COLUMN | WOMEN

Marketing to women – it's more than relationships

5 facets of women for you to consider when planning your marketing strategy

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While I agree that women seem to put more emphasis on relationships – personal and business – than men do, I also know it's critical to understand that their purchase decisions, their decision to start a business, their response to communications are affected by far more than 'relationships'.

Women differ from men in many dimensions... and marketing is definitely one of them. To overlook the complexities, from word meaning to word-of-mouth referrals, product priorities, time priorities, or Internet usage patterns, is to undermine the effectiveness of your marketing plan.

If it's women you want to attract into your business... as partners or customers, doesn't it make sense that you identify and learn what's important to the them about your product, about shopping, about their desired lifestyle, about life itself? When you understand that, you can more finely tune your message and increase the likelihood that she will hear you. Ask her what's important to her and why!

Here are some facets of women for you to consider when planning your marketing strategy:

A woman is unlikely to be moved to action by you sharing a list of all the cool stuff you have... s*he wants to hear about the value*, to her and her family, of the product or opportunity you're recommending. Call her name by speaking of things she finds important, like safety, well-being, dependability, teamwork or freedom.

Be consistent. Women are great at spotting inconsistencies. They know when their kids are feeding them a line and they know when you are too. So tell the truth... if your marketing message, whether looking for

customers or a new business partner, doesn't match up with performance you'll quickly lose her trust. *And* she'll be inclined to let others know about her dissatisfaction; Women not only value their circle of friends, they are protective of them and won't let them suffer the same disappointment.

Quit seeing women only through the 'mom lens'! Yes, children are important to women. Yes, the role of Mom is a highly valued one. And... far more important is finding and acknowledging the WOMAN inside the mom! What may have worked in the 1950's simply isn't going to fly today. Women are highly capable and fill a wide variety of roles with skill... it's time they are respected for all that they are along with all that they contribute.

Women will pay for quality... with their time and with their money, especially if it includes a quality *experience*. Quality products are important... and the quality of the support you offer is equally, if not more, important. Pay attention to the details and follow through with consistency and you will be offering a quality experience that will be hard for a woman to resist.

And finally... another 'C' word... *be willing to commit.* And remember it goes both ways. I suspect valuing commitment is hard-wired into a woman. Perhaps it has something to do with the commitment required to carry, birth and raise a human being. Whatever it is... this is a market you will want to commit too. Having a woman trust that you will be there for her has many benefits... including the fact that research shows that 86% woman entrepreneurs will use the same products and services at home as they do in their business. In other words... when she commits... she commits!

--Mary K

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EXPECT MIRACLES!

The best thing about network marketing for me is that it asks... even encourages... me to seek out people who are willing to explore and share their dreams and vision. It gives me reason to invite people to share— from their heart— early in our relationship.

I love this because sharing dreams and clarifying vision puts us together in an energy that feels so good— so alive. It opens us up to take inspired action, which consistently results in greater and greater levels of success. What a joy sharing this kind of ride with others!
— Mary K.

"What I admire most about Mary K. is that she literally and figuratively incarnates one of my most treasured quotes: Dag Hammerskjöld's "To all that has been— Thanks. To all that will be— Yes!" She speaks about the joy of sharing this 'ride' with others. Mary K. IS the joy— to know and to work with."
— JMF

In addition to editing the articles for TheNetworkMarketingMagazine.com, one of the projects Mary K is involved in is contributing to raising vibrations in partnership with TheMagicHappens.com, a magazine setting the tone for *thriving* in today's chaos and inviting people to embrace Financial Freedom with a Home Business!