

20 UP MARKETING



Step Six
ATT: Analyze,
Tweak, Test

Step Six: ATT



Your motto?

FEEL THE FEAR AND DO IT ANYWAY!

Only One Way to Find Out



Is Fear Holding You Back?

My fear is:

It's preventing me from:

This is what I will do about it:

Do People REALLY Know What You Do?

Dude, I don't get it...



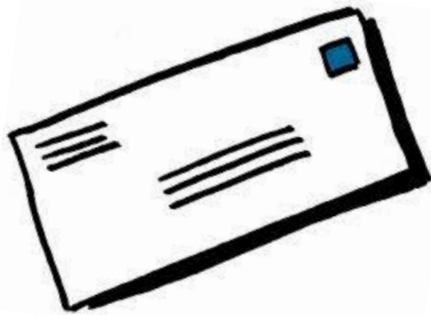
Get Your Message Out

Send a WUP letter

- Your “starter” list
- The “formula”
- Inform
- Ask for the business
- Get referrals
- Size of your list
- Who gets the WUP letter



WUP Letter Examples in Your Workbook



- Jane's first letter
- Bridal company
- Can be letter or email

Dear Mary,

I am excited to let you know I have officially opened the doors to Jane Hamill Consulting.

As you probably know, after selling my shop in 2007, I started teaching Retail Management at Columbia College and doing small business consulting with boutiques. This has been great and I realize I really love consulting and helping people with their businesses. Well, it turns out that in addition to retailers, there are lots of fashion designers out there looking for help. I have already worked with several design companies on the business side of their business and am ready to jump in further (

WUP Letter Example - Bridal

Dear Friends,

I'm excited to let you know I have been working on my new Bridal Collection and I am officially launching my line, Alexandra Patterini Customer Bridal!

As you probably know, I came back to Chicago...

...Here is the type of bride I work with:

- They want different looks for different parts of their big day, but they don't want to bother with complicated bustles or tricky garment changes*
- They want a dress that no one else has - something completely unique that reflects their personality*
- They want the best fit*




Optimizing YouTube

- Your URL goes first in the description
- Keywords
- Title
- Description
- About
- Tags
- Customize your channel
- Fill it ALL IN!



Q Upload



How to REALLY start your own Line

0:01 / 9:46

Analytics Video Manager

How to REALLY Start Your Own Clothing Line: your first 3 steps

Fashion Brain Academy · 44 videos 48,315

Channel settings 284 15

Like About Share Add to

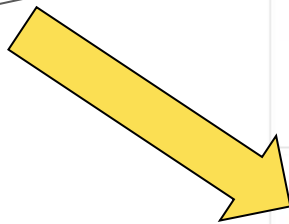
Uploaded on Feb 1, 2012 **Created using**
YouTube Video Editor

<http://fashionbrainacademy.com/>

This video explains the first 2 steps to starting a clothing or accessories line in clear, simple language. If you think you may want to start a fashion business, watch this first!

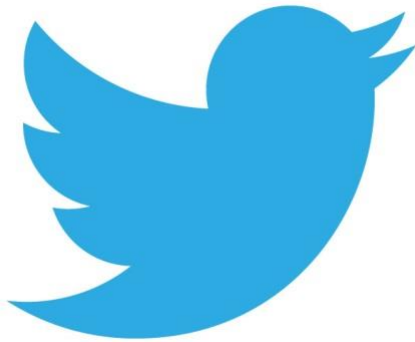
And if you want to learn more, we have an complete online [Show more](#)

Clickable link



<http://youtu.be/GJeVc2xwsqE>

Optimizing Your Twitter Profile



- Use your picture, not a logo
- Fill out all sections
- Add your URL to description
- You can also all link to your Freebie Offer

<https://twitter.com/fashbrain>

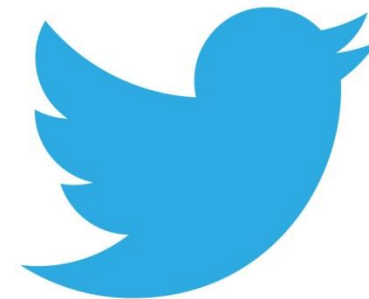
Your Twitter Profile



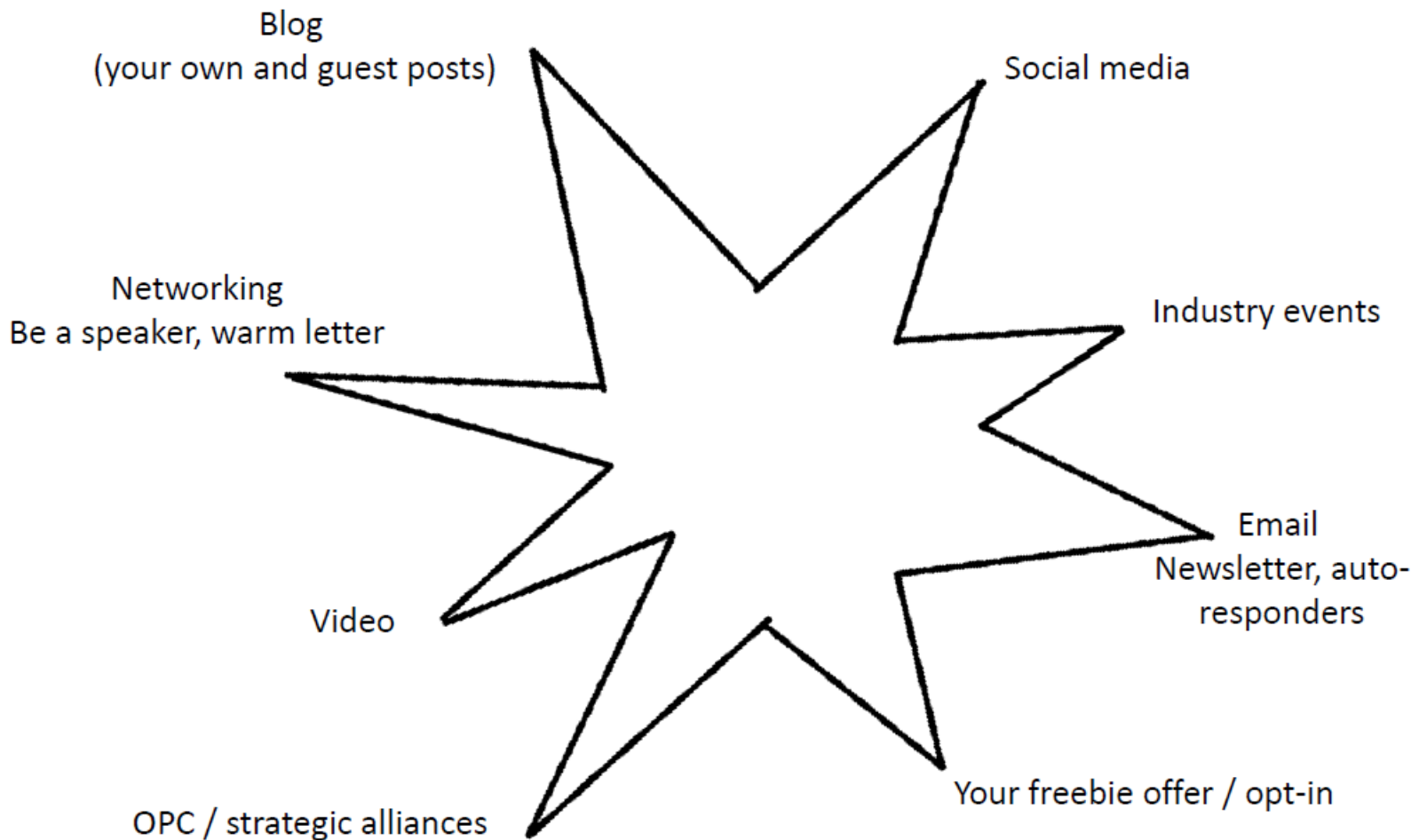
Different links

Same Rules Apply for Optimization

You Tube



Remember Your Marketing Star?



Don't Try To Do Everything



- Don't worry about doing ALL social media platforms
- Start with 1 or 2, get good at them, and be consistent
- No need to feel overwhelmed
- Pick your strategy and stick to it for 3 months

Overall Business Assessment

20 UP MARKETING						
Sales Avenues: 2015 YTD						
	Online Sales	Wholesale	Home Parties	Other consumer events	Special events (Trunk shows)	Total
Jan	1,400	0				1400
Feb	2500	0			558	3058
Mar	4600	8700			998	14298
April	3900	5980			1090	10970
May	4532	4900			3800	13232
June	4989	2200			4250	11439
July	3881	1355			2110	7346
Aug	4100	0			0	4100
Sept						0
Oct						0
Nov						0
Dec						0
TOTAL	29,902	23,135	0	0	12,806	65843

Marketing Cheat Sheet

The simple, down-and-dirty system I use

Month: October

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ % open rate of my emails this month
- _____ # of times I posted on my blog
- _____ # of unique visitors to my site this month
- _____ % of traffic that is converted into sales
- _____ # of FB fans
- _____ "people talking about this" on FB (as a % of fans)
- _____ # of Twitter followers
- _____ # of Pinterest followers

Analyze, Tweak, Test

Keep Track of What You Do
Use the data!

Action: Sent email 10/19

Result: 31% open rate, sold
5 pcs

Tip for Next Time: change
subject line to _____



Test and test again Then repeat what works



Let's Review

- Kick fear to the curb – don't let it stop you
- “Feel the fear and do it anyway”
- What's preventing you from moving forward
- Do people REALLY know what you do?
- WUP letter – use your starter list
- Optimizing social media profiles
- YouTube and Twitter
- Overall Business Assessment
- Marketing Cheat Sheet – going forward
- Test something, analyze the results, tweak
- Test and test again. Take the risk

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