

Show Notes

EPISODE 3 – KNOWING AND OWNING YOUR EXPERTISE



Hey and welcome back! It's episode 4 – and I'm just as excited as I was doing episode 1!

I hope your January has super been kind.

First up I wanted to give some huge small business love to those of have taken the time to give me a rating and leave a comment. I am forever thankful.

If you do take the time, make sure you leave your business name or insta handle so I can give you a shout out on social – after all we're all in this small business stuff together!

Today we're going to have a chat about what you do and who you do it for.

What do you say when people ask you what you do?

Knowing what you're an expert at and who you serve in a noisy and competitive market can give you the competitive edge, against your competitors, you have been looking for.

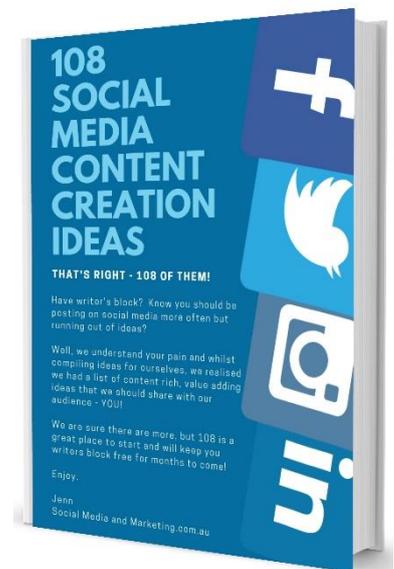
But before that ...

Have you downloaded my highly sort after eBook - 108 Social Media Content Creation ideas yet?

If you ever have trouble thinking of content for social or your social media planner is looking pretty sparse then this little resource might be just your saving grace!

To get a copy go to www.socialmediaandmarketing.com.au/108 and download the eBook there!

Pro – tip though – make sure you print it out and pin it somewhere so it can keep inspiring you!



THIS WEEK'S DISCOVERY!

This week's discovery – I'm having loads of great feedback with my discoveries – hope you're enjoying them too.

If you've discovered something that other small business owners would get some use from or need to know about – make sure you tag me on social so I can use it here on the Podcast!



This week's discovery is a little app that I LUVE called SnapSeed.

It's for both iOS and Android – it's a professional (but for amateurs like us!) photo app.

It's free and it's SOOOO good.

You know all those filters you can put over photos to highlight stuff, (or hide stuff) that some social platforms offer – well at its simplest Snapseed can do that!

It's super easy to use.

However, the more research you do on Snapseed – just have a look on YouTube, the more fascinated you'll become – it a powerful piece of app software.

Most photos you see these days on social have some sort of filter over them – we just can't help ourselves.

So, if you're looking for a new photo editing app – give Snapseed a try.

Just go to wherever you download your apps and search snapseed – S N A P S E E D

Oh, and just a little disclaimer – I don't have any affiliation with any of my little discoveries – I just like them and use them myself! I promise to let you know if I'm ever recommending an affiliated product!

KNOWING AND OWNING YOUR EXPERTISE

Whenever I'm deciding on a podcast topic – there's all sorts of thoughts and ideas that come through my head.

But the one thing I really do is listen. Listen to my clients.

And this is where today's topic comes from – Claiming your expertise.

One of my clients mentioned recently how much this exercise changed her mind set to not only her marketing but her business.

And with feedback like that, how can I not share it with the masses!

Have you ever been in a situation and someone has asked, so what do you do?

Or have you ever asked someone what they do and seriously start to regret it 10 minutes in after hearing what they do, how long they've done it for and just how good they are?

Of course, you have, and it sucks quite frankly.

Having an articulated answer to the question, so what do you do is the skill of champions – and that my friend is what you are going to be after listening to this podcast!

Because the reality is, let me be very clear.

Nobody cares:

- Who you are?
- Where you are
- What you do or
- How long you've been doing it for?

What they do care about is:

- Can you help me solve my problem?
- Can you give me the advice I need? and/or
- Can you show me a better way?

People do not enjoy being pitched to.

They want to be heard. They want to know that they are being understood. This requires you to keeping your focus on what you're an expert in and who you serve with that expertise.

One thing you need to know about me is that I've been a student of marketing for a long time. In fact, I'm what you call a lifelong learner, I don't know everything I need to know and I'm always willing to put myself and my wallet on the line to learn more.

It's what good small business owners do. That's how you build a business.

But I can't take total credit for this little gem piece I'm about to share with you. It was taught to me by my mentor and now I'm borrowing it to teach my audience because it's that good.

So, shout out to Paul McCarthy. Not sure if he invented it but he certainly taught it to me.

In a few weeks, I've got positioning and branding expert Jemimah Ashleigh on – so I thought it would be timely to get a head start on your positioning – knowing what you're an expert at and who you serve!

Ok, so I better get to the point – it's called your [Client Outcome Statement](#) and it's going to help you get super dooper clear on what you do, and who you do it for.

Now, if you're driving, running, walking or in the bath like I normally am when listening to podcasts (!), then don't stress, I've got this in my show notes – just go to www.socialmediaandmarketing.com.au and click on show notes – the exercise is there for you!

Ok, the client outcome statement – here it is

CLIENT OUTCOME STATEMENT

I HELP (target) _____

ACHIEVE/DO (activity) _____

SO THEY CAN (outcome) _____

WITHOUT (trap) _____

Who's your target marketing?

What do you help with achieve or do?

What's the outcome for them, you help them so they can do what?

What's the benefit for them – you help them, so they don't have to what?

Ok, so some examples – this is from a client who owns a jewellery store ...

I help Brides to Be, find the perfect wedding band, wedding jewellery and gifts for bridesmaids so they can be confident that all their jewellery wedding needs will be fulfilled in one store and in time for their big day, without adding more stress to what should be an exciting time in their life.

Or

From a business coach

I help introverted business owners to increase their courage and clarity so they can connect authentically with their ideal clients without feeling pushy or salesy.

Last one from a couple counsellor

I help couples to live in loving and respectful relationships so they can grow and enjoy a great life together without the increasing fear or losing each other and breaking up.

Ok, really last one – mine

I help small business owners to simplify their businesses and make marketing a priority so they can reach their financial and personal goals and live the life they've always wanted with freedom and wealth without stress or overwhelm.

How'd you go? I wish this was a two-way conversation – I'd love to hear your client outcome statement!

Maybe join my Facebook group – [Like Minded Business Owners](https://www.facebook.com/groups/LikeMindedBusinessOwners/) – and leave me your statement over there. (<https://www.facebook.com/groups/LikeMindedBusinessOwners/>)

Not only will I be able to give you some feedback – but you'll inspire others as well.

Link to that Facebook Group is in the show notes.

So that's it for episode 4 of the Small Business Made Simple podcast.

I'll be back next Thursday with some more marketing know-how and another discovery!

If you're liking the podcast – please head over to where you listen and leave a rating and even a review – those things are GOLD for podcasters like me! I'll be eternally grateful! I'll give you a shout out on social!

Otherwise, let's catch up between podcasts – and get social on social – all the links are in my show notes – but otherwise search Jenn Donovan (two n's) on Insta and LinkedIn or join my Facebook Group search Like Minded Business Owners or like my page – Social Medi and Marketing – I'd love us to become better friends!

Catch you next week, don't forget to download my 108 Social Media Content Creation Ideas and *remember small business peeps, there's no point in dreaming small!*

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