



Earn a six-figure income without changing careers.

Presented to
Editors' Association of Canada
by Ron Jette, Partner



June 2012

Test driving my speech





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Branding

- How you are perceived by clients
- Everything you do affects your brand

Brand matters.



Attitude adjustment

- Adjust your mindset
 - You are here to **help** your clients



Marketing plan

Get ***more*** people
to give you ***more*** money
more often.



Marketing plan

Three critical elements:

1. Market

- Who buys what you are selling?

2. Messages

- What do you say to get them to buy?

3. Methods

- How do you deliver that message?



Your market

Who will hire you?



Your market

Everyone? NO!

- Identify **exactly** who buys your services



Your market

Everyone? NO!

- Identify **exactly** who buys your services
- Current clients can be your best source of income



Your market

Everyone? NO!

- Identify **exactly** who buys your services
- Current clients can be your best source of income
- Marketing plan needed for every market



Your message

Choose me!



Your message

Choose me!

- Avoid “I” statements



Your message

Choose me!

- Avoid “I” statements
- Clients care about BENEFITS



Your message

Choose me!

- Avoid “I” statements
- Clients care about BENEFITS
- Differentiators help you stand out



Your message

Choose me!

- Avoid “I” statements
- Clients care about BENEFITS
- Differentiators help you stand out
- Testimonials add credibility



Your methods

Stay focused



Your methods

Stay focused

- Marketing is not about being wacky or being everywhere



Your methods

Stay focused

- Marketing is not about being wacky or being everywhere
- Communicate your messages



Your methods

Stay focused

- Marketing is not about being wacky or being everywhere
- Communicate your messages
- Measure, measure, measure!



Budget

What can you afford?

- Consider cost in money **and** time
- What do you **think** will provide best ROI
- Make adjustments based on **real** ROI



Action plan

What you do, when you do it
– Calendar of events



Remember...

- Your “brand” is what your clients say it is—influence their thinking!



Remember...

- Your “brand” is what your clients say it is—influence their thinking!
- Marketing plan must be **highly focused**



Marketing plan (summary)

Markets	Who buys what you sell?
Messages	What will you say?
Methods	How will you deliver your messages?
Budget	How much will it cost?
Action plan	When do you do it?



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Questions?





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