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## PUT A LITTLE YOU IN YOUR MARKETING

One of the great advantages that small businesses have is that by their very nature they are more personal. **What clients experience in working with a small business tends to be more genuine and authentic?** Today's tip is pretty simple - Leverage that fact and put a little more you in your marketing. Lots of small businesses are finding out that one of the best things they can do for their marketing and sales is to start getting a little more "personal" with their audience. Let them know a little bit more about what makes you the way you are. How did you get into doing what you do? What are the things about you that shape your thinking? **Putting more you in your marketing helps to give your company a face and actually builds the know, like, and trust factor with your audience.** People love a great story and relate to them much easier than a bunch of marketing speak that's clearly just trying to get them to buy. I just participated in one of John Jantsh's (Duct Tape Marketing) Ultimate Marketing System teleclasses this week. He believes every small business should include their story (a marketing story) as part of their marketing kit of materials. I think he's right. **So how do you put a little more you in your marketing?** 1. Put a picture on your web site, ezine, blog, networking follow-up thank you notes, etc. It lets people see the human being behind your small business. 2. Reserve a little space in your newsletter or ezine for a personal section to tell readers a little bit about what's going on with you and your life. I just met with a financial advisor this week that has put together a little web site about his dogs. Who wouldn't want to take time out of a newsletter about financial news to read about what his dogs are up to and then go visit the web site to take a look? I guarantee if he follows my simple suggestion then his response rates will increase. 3. Scrap the resume or bio on the "About Us" page of your marketing kit and web site. Give us a story to let us know who you are, why you do what you do, how you got into it, what interest or even fascinates you about your work, some of the things that you're most proud of, etc. People love a story and it will absolutely help people feel more like they know you and can trust you. These are just a few ideas. Put a little more you in your marketing and make the most of one of the great advantages small businesses have.

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