COLUMN | PROMOTION

The Art of Promotion

With authenticity and a generous spirit your business becomes irresistible

by **Mary K Weinhagen**

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Do you find yourself wondering why people are not flocking to you and/or your website to take advantage of your wonderful offerings, whether product, services or amazing business opportunity? Perhaps you need to learn the art of promotion. Don't get me wrong... I'm not talking about stalking people or worse yet, spamming them with emails or phone calls.

Let's take a moment and think back to when we were in school, do you remember that person, or those people that you didn't really know yet but you wanted to get noticed by them? How did you get that to happen? Maybe you decided to hang around the same places where they gathered? Or perhaps you had your friends talk to them about you? The same applies in your business. You know your target market, your audience, and you set out to find a way to connect with them.

The Internet, including the birth of social networks online, have made the art of promotion easier than ever however, we still want to be mindful of what we're doing, as well as where and how we're doing it. By simply connecting with individuals you'd like to work with you can get noticed. Better yet, having others who have worked or played with you, singing your praises, is another form of promotion.

Best of all... creating a habit of being in 'service' is as easy as sharing tips, resources and inspiration on a regular basis. It is easy and low cost on the Internet so when people do finally notice you and decide to explore getting to know you, the the demeanor you have projected through your posts and responses will have the effect of convincing them that you are responsible and someone who can be trusted. Add the use of video and audio and people can get to know a bit more about you. And those who

are looking for what you are offering will become even more attracted to you and your services or products.

It's not news that doing business with people we know is much easier than doing business with complete strangers. So let's practice using imagination and creativity with a focus on how we can serve people when we're trying to promote our business venture... or any venture for that matter. No need to be a pushy salesy type because that is guaranteed to turn people off. Instead consider sharing freely anything and everything you can that is likely to support your ideal customer or business partner. This could include a free consult to get to know your prospective customer or business partner and allow them to get to know you. With authenticity and a generous spirit your business becomes irresistible!

Have a great month... and play well,

--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!