

20 UP MARKETING

“20 Up” Marketing Course Workbook

Step Six: A-T-T Analyze, Tweak, Test

www.fashionbrainacademy.com

Forward Motion and Kicking Fear to the Curb

We all have fear and sometimes it can be a bit paralyzing. It can prevent us from doing things we know we should do to move our business forward and have the business you really want. Often, once you START the scary project, the fear recedes to the background. ACTION can replace FEAR.

We create all these scenarios and stories in our head – anxiety based.

If I do THIS, >>> this might happen >>> or maybe this, or oh geez >>>> even THAT!

But once we start, these stories go away quickly The key is to START. It's OK to think of it like this...

What's the worst case scenario? If a new project fails, could you live through it? Would your business survive? Could you learn from it and move on?

Think back to a time you were scared but you DID it. What happened? What do you do on a regular basis that used to be hard for you but is now easy?

List it here:

If fear is holding you back in a certain area or areas, write it here:

My fear is:

It's preventing me from:

What I'm going to do about it is:

Don't let fear hold you back. FEEL THE FEAR AND DO IT ANYWAY!

Get Your Message Out

Do people know what you really do? When was the last time you sent a letter or email explaining what your business is about NOW? You assume they know but my guess is they don't.

Story of the banker...

Have you sent your E-zine (Email Newsletter) out yet?

If you have, kudos to you!! And if you feel that you were clear about what you really do with your business, awesome! (You may want to skip this next section and go right to "Optimizing Your Social Media Profiles").

If you haven't sent your first newsletter out, then let's get going with your "Starter List"

Your WUP Letter

WHAT is UP with my business right now. This letter (or email) is an update on what you are doing and a request for help. There is a simple formula to this letter – see below.

Who gets your letter

You want to be top-of-mind with your ideal customers and referral sources. If you are just starting out, I suggest you send it to your "Starter List" which means just about everyone – past colleagues, friends and family, your Holiday card list, potential customers, friends of friends. Sending ONE letter is good, but you will get better results when you send them on a regular basis (monthly, this can be the basis for your e-zine).

Who does NOT get your letter

Do NOT take names from social media and send your WUP letter to them. It's rude and SPAM-y. Do NOT purchase and email list to use for this letter. Actually, I don't recommend you bother with a purchased email list ever – it's just not worth it. By the way, purchasing a mailing list, like all subscribers of the Wall Street journal in your area, is completely different. I say no EMAIL lists, but actual mailing lists are OK.

List here the groups and types of people who will be on your list:

Examples of WUP letters

Example #1

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 in the beginning of 2013 from the East Coast, and have been working on my collection ever since. It's been a long haul and I am THRILLED about my launch!

My line is different than the average Bridal Collection. I've noticed that many brides want a dress that suits their own personality and they want to be involved in the design of a custom dress.

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 EVER and they understand the value of a custom dress with multiple fittings
- ❖ They want to be able to try on different dresses to see what silhouette and neckline will look the best on their body
- ❖ They want the bridal gown experience to be low-pressure, professional, and fun

Here is why I'm writing. My client base is growing steadily, mostly through referrals. Would you please be on the lookout for friends, colleagues, and family members may be looking for a wedding gown? If you do see a match, will you let them know about me and vice versa? I'd love to talk with them to see if I could help.

They can call me directly with questions at 312-555.5555, email me at info@APBridal.com or visit my website at www.apbridal.com.

Thanks so much for your consideration. If there's anything I can do on my end to help you, please just let me know!

Warmly,

Alexandra

P.S. I will be hosting a fabulous Launch Party in the coming months and I will let you know the date as soon as it's picked! I'll keep you updated!

Example #2



jane hamill
business consulting for fashion designers

Dear Jane,

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 (including [3 seminars](#) on May 12th).

I was 25 when I designed my first Jane Hamill line and opened my shop. There was a lot I didn't know about running a business, I mean *a lot, like buckets*. I learned the hard way – through trial and error, long hours, dedication, and a little luck. I would like to save design companies some trouble!

I work best with clients who are:

- Designers just starting out and wondering if their creative idea could be a business - and if so what is the 1st step, 2nd step etc.
- Designers and design companies how want help with the costing and pricing of their merchandise and other financial information.
- Anyone wondering how to get their product to market.

My design business clients are typically great at designing clothes, jewelry, handbags, whatever it may be – but tend to struggle with how to manage the business and financial side of things. I often hear “I don't like to think about that.” But, after 20 years in the fashion industry, I have found it is truly impossible to have a successful line without someone thinking about it – and often. Preferably someone who has done it before, and *successfully (cue Jane's entrance stage left in her best outfit!)*

My client base is growing steadily, mostly through referrals. You may have friends or colleagues who are thinking about starting or are currently running a fashion design business. I work with people all over the country, by phone and through online webinars etc., so travel time and geography are not a concern. The cool woman sewing in her dining room in Austin is as much a potential client as someone down the street!

If you see a match, would you please let them know about me and vice versa? I would be happy to chat with them to see if I could help. They can call me directly at [773.551.2111](tel:773.551.2111), go to my website janehamill.com, or email me at jane@janehamill.com. Many thanks for your consideration!

Sincerely,

Jane

Jane Hamill Consulting
jane@janehamill.com

[773.551.2111](tel:773.551.2111)

p.s. As a side note, I am doing 3 seminars on May 12 in Chicago.

- [Before You Start](#) (for those with a great idea who are thinking about starting a business)
- [Working with a Sewing Contractor – The Right Way](#) (for someone in business who wants to stop doing it all and start handing things off)
- [Fashion Business Social Media](#) (for designers and retailers to tweet and post their way to more business).

More info at my brand new website: www.janehamill.com

www.janehamill.com

[1.773.551.2111](tel:1.773.551.2111)

To ensure delivery, add jane@janehamill.com to your address book.

The WUP Letter Formula

This is based on Fabienne Fredrickson's "warm letter" formula

Dear _____,

I'm excited to update you on _____.

As you may know, I

At the moment, my customers: (describe your ideal customer so someone says, hey, that's me!!)

- A
- B
- C
- D
- E

Here's why I'm writing to you today...

ASK FOR THE BUSINESS

Would you please be in the lookout for.....

If you see a match, (tell them what to do now).

I can be reached at _____ email _____

Thanks for your help! If there's every anything I can do on my end to help you, please don't hesitate to call me and let me know!

Sincerely,

Optimizing your social media profiles

In Step 5, we covered Facebook. Here are some strategies for Twitter and YouTube.

YouTube:

1) Video Title

Remember to use keywords. Name the video so it's a good search

Here's an article from Hubspot about finding the right keywords:

"4 Helpful Tools for identifying the right Keywords"

<http://blog.hubspot.com/blog/tabid/6307/bid/22842/4-Helpful-Tools-for-Identifying-the-Right-Keywords.aspx>

2) Video Description

The first thing you type is your URL – make it clickable. For example:

GOOD, it starts with http://: <http://fashionbrainacademy.com/>

BAD, you will NOT be able to click this: www.fashionbrainacademy.com

Don't skip filling in the description of your video. It's a great place to let viewers know what you offer and for giving keywords another chance to boost your SEO and rankings.

The first 160 words or so will show up in the "short" description. This means you should front-load the information in the beginning of the description. The end of the description is a great place to list your Call to Action (CTA) and tell the viewer what to do next.

3) Don't forget to Tag

Add tags to your videos just like you do for your blog posts. Use your keywords (these can be the same keywords as those in the title).

4) The "look"

You can brand your YouTube channel and make it more interesting for viewers. You can create a custom banner for your channel. Size: 970 x 150 PX. You can also do a nice background for your channel. YouTube has other optimization features like captions, custom URLs, playlists, categories, annotations, and about sections.

If you have quite a few videos, I definitely recommend taking advantage of the "playlists" feature. It boosts # of views tremendously.

5) Sizes

YouTube "Channel Art" size guidelines can be found here:

<https://support.google.com/youtube/answer/2972003?hl=en>

Twitter:

"Google looks at your bio thru the lenses of its Meta-Description. This means your bio must incorporate keywords, be both crisp and interesting and be informative".

Be sure to list your URL in the DESCRIPTION portion, not just the space for website below.

Use your PHOTO. Not a logo!!

Profile Image: 81 x 81PX

Header Image: 520 x 260PX

If you share an image in Twitter, the image preview size is 375 x 375PX

You can share the link to your Freebie Offer in your Twitter bio.

Do not use link shortners in your bio (bitly, etc.)

Example:



"In my situation, my keywords are: Gary Hyman, Social Media, Business. I also have 2 links pointing to my blog: One link to my [giveaway product](#) and the other is a redirect to my LinkedIn profile. Also, keep in mind, that you should avoid using link shortners within your bio."
–Gary Hyman

Handy Cheat for all social media image sizes:

<http://www.cloudtactix.com/infographic-the-ultimate-social-media-size-cheat-sheet/>

So tell me... When was the last time you updated your Social Media Profiles? Is the information current and relevant?

Updates and changes I will make to my profiles are as follows:

Twitter:

Pinterest:

Instagram:

YouTube:

LinkedIn:

Other:

Business Assessment

Use the "Overall Business Assessment" excel spreadsheets. You can download them from the Marketing Course Membership Site, STEP 6, right under the Workbook. There is an Example sheet and one for you to use.

Get clear on what Sales Avenues are working in your business – where the money is coming from month by month.

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

Numbers to Know in Your Business

Today's Date: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average 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

Other stats important to me...

YouTube views, Instagram followers, Etsy page views, LinkedIn, etc...

Track your stats: I have used many different ways to track my marketing activity and there's a very simple system that works best for me. Use this simple tracking system – see below.

6 Month Cheat Sheet for Marketing

What's working, what's not, and what's really happening

Month 1: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average 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

Other stats:

Month 2: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average 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

Other stats:

Month 3: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average 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

Other stats:

Month 4: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average 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

Other stats:

Month 5: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average 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

Other stats:

Month 6: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average 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

Other stats:

Step 6 Checklist

- Kick fear to the curb
- Don't let fear stop you from moving forward
- "Feel the Fear and Do It Anyway" - *your new motto?*
- Do people REALLY know what you do?
- If you haven't been sending emails: WUP letter – your "start" list
- Optimizing your social media profiles
- YouTube and Twitter
- The same principles apply to almost all social media profiles
- Overall Business Assessment
- Marketing Cheat Sheet – going forward
- Test something, analyze the results, tweak
- It's OK to repeat what works
- Test and test again -- Take the risk