



*Transform My Life*

**Tandelyn Weaver, Host  
Certified Coach  
Presents**

**Build Your Business  
Make More Money  
Exceed Your Goals**

TeleSeminar #5

**How to Market Your Business  
to Double Your Sales**

**Cynthia M. Roberts, Guest  
Small Business Marketing Consultant**

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**How to Market Your Business to Double Your Sales**

**Tandelyn:** Hi everybody. I'm Tandelyn Atkinson Weaver, your certified life coach. I'm so excited to have so many of you on the line tonight. We are coaching for a better life and business.

Today, we have a great opportunity. I'm interviewing Cynthia M. Roberts. She is our e-marketing diva from the Washington, D.C. area. I've known Cynthia for quite a while, and we are in for a treat tonight. Cynthia has been helping solo entrepreneurs market their products and services online. She'll be talking about using free, fast and easy tools to make marketing work for you.

As you know, it is becoming more and more difficult to maintain and grow a paying customer base, especially if you are in a contracting economy like it is today. So let's see what advice Cynthia can share with us to get people to buy, and if anyone knows, she knows. Get your listening ears on, and let's go for it. Hello, Cynthia. How are you?

**Cynthia:** I'm great. How are you doing, Tandelyn?

**Tandelyn:** I'm great! Let's jump in and get started. This is the question we're all asking in this crazy market: How do you get people to buy?

**Cynthia:** This *is* a crazy market we're in right now. A lot of people are afraid to reach in their pocket to spend a dime, so you have to be on top of your marketing game to get people to feel comfortable with your products and services. You have to offer them something that they want to buy. Otherwise, you may not have a business. Just because you think your service or product is a great idea, that doesn't necessarily mean that you have a business, because if nobody's willing to pay for it, there's nothing to buy, nothing to sell.

**Tandelyn:** So you're saying we shouldn't just jump out there because your Aunt Susie said, "Boy, you're really good at making great pies," or something.

**Cynthia:** Right. If you make an excellent apple pie, that's all well and good. But Mrs. Smith makes one that's okay, and people will buy it while they're in the grocery store versus driving across town to your house to pick up your great apple pie. So you have to look at your product and your services first and be realistic, not emotionally attached to your idea, to see if you have something that people are willing to buy.

**Tandelyn:** We have a lot of entrepreneurs and solopreneurs in our listening audience today. If you were going to give them some strategies on how to do that, what would you suggest?

**Cynthia:** I use in my marketing strategy the "Four Ls."

**Tandelyn:** Tell us about those.

**Cynthia:** To look, listen and love to lavish.

**Tandelyn:** You've got my ears, so tell us about those Four Ls.

**Cynthia:** The first one is to look: How do we look for our customers? You want to look at your products or your services and you want to look for the people who are willing to buy them. Let's say you want to market a fancy, uniquely-designed skateboard that kids would love, and this skateboard is priced high at maybe \$200-\$300. Even though your product is a skateboard for kids, the people who actually pull the