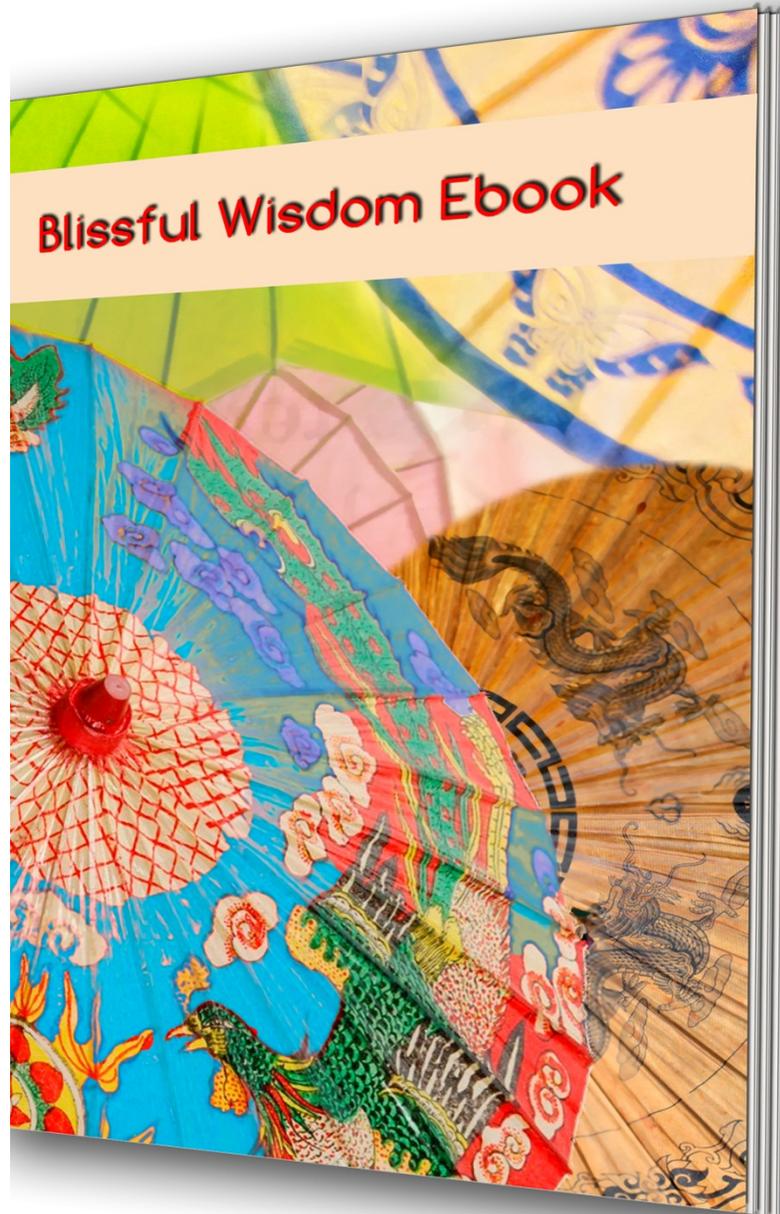


The “Blissful Wisdom” Ebook



Edition October 22, 2012

“Knowledge is Bliss”

WHY SHOULD YOU BELIEVE US?

Our agency helps companies increase clientele. After reaching our million dollar goal at our first company decades ago, we learned what works. And what doesn't. That's what this book will share.

An award winning marketing & communications agency, [Allison Bliss Consulting](#) attracts smart, heartfelt CEO's and entrepreneurs to the company's full-service agency in the Bay Area. These business leaders seek **high level, yet *practical* marketing strategies**, social media, design/writing, websites/blogs, internet marketing, & publicity that brings results. Clients claim "[incredible, measurable value that just keeps building!](#)"

Clients include Apple Computers, Intuit, Chip Conley's Peak Organizations, and hundreds of entrepreneurs. Managing production for 10,000+ major Hollywood films, television shows, music concerts, commercials, and live events (with talent including Bobby McFerrin, Robin Williams and the Grateful Dead), Bliss directs the agency's creative teams to help **businesses earn more profits insightfully, effectively, and affordably**. Clients regularly gain positive results from the [agency services](#).

WILL THIS BE WORTH YOUR TIME?

Ultimately, what we all really want for our businesses is to offer our valuable services or products to those who need our help, right? We hope for steady growth, but not overwhelm. We want people who need and appreciate our help – those who are really right for our companies and are willing to pay for the rewards our services deliver. We want to make a good living and maybe support those we love or put money away for rainy days. Most business owners I know also want to give a percentage of earnings to a cause they believe in supporting.

If it's so simple, **why is it so hard for some businesses to make this happen?** Generally, I find they just don't know the right things to do for their particular business or how to do it correctly. Often they don't get advice from an expert to ensure they're on the right track so try a bit of this and that wasting time and money.

That's why I started my business: I watched friends and colleagues spending hundreds or thousands of dollars on tactics that weren't right for their business and didn't work. It broke my heart. I just wanted to see them succeed, so created a team of experts to show them how or handle it for them.

That's the whole point of this ebook: to give you that broader perspective so you'll know what to do for your business – and what *not to do* – so your time and hard earned money will be used more efficiently.



After all, **Knowledge is Bliss!**

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BONUS ARTICLE: Here’s a more “from the heart” point of view article about marketing: “[Marketing as a Spiritual Practice](#)”. It’s not religious, but rather a different way to look at the *purpose* of marketing to understand **the secret of attracting the clients who are really right for you!**

(more articles on topics you need on our website and blog: www.allisonbliss.com/wordpress or <http://allisonbliss.com/marketing-agency/marketing-tips-articles/>.)

PSEUDO CLIF NOTES: Chapters 1 and 2 give you a solid overview of marketing & business planning. The rest give you specific action steps to implement a few proven marketing tactics. **If you still need help**, or want us to handle your marketing, simply [contact us](#).



With this knowledge, may you have a blissful experience with a whole new mindset about marketing. . . **Knowledge is Bliss.**



Chapter One

Does a company need a business plan if they're already in business?

A business plan's purpose is to prepare a company for launch, ensure details are thought through to save a company founder time, money and mistakes and to ensure it stays on track for profitability and growth. Honestly, if you're already in business, you've probably figured out how to capitalize the company, name it, and start getting the word out to build clientele, so you may not need a plan if you have these 8 items in place: <http://www.allisonbliss.com/wordpress/2011/you-dont-need-a-business-plan/>. If you don't, it's probably costing your company thousands and thousands of wasted hours and dollars in your company's marketing and operations! We hope this helps you easily focus those zillion activities entrepreneurs manage so you can keep your eye on the goal – and really know how to plan a sustainably successful business.



Chapter Two

How to Prioritize Your Marketing: So Much to Do. So Little Time!

The oversimplified answer to managing your marketing time is to pick **strategies that fit the goals of your business**. Most people just pick what they know rather than what is required. For example, if you made less than 10 sales calls this week, or met less than 20 new people who might be in a position to refer you, it's likely that you're missing a critical business strategy to build business called "outreach". Your marketing should support your sales, not replace it.

Strategies are different for those in business under 5 years than those over 20 years, which is probably obvious. But there are **7 common strategies** that are critical to know for any type of business in any industry, especially start-ups or growing business. **May these help you get and stay focused so you know how to prioritize marketing to save time and money.**

<http://www.allisonbliss.com/wordpress/2011/how-to-prioritize-marketing-so-much-to-do-so-little-time/>



Chapter Three

Creating Ads that Work

Advertising is typically the *last* strategy I recommend to small service companies or entrepreneurs without consumer products. Why? Because often, ads don't work at all- whether they're in print, web or in social media. There are simply too many intangible factors that must work in perfect harmony.

To be effective, advertising must hit the marketing messages dead-on. Design and copywriting must be expertly handled to promote a business properly, and metrics must be set to accurately track results.

You must select the right publication to reach your prospective clients or customers. If you're not already known to readers of that publication or website, or have editorial running to flesh out the message in your ad, then your ad has to run with great frequency before you build branding or recognition.

Why? Because creating business is about building relationships with those who need your help (your product or service). Ads don't build relationship, just recognition.

However, the principles of creating a great ad apply directly to websites, posts, enews, banners, fliers, or various other media, so it's important to understand how to make that work.

I often hear from clients they want to run ads because they believe that it's the fastest means for clients to find them. But it's really the most hands-off, non-relationship-building (and lazy) tactic in marketing. Better results come if you make in-person presentations to businesses or groups, get involved in social media, make a few videos and improve the SEO (search engine optimization) on your website.

But if you absolutely did your homework and know this particular ad is in the right place that's proven to get good outreach to your market, here are our top tips on how to create an ad that works. (These principles can be applied to posters, fliers, social media, internet ads, or similar):

<http://allisonbliss.com/marketing-agency/marketing-tips-articles/creating-ads-that-work/>.

TEST YOUR KNOWLEDGE. Try this exercise *after you read the article* (at the link above) on building ads that work:



Here's an ad we *started* to draft for our Facebook Page, but decided there was too much wrong.

Can you identify the mistakes based on what you learned in the article above?

Here's a few:

- Not very compelling headline: "The Key to Building Business is Knowing What Works". (it's true, but just sounds boring)
- Headline buried under logo
- Can't tell what we do (full service marketing)
- Photo too small to make the point in headline
- Can't discern what the image is in small size
- No call to action
- Too much red –kind of annoying
- Too wordy for the size of the ad (the message is lost)

YOUR OPINIONS? Please just email to let us know what else you found wrong? We'll improve this Facebook profile image (ad) based on your feedback so you can see it working!

[Facebook.com/AllisonBlissConsulting](https://www.facebook.com/AllisonBlissConsulting). Your reward? We'll email you the steps and technical details on how to create a Facebook wall image like this for yourself, too, so you can save \$500-\$900 paying

someone else to build something you can do yourself, if you request this.  **Tip:** use what you learned in this article, too.



Chapter Four

“How to Build a Massive Outreach List to Increase Sales”

If you're not outreaching to 10,000 people, you probably don't have enough regular revenues to build your company and make the salary you hoped for or hire staff to help you. This article gives you many free and easy-to-implement ideas. NOTE. **The password is “list”**

<http://www.allisonbliss.com/wordpress/favorite-tactics-for-list-building/>

TEST YOUR KNOWLEDGE: List the number of people you have on your mailing list now:

on current list: _____ # in 6 months: _____ (set yourself a reminder to monitor this)

List the strategies (from above linked article & video) that you'll use immediately to start list building & email this to yourself as a reminder: “I'm going to help more people find me by taking these actions:

_____, _____,
and _____.



Chapter Five

“11 Steps to Build Successful Enews Campaigns”

Creating an e-newsletter to keep your information in front of potential clients is still considered a very useful promotional tactic. With email “open” rates (the number of people opening your enews) dropping to 15-20%, it's not the only tactic to use in your promotion strategy, though. Yet it's an excellent tool for educating potential clients while including a *relevant* section to promote your products or services. In time, this tactic will support other marketing activities and stimulates sales.

An excellent high-value e-news can also brand your company and build massive web traffic when article marketing is incorporated.

[This special report](#) provides the steps to properly set up an enews campaign so you don't miss crucial stages of the process. It covers:

- how to track and set up lists,
- what to write about,
- selecting an email sending program (so your great enews doesn't end up in a sp.m filter),
- branding design,
- whitelisting,
- affiliates,
- use of links and

- integration with blogs

Send us a copy of your first enews so we can applaud your good work! Sales@allisonbliss.com



Chapter Six

"How to get Booked as a Paid Presenter"

A great way to find new clients, and educate potential clients about what you offer is by giving engaging presentations to organizations, corporations, community groups or other private groups. When people hear your speech, they learn more about you, get to know your style, and form a connection to you which starts the building of a relationship. As you build that trust, they'll be more likely to hire you or purchase what you sell. This special report presents **9 steps to getting presentations booked**:

http://www.allisonbliss.com/pdf/Get_Booked_As_Paid_Presenter.pdf

CONGRATULATIONS! You're well on your way to improving your marketing to attract clients who are right for your business . . . [Blissful Marketing!](#) Let us know your results! - Allison Bliss, Director



Need help bringing these ideas into existence? That's what we do!



Total Marketing Services: Total Bliss. [Allison Bliss Consulting.](#)
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