



WHY YOUR MARKETING FAILS AND HOW TO SUCCEED

You have been in business for a while. All was going swimmingly. Then for some reason, or maybe lots of reasons, the supply of new customers simply dries up.

A temporary glitch, perhaps. You are stoic, you know persistence wins through, right? You keep showing up but things don't pick up. Or not in the way you want or need.

You worry that perhaps your product / service is no longer relevant. Old tried and tested marketing methods no longer reap the same rewards. Somebody shifted the goal posts without telling you.

You know you need change but are unsure of the new direction you should take. You long for an expert to take an objective look at your product / service? Someone to care about your success as much as you do.

But you fear that this would cost too much? And there is so much out there for free, why would you want to pay for it?

Because every once in a while, you need some help. You need some support. You need to feel that you are not alone.

Good help does come with a cost but it does not have to break the bank and it is an important investment in yourself and in the future of your product.

My name is Christine Smith and I believe that with the right person by your side, you can move mountains. I would be delighted if I could be that support for you. Why would you consider me as your marketing ally:

- I have had a successful selling career in the travel industry (I regularly used to sell more than £1million of travel services per year)
- But I have also had my failures from which I have learnt hugely
- I have spent the last 10 years working with clients in online digital marketing (building websites, blogging, social media)
- I am also passionate about who we are and how our thoughts and awareness might empower or impede us and I bring that knowledge into the business arena

If you think we might be a good match, please read on.....



Testimonial from John Mills of JM Complete Fitness:

“Chris’ support, attention to detail and the ability to take my ‘random’ ideas and turn them into a fantastic website has been invaluable.”

MARKETING PACKAGE

Ideal for: Solopreneurs, sole traders, small to medium sized businesses.

What’s included? This is difficult to quantify because each business has different requirements. I would start by looking at where you are now and where you want to get to. Brainstorming together might redefine where you can imagine your business going!

Together we build a marketing plan (digital and non-digital where appropriate) and I can take on various tasks (eg website amendments, search engine optimisation, blogging, social media advertising). Depending on budget, those tasks can be done on a permanent or temporary basis whilst I teach you how to do them.

Face-to-face interaction is very important to me so I would aim to have at least 30 mins in person, on Facetime or Skype per month.

The core of our connection would be for my marketing and business development skills to be available to you in a practical, hands on way. I want you to feel that you have a capable, resourceful and practical co-worker by your side to move your business forward.

How much? For ease I have developed three packages based on time and budget. I emphasise that even though I have suggested a particular client profile for each package, I provide whatever is most relevant for you.

Testimonial from Patricia Harragin, Psychotherapist:

“Chris is able to listen to what I want as a client. She is incredibly patient. She is also thorough and at all times professional. When the going gets tough she brings a down to earth calm perseverance with a good dose of humour.”



BRONZE – ideal for solopreneurs (sole traders) just starting out or with a low marketing budget. It buys you one half day per month (4 hrs) of my time. We could work on building or improving your website or email marketing or social media advertising.

£160 per month
£375 for 3 months - INTRODUCTORY OFFER

SILVER – for more established solopreneurs (sole traders) who have already been in the market for a while, tried lots of things and have various structures in place. This package buys you one full day per month (8 hrs) of my time. Here we might look at an email marketing campaign, Search engine optimisation for your website or perhaps, a facebook advertising campaign.

£295 per month
£590 for 3 months – INTRODUCTORY OFFER

GOLD – this package might suit small to medium sized businesses who are looking to get a product / service established in the market place. Or to help one perform better. It buys 2 full days per month (16 hrs) of my services. Our work here might include search engine optimisation, a Google adwords campaign or a PR function.

£495 per month
£1190 for 3 months – INTRODUCTORY OFFER
Custom Package: £25 per hour for each hour over 16 hours per month



I would love to discuss your project with you. Call or email me now to arrange a:

FREE INTRODUCTORY CHAT
PLUS
FREE CURRENT MARKETING ASSESSMENT

Let's work together to give your product / service the chance it deserves. Get in touch if this is appealing to you:

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