their website and create nice-looking e-newsletters with templates or custom artwork. Currently they offer free services to folks with lists of 200 people or less.

## **Tip #6: Network Online and Expand Your Sphere of Influence**

There are many online communities these days that you can join for free and get great exposure for your business, services, products, and projects. Getting friendly with people with similar interests is a great way to meet potential clients or folks willing to refer you. Following are some of my favorite online community resources.

**Tip # 6 in a Nutshell:**  
*Join online communities and start making friends online. This is a great way to gain free exposure with people who may not live near you but who share common interests and could become your perfect customers.*

- “ Craigslist ([www.craigslist.org](http://www.craigslist.org)) is a popular site available in dozens of cities across the USA. I personally have earned tens of thousands of dollars through free postings at Craigslist. This site is like an online bulletin board where you can post listings for free. There are a lot of businesspeople on craigslist so it’s a very good source for clients. I have also hired people through this list with great success.
- “ Another of my favorite sites for self promotion is Ryze ([www.ryze.net](http://www.ryze.net)). This is a site for business networking. You can set up your own page and promote events and make online friends. There are also real life gatherings sponsored by individual ryze members in various areas around the country so you can meet your online friends in person.
- “ Tribe ([www.tribe.net](http://www.tribe.net)) is an interesting site. People have created thousands of individual ‘tribes’ on specific topics of interest to the members. You can find folks of every stripe and promote your business or events to all the tribes you join. You can also create your own page, upload photos, and connect to friends.
- “ Yahoo Groups ([www.yahogroups.com](http://www.yahogroups.com)) is also a great resource for online communities. Here you can create and read email lists where writing to one email will send a letter to the whole group. There are thousands of topical groups one can join and you can create your own. Go find a group for one of your hobbies. If it’s not a biz networking list, don’t directly promote yourself, but always put your web address in your email signature. If you’re helpful in your online group, people will be naturally drawn to you and investigate your offerings.

I hope you like these six tips for thrifty self promotion. Clarifying your core purpose, identifying your perfect customers, and creating simple yet authentic promotional pieces are extremely effective means to attracting your perfect customers. How many people can you share your purpose with today? Go forth and attract!

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