

52 Sleaze-Free Tips and Hacks for Promoting Your Art, Business and Brand



*A Red Lemon Club
Compendium*

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Welcome

Welcome

We live in an interesting time for those who have products and services to share with the world. The connectivity and opportunities that the web affords is vast and inspiring.

This book is the result of years of bits and pieces of insight I have discovered, collected, personally used, and told others about. **I'm excited to share them with you in one place.**

Gaining exposure requires know-how, but also the right thinking and the right attitude. Which is why this booklet contains a mix of tips to better help promote the cool things you make, but also ideas on being in a better frame of mind as you do so, keeping you ahead of the game and motivated.

Sometimes it's nice to have everything in one long list that you can refer to over and over again, take action on, or simply use to stay keen and inspired.

I hope you enjoy the read as much as I enjoyed picking up these ideas and putting them together. They appear in no particular order or hierarchy.

Enjoy the read! Don't forget to take action on at least a few of these...

Alex

1. Tell a prospect why they should choose you

"The best marketing doesn't feel like marketing."

-Tom Fishburne, Marketoonist

There are tens of thousands of professionals like you working to grab the attention of prospective clients to land a new, well-paid project.

What is it about you that will make them choose you?

A way to make this an easier choice for potential clients is by providing a list on your personal site giving 5 or 10 reasons you should be hired over the rest. **Simple as that.**

Do this on your about page or on a separate page and use this to sell yourself and it might just make a client decide to go with your services. Always make it obvious.

2. Offer a free trial

Here is an idea for those of you just starting out in a particular market, who lack much in the way of previous work samples and testimonials, but also for anyone looking to find new clients: offer potential new clients a free critique of their current materials or system or a free taster of your services.

If you are a web designer, you can critique a prospect's existing website,

for example. If you are a copywriter, provide a free couple of paragraphs to those that ask for it as part of your prospecting process.

Always make sure you follow up with people who have experienced your free trial, and make use of those trials too, such as through getting testimonials, learning about user behaviour, and demonstrating case studies down the line.

By doing this, you can show prospects what you know and what you are good at in a way that relates directly to them, instead of showing what you have done for other clients in the past. It's also a great way of building credibility.

If they like what you come up with, you will be much closer to securing a project with them, and further building your own portfolio.

3. Use alerts

Tracking and monitoring keywords used on the Internet can be a useful part of your self promotional strategy.

Setting up with *Google Alerts*, for example, to notify you of specified keywords can help you track the online content you want to read and it allows you to monitor what is being said about you (be it in articles, blog posts etc) and other relevant people or organisations.

Google will send you email alerts (however often you specify it) of words that you set, whenever they are published on the Internet.

It is worth setting up an alert for:

- Things that interest you that you would like to share with others;
- your sites;
- your key influencers;
- your own name, and;
- your business name if you have one.

These alerts will provide you with good content that you can share on social media sites and elsewhere, and gain a reputation as someone with valuable information to share.

They will also **allow you to track your reputation and give you important feedback on your online promotional efforts** as well as responding to relevant new posts, articles and other written material.



4. Stay in touch

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This tip is a simple one, but it is amazing how often I forget to keep in touch with certain people.

Keeping in touch with past clients, friends and colleagues needn't involve asking them to find you work, or for them to do anything in particular for you.

All that is required is a simple hello asking how things are. Make sure when you do this, that you supply a link to your site through the email signature. It doesn't have to be dropped in the main bulk of the email text itself.

You'll be surprised how positive reactions will be to this, and how often people will check out your site/work and even how often this can lead to new work.

Keep a close eye out for key people in your list, especially those you know are influencers in your industry.

Send off individual messages, and **make sure each email is tailored to the recipient in question.** We don't want them to appear as spam.

It's probably best breaking this up month by month if you have many contacts, so that keeping in contact becomes a regular and consistent part of your self promotional strategy.

6. Believe in the value of what you are promoting

Here's a slightly less technical tip, but an important one nevertheless that I feel people can easily forget.

Make sure you have belief in the services and products you are promoting.

If you value what you have to offer, you will more easily promote with energy and enthusiasm. This will have a strong effect on your marketing strategies.

If you doubt what you can produce, or you are concerned that people will think you are not truly honest in what you are showcasing, you will have difficulty finding the motivation to tell the world of what you can do.

Build or create something that you know you can believe in.

7. Get Your clients and buyers to sell for you

One of the things that will boost any promotion you do more than anything is getting and showcasing various testimonials left by your previous clients and buyers.

Testimonials add credibility and trust to your brand and your products. You only need a line or two, and a name to make an ideal testimonial, that you can place on your sites and blogs.

Make it easy for your clients and buyers to send you a testimonial by asking

for one after they have used your services or bought any of your products. Ask them these two questions to provide a testimonial framework for them:

1. How has (your name / product) benefited you?
2. What was the best thing about working with (your name) / using (your product)?

8. Put a 'Call to Action' everywhere

A 'Call to Action' (CTA) is simply a button or sentence telling people what they need to do in order to do something, receive something, find out about something. Put a CTA anywhere that is appropriate.

In most cases, customers, potential clients and others won't know what you want them to do unless you tell them. In fact having a call to action will often encourage them to take that action right there and then.

For example, you might place a call to action on your online portfolio's main page saying:

'Contact me via the form below if you are interested in a quick quote.'

These have been proven to really make a difference, so think about how you can make use of them!

[Click here to buy the full version of 52 tips.](#)