

Show Notes



EPISODE 5 – 5 Ways to Simply Your Marketing In 2019

Hey and welcome back to episode 5.

Today I'm giving you some tips on how to make your business simpler in 2019. Considering my podcast is called Small Business Made Simple – I thought I'd better put some simplifying ideas on the table!

But First up I have a challenge for you! Actually a 5-day challenge.

When was the last time you took a look at your social platforms – whichever ones you are on?

Is your branding consistent throughout them all?

Is the message your profile is giving the right one for your business? The right one to attract your ideal audience with?

If you've taken a "set and forget" attitude to your social platforms so far as branding and positioning is concerned or if you've not looked at it in the past 3 months or so, I'd challenge you to take my challenge.

5 days of activities to do on your social platforms to make sure your 2019 gets off to a flying start! Each activity will take you less than 7 minutes a day – but the rewards could be 20-fold!

So, sign up for my 5 Day Social Media Challenge at www.socialmediaandmarketing.com.au/challenge - seriously what do you have to lose? Nothing – but oh so much to gain!

THIS WEEK'S DISCOVERY!

A couple of weeks ago my discovery was an engagement calculator for Instagram – if you missed that head back over to Episode 3 and have a listen. This week it's a similar idea but it's for LinkedIn.

LinkedIn, I say is like professional Facebook and it's a fantastic platform that's changing all the time and, in my personal opinion, playing catch up to how we live and work on social these days. It's always been my least favourite but I've learnt to love it!

But they have a great link to Measure your sales success with Social Selling Index or your social impact on LinkedIn. It's a great little tool.

You can find it at <https://www.linkedin.com/sales/ssi>

As long as you are logged into your LinkedIn account, it will just automatically calculate your scores.

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily.

So, if you're on LinkedIn – take a squiz at your influence on the platform.

Again, just like the Instagram Engagement Calculator, don't get too hung up on the stats – but be strategic in analysing them and think about a strategy going forward to help you be more influential in your network on LinkedIn.

But all in all – it's pretty cool!

5 WAYS TO SIMPIFY YOUR BUSINESS IN 2019

1. Turn off the Tech (& tidy your desk)!

Switch off the tech.

Stop looking at Instagram or being distracted by the “ding” of a text message or an email whilst you are supposed to be ticking things off your to do list.

It's not multi-tasking. It's being distracted.

Multi-taskings is really just multi-switching. You really aren't doing multiple things at once – you are simply switching between tasks – not doing any of them to 100%.

Write your list of things to do, as many as you want, and then choose the top 5.

From there, number them 1-5 – 1 being the most urgent, the most important thing you need to do and start there.

Get out of the office, lock the office door, whatever it takes. But switching off technology, logging out of the emails, putting your phone in a cupboard or in a draw, will be the best thing you can do for yourself and your ability to be productive!

Those tech companies have spent millions, probably billions, ensuring we can't switch off – so don't blame yourself – it's not your fault! But you going to have be the one to help yourself and TURN IT OFF!

If you're WAY addicted, turn it off for 20 minutes, then an hour and then maybe 2 – ease into your new habit!

PS – if you want to be more productive – clean your desk too! Mess breeds indecisiveness and lack of clarity!

2. Start saying “NO”!

I’m giving your permission right here, right now – it’s ok to say NO.

It’s ok to say no to your employees, your family, your partner, your kids school committees – seriously, it’s OK!

If you finished last year feeling completely overwhelmed and exhausted because you were all things to all people, then don’t repeat it this year.

Wherever you are now – practice it – practice saying, no – but don’t you apologise – don’t say “no sorry, I can’t ...” – NO NO NO, there’s no apology needed.

Being a people pleaser myself, I know how hard it is to say no, but I guarantee you it’s a skill you can learn and nobody will love you less! I promise!

3. Automate, Automate, Automate

Automate in your business whatever you can.

Social media posting is a biggy here.

There is no conclusive evidence, that I can find or know of, that 100% guarantees you will be punished by an algorithm for scheduling your posts for your social platform or platforms.

There’s a lot of heated discussion, but there’s no conclusive evidence.

So, take that excuse off the table and think about automating posts.

There’s heaps of free and paid apps out there to help you. I use Buffer for most platforms and the aussie made and owned Plann for Instagram.

Using a platform like Mail Chimp to automate your email marketing will make life so much easier too!

Whether you’re sending out your weekly newsletter or welcoming a new person to your world – you can automate it, so it happens without your energy.

Set up automation to things like Messenger messages or DMs, - saying something like “Hi, [First Name]!

Thank you for contacting us. I wanted to let you know that we received your note. Someone will be in touch shortly.”

Automate appointment reminders, abandoned shopping cart emails or sending statements or invoices.

Automation can do some of the low level stuff for you so you can concentrate on your money making activities.

4. Find and remove the fluff

We all have it in our businesses. The fluff. The stuff we do because we have always done it or because we think it's helping us in our businesses – but the truth is it's just fluff!

Is the task or idea we have, as simple as it could be or have we overcomplicated it? Find a trustworthy person in your business or in your life and run it by them. Ask them to find the fluff for you if you're having trouble!

Find the stuff we can eliminate or outsource or automate.

Find it in your business and do one of those 3. Eliminate it. Outsource it. Or automate it.

Give yourself the gift of working ON your business more often and NOT IN IT as often!

Do what you do well and get the rest off your plate.

5. Keep your central goal in mind!

In Episode 2 I talked about how your business objective – that big goal for your business, should be that the epicentre of all your business decisions.

If you keep this goal in mind at all times, you'll be less likely to stray – chasing bright shining objects – and more likely to only to tasks that will help you achieve it.

Therefore, in a perfect world – simplifying your business!

In the retail business I had a few years ago, our goal, our overall objective was to sell – we started with the end in mind. We were never in it forever – the object was to build and sell.

So, every decision we made from stock we'd carry to moving locations to a price strategy, we all worked around that objective to sell and we were constantly asking "will this enhance our ability to attract a buyer and achieve our asking price". If the answer we no, 99% of the time we didn't do it.

My objective in my now business is, is the information I'm sharing going to help my clients grow their businesses and be more profitable?

Again, if the answers no, then it lacks purpose.

So, what's your objective – what's your "start with the end in mind" goal?

Before we rapt up today, let's just recap those ways to simply your business

1. Turn off tech and tidy your desk!
2. Start to say no.
3. Automate what you can
4. Find and remove the fluff from your business, and
5. Keep your central business objective or goal in mind at all times.

So that's it for episode 5 of the Small Business Made Simple podcast. I hope you've learnt something or feel like it's OK – that you've got this.

Small business is tough, but you're already head of the game because you're investing in yourself by listening to podcasts!

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 – if you leave your Instagram handle or business name.

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 Media and Marketing – I'd love us to become better friends!

Catch you next week, I hope you take the 5-day social media challenge and be challenged!
..... *remember small business peeps, there's no point in dreaming small!*

