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Podcast Transcription

Implementing Lean Marketing Systems

Can Introvert Tendencies be a Marketing Advantage?

Guest was Joan Friedlander,
owner of Lifework Business Partners
and a Get Clients NOW™ Facilitator

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Joan Friedlander, owner of Lifework Business Partners, creates realistic and executable marketing plans for self-employed service business owners and key members of a business team. One of Joan's specialties is working with

Introverts and our conversation extended into using those introvert tendencies as an advantage in today's business climate

Lifework business Partners works with solo-entrepreneurs and small business teams that are stretched to their limits. She works with them to improve effectiveness through a 3-pronged "work style approach:" focusing on high-priority outcomes, tapping into the key talents of each member of the team, and working in harmony with an individual's unique "energy signature."

Joan is a lifelong student of human potential and behavior. She enjoys playing in the game of business and, as she'll readily tell you, finds that's its an excellent playground for personal growth, self-expression and learning. At the heart of her work is a purpose that she first articulated in her teen years, that all human beings have a right to pursue and engage in work that they enjoy, is satisfying & fun. Joan focuses on personal productivity and work-life balance issues.

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Podcast Transcription

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Joe: Thanks, everyone, for joining us. This is Joe Dager, the host of Business 901 podcast. Participating in the program today is Joan Friedlander, owner of Life Work Business Partners. She works with solo entrepreneurs and small business teams to improve their performance through a three-prong work style approach. Joan, would you mind introducing yourself, and just telling me what that three prong work approach is?

Joan Friedlander: I'd be happy to, and I thank you for having me as your guest today to talk about marketing and especially marketing for introverts. The work style approach, in a lot of ways, ties into this conversation, and it's a recognition that, when one is running a business or even works in a company or is a manager or a CEO etc. etc., that we are all different. And, the work style approach takes a look at the intersection between one's strengths, which has to do, primarily, with talents and skills and passion even. And, the intersection of that part of who we are with, I call it your energy signature. Some people we know as morning people. Some people we know are night owls.

I've learned in working with entrepreneurs for the past eight years that we even have first thing in the morning people. Second thing in the morning people. I know we have people who really aren't ready to get to work until noon. And, some, really don't kick in until four.

So, if we go back to the first piece: what is your passion, your talent? What are you really good at? What are you getting paid for? And, the intersection with when your best energy time. And, then, third, bring in a piece, what are you going to do in any given day that's going to be most important to producing the results you want to produce.

The work style approach looks through those lenses, if you will, to find out, what is, truthfully, the best use of your time on any given day, during the day, and in different days of the week, so

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that you get all of the work done, but in a way that is easier than trying to push that rock up the hill.

Joe: I wanted to tell everybody I've known you for quite a few years, as you were my facilitator, when I became a Get Clients NOW!™ Facilitator. I learned so much, and you were just a master of a teleseminar. I've never met anyone that was better, in that area and I wanted to mention that.

Joan: Well, thank you.

Joe: I saw that you had some changes, but you are still working with the Get Clients NOW!™. However, you are also talking more about the introverts and extroverts. I find that whole marketing concept for introverts, very interesting. I work with so many Engineers, Quality and Continuous Improvement people. They're consultants. Many of them really don't know how to market themselves well, because they're used to just getting jobs thru word of mouth and referrals. Can you explain a little bit to me what buzz marketing for introverts is?

Joan: No problem. Well, it is a program still in development and one that I'm offering personally with people. But, the idea about it, and I put buzz in parenthesis, when I titled the program, if you will, because I think, for an introvert, creating a buzz doesn't come naturally. I thought it should even be Hum-Marketing for Introverts. But, as we all know, not all business owners and consultants are created equally. Yet, if you think about it, when it comes to marketing, the experts talk, and they promote their programs and their solution, as if one size fits all, promising that if you just use or follow their program all of your marketing worries will disappear.

We know that everyone is not the same. We've known that since we were children. It's very hard to be a child, especially if you feel like you are different. But, when you are working hard to build a business, and people look to the guidance and the wisdom

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of those who appear to have figured it out, we tend to forget that one size does not fit all.

Another factor comes into play here, which I've really been researching: introverts were thought to initially to make up twenty-five to thirty percent of the population. According to Laurie Helgoe, who wrote a book called [Introvert Power](#), it appears that actually about fifty percent of the population is introverted people.

However, the values, at least here, in the United States, in the business culture, are toward extroverted personality traits. What happens is first of all we've got these, perhaps, I don't know if this is true. These extroverted people are saying here I've got this solution or we certainly have people saying I've got this solution.

They don't take into account that people are different. So, what I want to do here is help people, especially those that are introverted figure out how to actually take advantage of and honor their preferences so that they can do what they need to do to tell people about their services and get the business.

Joe: The questions that pop up in my mind, when I hear that is, when you are a professional service person, people tell you that you need to network, that you need to speak, and that you need to hold webinars to get clients. That's not what an introvert wants to do too much. Is it?

Joan: Not too much. Webinars might be OK because they definitely don't want to speak. Networking, OK, but it has to be a controlled environment. And, one of the things I want to talk about today Joe is how to set yourself up to succeed at a networking event, because I do think it is an important avenue to get out in front of people who would either be potential clients or potential referral partners.

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It's something that you have to learn how to do. There're ways to do it. I'm going to say, and I want to make a distinction here, there are people who are introverted and they're people who are shy. And, not all introverts are shy. So, shyness is another category of something that has to be dealt with.

But, what I really want to say is there are ways to turn those events and make them work in your favor, with a few systems and steps in place.

Joe: Well, how can you do that? I mean. We can go into it right now a little bit. How would you tell an introvert to be able to network effectively?

Joan: There are some extroverts who don't like networking events either. I met a few of them. I actually work with a client, a woman who is definitely extroverted. She loves public speaking. She's really great in front of the room. She's comfortable, and she's persuasive. One day, she asked me, she said do I have to do networking? I said no. You do public speaking. That's very effective. So, extroverted people can actually be uncomfortable in one on one. They don't like networking as much either. Nonetheless, it can be a good skill to develop. Let's go to the question you asked, which is, what are some things to put in place?

There are different kinds of networking events. I'm going to give big names to three of them. There are leads groups, where you're going and meeting with the same group people, once a week, and the whole entire purpose of the meeting is to get to know each other and refer business to each other.

I think the most popular one right now is BNI or Business Networking International, and they have breakfast meetings. Some meet in the morning. Some meet at lunchtime. And, what's good about that structure, especially for somebody who really is

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uncomfortable with networking is that they are structured. It's a structured meeting.

So, you go and sit down. And, there's the same format every time. The thing that is the most difficult, in the beginning, is that you are asked to give a thirty-second introduction.

But, what happens for people is; because it's the same group over and over again, somebody who's introverted will get to know people, and they get to practice. They get to practice in a pretty safe environment.

I can remember the first time I checked out that kind of group. There was this guy there, and he was a carpet cleaner, his company was Surfside, in California. I thought he was an extrovert, and he shared with me once, that when he first went to the group he was terrified to stand up and talk about his business.

That's one kind of a meeting. Then there's a professional meeting. If you're an engineer, let's say, or, what else, a graphic designer, if you can go to meetings in your profession, where you can get to know your peers; that's a good way to practice, because then the conversation is around business. One of the things that seems to help introverts when they're in a group situation is when they're familiar with people. It's much easier for them to talk to people.

Another kind of group I would suggest that could be a good place to start would be a rotary club. I would actually offer this to your audience Joe, if they're engineers, specifically engineering consultants, looking for business with bigger companies, because the B. and I groups tend to attract just really the single business owners.

A rotary club, at least as I understand it, is an organization where the members are doing something, doing work in the community.

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So the attention is not on getting business from each other, if you will, it's on an outward project; but at the same time, people in business and professionals tend to go to those, be participants in those events. You can talk about business.

So, that's just to help people make the choice, and understand that not all networking organizations are created equally.

Joe: You talk about the introverts and tendencies in one of your articles, about that they actually have an advantage? Why do you say that?

Joan: I think that they can. I think that we can, I should say, I am definitely of that population. The reason that I say that is if you think of the business climate today, there's a bit of mistrust out there. There's also an incredibly high volume of marketing noise that we all have to contend with. I think that the introvert's preference for more meaningful connections and private conversations can actually be to our advantage and one that can be employed for positive results.

I'm going to make some generalizations, but I think these are things that everybody can think about in terms of their own preferences; what they are, and what they are not. Introverts, I don't think, are all that manipulative.

What I mean by that is we're not going to hear quick talking sales kind of conversations out of our mouths. And if we try it, it actually, it not only feels weird, it looks weird on us. We can just let that go. We do not have to be fast-talking.

What we have to our advantage is, for the most part, a lot of us are very good listeners. The reason we're good listeners is because we would prefer to ask questions and listen to people than be in the spotlight.

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This can help us do well-connecting with people one-on-one in business conversations, is actually we prefer. You mentioned earlier webinars on speaking, we don't like to be in the spotlight and be the orator. Most of us prefer one-on-one conversations.

In business, if you're selling a service, if you're a consultant, where the business transaction happens is in that one-on-one conversation. We can use it to build relationships with people to get to know them.

Furthermore, we may not have thousands of followers, like some people do. But the people who are on our list are likely to be people we actually know pretty well. I know in my e-zine list, my newsletter list, I know most of the people on that list. When I'm writing that newsletter, I can actually keep them in mind when talking to them.

Joe: I think that's a great comment. I really do, because everybody looks at having this great list out there. I've always been one to sit there and say it's not a list, it's how well you know the list. I enjoy that comment about it.

Joan: Yes, and we're talking about marketing here. There are easily a hundred marketing activities to choose from and truthfully, none of us should try to do them all. We really only have to identify those activities that will help us reach and talk to our prospective clients and customers in a way that is most natural for us, and conversational. I have a question for you as you know your audience, specifically, your audience better than I do at this point. I'm married to a geek. I've worked with geeks. Which in my mind, I don't mean that negatively. I mean people who are...

Joe: Are you calling me a geek?

Joan: Perhaps. I think of geeks as people who are very brilliant.

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Joe: Oh, then you can call me that. OK, go ahead.

Joan: They're brilliant, they know their stuff, and a lot of times their business and services are technical. I think the only difficulty I've ever really seen for that group is sometimes, it's hard to make that connection with people in a way that they, I'll call lay language. Is that an issue with people that you work with?

Joe: Oh, I think certainly. The people who are highly technical, my group, a continuous improvement group of experts, software developers, quality experts; a lot of their background sometimes is engineering. Business has gotten tough. And in this climate, one of the things that hurt you a lot is people shy away from what I would say, necessarily quality improvements and spend that extra money for consultants. People are backing off from those types of expenditures. Even though, that this is the time they could make some definite improvements, and should be looking at some of them.

So yes, I would say that they have a difficult time. Even though, they believe that a systematic approach in operations or in the workflow, they don't necessarily have a systematic approach in their marketing and sales. Can you talk about that?

Joan: Yeah, I do, before we go there, I'd like to just talk a little about talking to people. What occurs to me, and this is where I think some of the difficulty is, for people who are smart, and technical, and really know their stuff, if you will, is it's not always easy for them to articulate how and what they do makes a difference for a company, even in economically difficult times, and perhaps even more so, in times when people are tightening up their belts. I wanted just to mention that when their talking to a company, the company is interested in one of the two things; either saving time or money or increasing sales.

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It's not easy, but I have worked with people who do provide software developers. I haven't talked to quality control people, but again, technically, they help people. They help companies.

This group has to find a way to talk not about what they do, because that's where they'll lose prospective clients, but how what they do save time, saves money, or increases revenue. If they can step back and think about what is the impact, what is the benefit of the work they do, I think they could make more headway.

I also would say I've been talking about networking events; they probably would do well in a place where they would meet people who would be able to talk similar language to them, like the CIOs of a company, for example.

Joe: Oh, I think definitely, because if they go to their typical BNI network, they're lost with the people there.

Being able to speak, or being able to put joint speaking engagements, joint webinars, I think are a much stronger point, where they only have to be 30 minutes of the 90-minute program. It takes the pressure off of them to have to perform, and please the audience a little bit. Six Sigma guys that are looking into going into Six Sigma marketing, and discussing how they can help marketing and improve in what they want. What they have a tendency to do is, they talk about voice of market, voice of the customer, and how that applies. But then, they go into this regression analysis or something like that. And the eyeballs just roll into the top of the heads with the people at the table.

Joan: For that, well, you just reminded me of something. My husband is, as I said, he's in hardware. I remember when we first married. We'd sit at the dinner table. Like a good wife, if you will, I'd ask him about his day. He would start to tell me about his day, but he would take me down a technical pathway. I think I

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lasted five seconds. Now, I can follow him up to 30 seconds or a minute.

But really, what I want to say is, it would be good to get with a spouse, let's say, who might not be technical, or a friend who's not technical. And try to explain what you do. If you get an eye roll there, ask the person. The person can then give them feedback, so that they can figure out how to talk to people without that.

Joe: Tell me about why a marketing sales system would help an introvert?

Joan: You're right; it's easy to do for a business, but not so easy to do for our own business. I like to just suggest, first of all, one of the innate ways that an introvert operates is that it's easy for us to think things through quietly on paper before talking. Why not utilize that preference and that strength to create our marketing plan and our marketing systems? I'm going to give some examples of things that could be scripted or planned for that then, when you go out and talk to people, when you go out to meet people in person, you've prepared, and even practiced.

One of the things is the 10-second introduction. That's literally 10 seconds. How do you introduce yourself to someone you've just met? That is something that can be worked out, scripted and practiced.

Another thing is follow-up marketing activities. This is where so many - this is not introverts; this is universally an issue. Most people who are marketing their businesses fail miserably in followup activities. I'm going to take the idea of a flow chart to help to outline.

Once you meet someone, the first question is, let's just take a networking, whatever kind it is. Go to the event with two things

Business901

Podcast Transcription

Implementing Lean Marketing Systems

in your mind. These are just examples and suggestions; they can be modified.

If somebody has written a white paper, or has written an article that can showcase their expertise in some way or another, have that in mind. Then also, think about who you want to meet.

What kind of person would you want to meet, and what signal are you looking for that would suggest that when you are talking to them, you're going to suggestion that you have lunch with them? An invitation, lunch or coffee, let's just say.

Go in with those two things in mind, plus your 10-second introduction. Again, it's preparing, rather than catching yourself off guard, and then having nothing to say there. That's at the filling the pipeline level if you will.

Then, at the meeting, set a goal. I have done this recently. I forget to do it, and I've reminded myself to do it recently. Just think to yourself. I'd like to have two opportunities to give somebody my white paper, generically speaking, and I'd like to meet two people who I want to invite for lunch, or for coffee.

Talk to people, then listen. Listen for the clues. Now, don't get so wrapped up in listening for the clues that you forget to have a conversation with somebody. But with small numbers like that, it's likely to happen.

Some people focus on, "I gave 10 business cards out," thinking that that's really good. Don't worry about giving your business cards out. Focus on getting business cards from people.

Then, let's say you're stumped. You don't know what to say. "Oh, good, Joan, but what do I actually say when I get there?"

The best thing to do is to turn your attention, not on yourself, but to them. Think about how, if you're going to start to get to know

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somebody, what are two or three questions you could ask to get a conversation going?

For example, we all say, "Hi." Right? My name is so-and-so. This is my business. What do you do? Well, "What do you do?" is a good first question. But then, what would the follow-up question be? A follow-up question, let's tie it into your business offer. Can you give me an example?

Joe: Do you have a repeatable process anywhere in your marketing efforts? Do people know what, how to direct the phone calls, or do you know what information is supposed to be sent out to someone that's looking for this item?

Joan: Exactly, right. Yeah, so that would be you and I talking to people. So you're right.

Again, looking for the tie-in to how you help people, but what's the question? Again, not in order to get the business, because you're not going to get in that business at a networking event - you're going to meet people. You're either going to meet people who are prospective clients, who could really benefit from what you offer - that's what we mean by a prospective client - or people who could be potential partners, who also do business with the people you want to do business with. Or they're just natural networkers.

Sometimes I go to networking events not to try to find clients, but just to meet people who are potential referral partners. That's another way to go. That's at the event.

So, go with a goal. Have two things to offer, or invite people to; and then, listen for the clues. Extend the invitations. Collect the business cards, and on the back of the business card - and you can do it right in front of people, because they appreciate you're making a note - just write down, let's just say, either white paper or follow-up for coffee.

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Then when you get back to your office, you know what to do with those cards. Then, back to the office is the next step in the system. This is now the follow-up phase.

Again, you can do this ahead of time, so it's easy to plug into the system, rather than relying on your memory or your inspiration. Pre-decide what you do when you get back with those cards.

The best way to pre-decide is to also work on some kind of a customer relationship management system, whether a stack of cards or an Excel spreadsheet or an online system.

Give yourself an hour to enter your contact information, and then take that next step.

I want to share with you. I decided to get very serious about my follow-up systems, because I realized that when I could make a quick connection with people, I was good at follow-up. But I didn't really have a system in place so that no matter who I met, I could easily plug them in.

I actually hired someone a couple of months ago to help me put together my customer relationship management system. I found an online system called Batch Book. Have you ever heard of that?

Joe: Sure.

Joan: What I discovered, and really like about it is, I could pre-program a template, essentially, for the entire set of follow-up steps. I have a category called referral partners. Then I plugged in "Send a nice to meet you" note. Extend the coffee invitation then a month after that, call to follow up. But what happens is I create this template and all I have to do is associate the template with their name and then I get the signals "it's time to do this, Joan". So again we're talking about systems.

There are some excellent systems out there now and if you can get help that's even better to get somebody to help you put them

Business901

Podcast Transcription

Implementing Lean Marketing Systems

together, because if you're an engineer that can save a company millions of dollars you shouldn't be necessarily inputting the data, right? Or putting together a system, but they're out there.

Joe: I think it's really interesting the way you talk about that because it is... Everybody's a little bit different. You have to customize it based on who you meet, but you can't sit there and individually decide on every single business card you collect what to do with them and how you're going to proceed with them.

Joan: Exactly. So to not overwhelm yourself, if you can just decide ahead of time what your purpose is, what you want to come out with and what you're going to do after that then you're already ahead of the game. You talked about the "Get Clients Now" program at the very beginning today, Joe, and the biggest failing for people is in their follow up and it's the most important part of marketing, because we can't just meet people and expect them to become clients.

We can't necessarily meet people and expect them to have the next conversation with them about "Here's what I do, here's what your needs are" and we have a business.

Again, going back to the climate today you have got to spend time getting to know people and building relationships and establishing trust and that means that on an average, it does take seven to nine interactions with you, before somebody who is truly a prospective client is ready to buy.

So you've got to figure out beyond the "Hello it's nice to meet you, hello let's have lunch here's my white paper." Well, what next? And what next isn't necessarily... Because we all know we don't like those ourselves, "Hi are you ready to buy?"

What's next might be "Hi, how are things going for you? When we met we talked about this is there any way I can help you?" Much different than "Hi, are you ready to buy?"

Implementing Lean Marketing Systems

"Or hello, I saw this article and it reminded me of our conversation." What I'm saying and if you think about it when you're meeting people, when you're talking to people, you've got to pay attention to their concerns and interests and much less to trying to make the sale at every conversation and just let it naturally build up. I just recently moved across the country. I've lived in California all my life and now I live in Virginia and I did this a year ago and I realized it took me six to seven months in personal networks and in business networks, before I literally saw that suddenly I became somebody people trusted.

I was sticking around and wasn't just trying to get something for them. Six to seven months is a long time.

Joe: Especially with your experience and your credibility already intact.

Joan: Right! I came with the credibility and people believed me, but at the same time it takes that long. Putting a system in place just knowing what you're going to do and doing it consistently over time, beyond what you think you need to do is really what it's going to take. And so we have to get out there; we have to figure out how to get out there because the numbers just won't be there if we sit here.

Joe: When we're sitting here talking about follow up, when I look at someone's marketing efforts and I have them break down the amount of time they spend in marketing and the amount of money they spend in marketing. What I try to get them to do is look at how much of the dollars are being spent at the top of the funnel. Let's say, the typical marketing funnel.

But at the top of the funnel versus the amount of money that's being spent in the middle of the funnel or the end of the funnel for the referral or the follow up sale, but also during the follow-up process of what marketing efforts, what they have in place... as you mentioned it takes seven or nine contacts with someone.

Implementing Lean Marketing Systems

So do you have nine different follow-up methods in place for those contacts when you meet them? And then what do you do after you get a sale for the referral to do that? It's amazing how little dollars are allocated to their areas. It's all about the dollars up front to fill the funnel.

Joan: And dollars or time, I think time is at least as valuable as dollars.

Joe: I always look at things in a perspective based on time, skill and money. You can shorten any one of those three by having the advantage in one of those areas. If you break it down and look at the seven steps. Are you putting as much pizzazz into the fourth step as you did the first step how many more conversions would get them? I think you have it in your article don't you?

Joan: My five important steps to follow up. Eighty percent of the sales are made only after five or more contacts, so 80 percent of the sales. Forty-eight percent of all sales people or business people (we don't consider ourselves sales people, but half of what we do is sales) give up after the first contact, 25 percent after the second and 17 after the third or fourth.

And I love math. Math is brilliant to demonstrate things. Then if you add all this up 90 percent of the sales people give up before eighty percent of the sales are going to be made.

I have a really good real life example that somebody shared with me about how this really can work and how simple it is. A colleague of mine who's a lawyer had, I think he is a retired lawyer, so he had boxes and boxes and boxes and boxes of old client files in his garage and it was finally time to shred them, but before he could shred them he had to go through them.

To help him with his project he called two companies that offer shredding services and had full conversations with two representatives. From there, everything changed.

Implementing Lean Marketing Systems

One of the company's representative contacted and asked him at the end of the conversation "Are you ready to move forward?" That's asking for the sale and he said, "No I'm not. I've got to sort through these files first." The guy said, "OK. Great. I understand that. Is it OK if I call you in a month to find out how you're doing?"

"Yes, that would be fine." Company B or A or whichever you want to say, the other guy, nothing like that.

A month later, as promised, as per the request, the guy called them. "Hi it's so and so from this company. Just wanted to check in with you, see how you're doing and if you have any questions I can answer them." So my friend/colleague shared with us that he asked him, practically all of the same questions all over again.

The guy was very patient with him, answered his questions. At the end asked him if he was ready to move forward, he said no. This went on for a while. And what you can hear is that this guy was of service. He was patient. He was persistent. So you know who got the business? The person who stayed in touch and asked from the point of service. I don't know what the other person was really thinking, but certainly his approach was are you ready, and may I answer any questions? May I call you again? Until he was ready. So that's just a simple marketing system, right?

Joe: It is, but as many things as we talk about being automated, doing this, doing that, it's still about the personal contact.

Joan: Exactly. You know, we're causing this in the conversation of how can an introvert use their natural tendencies. I think this is one of the ways to use our preference to making personal connections with people over being popular with the crowd to our advantage. And all it takes is just deciding, like you said, what will your set of steps be, and how will you keep these people at top of mind? I think that's the trick.

Implementing Lean Marketing Systems

That's another trick, too. If you've got 50 people in your database, you might be able to keep track of them, but that's actually pretty difficult.

So how can you set up a system to help you reminded and have enough information to be reminded of who this person is, so when you make that connection, you're really connecting with the person and not the name in your database?

Joe: You talk about setting up a system, and I'm going to do this, and I get a business card and I go through this and everything. Are there risks when you set up a system? What if your system doesn't work or something?

Joan: First of all, to find out if the system doesn't work, you have to test it. And you have to test it for a while before you decide it doesn't work. I think the biggest difficulty you've already alluded to yourself, or the biggest threat if you will, to the system is so reliant on a script for a plan of action. You may not be flexible enough to the circumstance.

I'll just go to making that outward bound call, the last thing you want to do is come off sounding like a telemarketer reading from the script. And then if somebody asks you a question or says something that you don't have a response to in your script, it's like being a deer in the headlights. One of the risks is not to personalize your communications.

Let's even go back to that template idea. I didn't talk about creating templates so that when you back to your office, you've got a template for your white paper, if you will, and a template for your invitation.

You always want to take your template and make it personal. Mention perhaps something that you remember from the conversation.

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First of all, it does two things. One, it requires you to think about somebody and who they are, and secondly, I don't know about you, Joe, but I can tell when I'm getting one of those ones that they send out to everybody no matter what the conversation was. It goes back to the business climate, what's been done with marketing. People are just not going to respond to that. The point is, keep a personal piece in there, even with your automation.

Joe: Your personality still has to come through, and I think that's one of the messages that you're sending that I'm taking away from this conversation that is really important. Even as an introvert, your personality is still you and that coming through isn't all that bad to people. They don't want to deal with an extrovert for every problem they have out there.

Joan: That's right.

Joe: I don't want the pushy salesman being my quality guy, let's say. I want a guy that wants to listen to my problems, so that introvert isn't all that bad. And if you are one, don't be ashamed of being one. Is that a bad way to summarize it?

Joan: No, I think that's a great way to summarize it. I want to say, you and I are having this conversation and I'm saying in a certain way, just do this, just do that. And I really don't mean to say that it's easy. I know it's not. It took me a very long time to even open my mouth. When I first worked with a coach, she would say, Joan, you should do this, you should do that. And I would say "You are so right." So months and months went by; "Did you do that?" "Nope." I know from a personal place that's it's not easy. Start out small or just take on something that we've talked about today and try to implement one thing and it will all become easier over time with practice.

Joe: I have to agree with that. I think it's just doing what you're comfortable with and even stretching your limits a little bit.

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Joan: Exactly. You definitely have to stretch, because that is how you will grow. I now do public speaking, and there was no way I was ever going to do that, there's even ways to do that that leverages an introvert's personality and make that successful.

I think the other things I would like to remind people about, marketing is a growth word in a way. It's like responsibility. It doesn't really have a positive connotation, and I would just like to remind people that what you're doing when you're out there talking to people is giving information about your expertise. Talking about things that you love and are really good at will presumably make somebody's life easier while you're at it.

If you can keep really your purpose in mind; why do you do this? Why do you love doing this and how can it help people?

I think whenever you're feeling a little sleazy or automatic or just not making that connection, just remind yourself why you're doing this in the first place and just talk to people.

Joe: I think that's great advice. If one of my listeners would like to work with you directly, really take their introversion and turn it into an asset, what should they do? How do they get a hold of you?

Joan: They can visit my website, which is lifeworkpartners.com and read about my private coaching services. I do love to help introverts in business become more comfortable in their skin and effective in business. And secondly, if they want to get direct help with learning how to create a marketing action plan and become more systematic and consistent with it, I offer a group telecast program called "Get Clients Now." I'm always open to talking to people if they are interested, but they want to talk to me first there's actually a way to go... I would give you my phone number, but it's changing in a week. So I will also say go to my website as well.

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Joe: I think your website is a very nicely constructed website. It's very clean. It's got all the different call to actions on it. If a consultant wants to look at a well-constructed website, I think that you have one from that perspective when I went through it. So I wanted to compliment you on that. I'd like to finish up by thanking Joan very much for her time, and if you'd like to get a hold of her, please visit lifeworkpartners.com. This podcast is available on my podcast site and available in my iTunes store.

Joan: Thank you, Joe.

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What others say: *In the past 20 years, Joe and I have collaborated on many difficult issues. Joe's ability to combine his expertise with "out of the box" thinking is unsurpassed. He has always delivered quickly, cost effectively and with ingenuity. A brilliant mind that is always a pleasure to work with." James R.*

Joe Dager is President of Business901, a progressive company providing direction in areas **such as Lean Marketing, Product Marketing, Product Launches and Re-Launches. As a Lean Six Sigma Black Belt**, Business901 provides and implements marketing, project and performance planning methodologies in small businesses. The simplicity of a single flexible model will create clarity for your staff and, as a result, better execution. My goal is to allow you spend your time on the **need versus the plan.**

An example of how we may work: Business901 could start with a consulting style utilizing an individual from your organization or a virtual assistance that is well-versed in our principles. We have **capabilities to plug virtually any marketing function** into your process immediately. As proficiencies develop, Business901 moves into a coach's role supporting the process as needed. The goal of implementing a system is that the processes will become a habit and not an event.

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