

Step 6: Convert Prospects

Toolbox Teleclass Transcription

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Multiple Streams of Art/Music Income

**Track 4: Be Seen: Promotion, Marketing and
Sales**



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Welcome to the Toolbox Teleclass Step 6 Convert Prospects. This is July 2011, and this is the step 6 of the [Multiple Streams of Income Business Model](#), and so it's building on step 1 through 5. So, if you haven't listened to those calls, I recommend listening to them.

Step 5 is about--was about driving traffic either to your website, to your shows, to your store, to whatever you're driving traffic to and all the different ways you could do that. So, step 6 is, well, once you get the traffic there, what do you want them to do and how do you get them to do it?

I did just hear someone just beeped in. You want to say hello?

Jennifer: Hi, it's Jennifer.

Debra: Hey Jen, how are you?

Jennifer: Fine.

Debra: Good. You can go ahead and put yourself on *6. So, I will open it up for questions periodically. You can mute yourself.

Alright, so first I want to talk about and make sure that we're all clear about our terminology. What is conversion? So first of all, what is the prospect? The prospect is really anyone who has shown some interest in who you are and what you do, and there are a lot of different ways that people can show interest these days, but we're mostly talking in terms of internet marketing here.

So someone can like you or friend you on Facebook. They can follow you on Twitter, they can connect on LinkedIn. They can friend you on MySpace. They can become a fan on ReverbNation and that's primarily what I'm talking about.

I'm talking about someone who is just at the lowest level of interaction, and ah-ha, this person could be interesting.

WHAT IS CONVERSION?

And so what is conversion?

PERCENTAGE OF PEOPLE WHO TAKE ACTION COMPARED TO THE NUMBER OF PEOPLE WHO WERE EXPOSED TO YOUR MESSAGE

Conversion is the percentage of people who take action compared to the number of people who were exposed to your message. And that gives you your conversion rate.



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THE KEY TO CONVERTING TRAFFIC IS SIMPLE – MEASURE YOUR STATISTICS. THEN SEEK TO IMPROVE THEM

The key to converting traffic is simple. You have to measure stats and then seek to improve them. You have to, you know, doing something like Google Analytics, and I'll talk about that a bit more but figuring out what are your statistics.

How many people who are being exposed to your message are actually taking some action? So if you're, you know, if you're just looking to build your social media presence, how many of the people that you're following on Twitter are following you back?

How many of the people who land on your Facebook page like it? You know those kinds of questions, and Facebook provides some statistics. Google Analytics provides statistics, and then you can do your own tracking, but that's basically what conversion is. Conversion is getting someone to take action once they've been exposed to your message.

HOW DO WE CONVERT PROSPECTS?

So how do we convert prospects? That depends.

WHAT DO YOU WANT THEM TO DO?

What do you want them to do? And I strongly recommend that you know the answer to that question before you start designing anything, before you start designing your website, before you start designing your Facebook page, before you start designing your Twitter conversations. Really, you need to know what you want them to do so that you give them clear guidance.

THE ANSWER TO THIS WILL DEPEND ON WHERE THEY ARE.

So, the answer to this is going to depend on also where they are.

Social Media – connect with you and visit your website

Share you with others

So, if they're connecting to you on social media, you want them to connect with you and then go and visit your website. You also want them to share you with others.

Website – sign up for your email list

Share you with others



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If they're on your website, so in other words, they found you either through social media or any other ways in which you're driving traffic to your website, you want them to sign up for your email list and share you with others.

Email – dive deeper in relationship with you

AND share you with others

If they've already signed up on email, you want them to dive deeper in relationship with you and share you with others.

You know there's that constant. You always want people to be sharing you with others. You want your content, your information, your presence to be so attractive and interesting that they've got to share you with others. That's how you go viral really, is that you make things really, really intriguing to your target market.

And all of what we're talking about here depends completely on step 1, 2, and 3, because how can you create content that people will find fascinating and want to share if you don't know who they are, what they want, and how to solve that.

If you don't know who they are, you don't know what they're going to find interesting or fascinating or irresistible to share.

If you don't know what they want in the language that they're use it--used to describe what they want, you're not going to be able to hold their interest for very long, and if your content doesn't (in some way) fulfill their needs, they're probably not going to stay there very long, and it's unlikely that they'll share you with others.

So the key to going viral it's not a magic formula. It's really the key to everything we've been talking about all along, which is to know your niche and really design for them.

PURPOSE OF ALL YOUR MARKETING EFFORTS IS TO GENERATE SOME ACTION

The purpose of all your marketing efforts is to generate some action. Everything you do in terms of your presence as a professional in the world is marketing, and everything you do should be focused on generating some action in your audience.

A clear call to action is much more important than how slick your site looks

A clear call to action is much more important than how cool and slick your site looks.

“The confused mind doesn't buy” Andrea J. Lee



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One of my teachers, the woman who came up with this Multiple Streams concept, has said many times that, "The confused mind doesn't buy." I find the biggest problem with most people's website is that there's too much crap on them.

Too much stuff going on, too many conflicting calls to action. "No, look at this thing! No, look at this thing! Oh, there's so many other things you could look at." Simple, clear, specific is going to convert much better than content heavy, dense and confusing.

TRACK YOUR NUMBERS

So, in converting prospects you need to track your numbers.

HOW MANY PEOPLE VISIT YOUR SITE AND HOW MANY PEOPLE TAKE THE ACTION YOU WANT THEM TO

Most artists that I work with make the mistake, and this actually is not just true for Artist Edge, this is really true of most small business owners that I've worked with.

They make the mistake of thinking, "Well, let me just throw a lot of spaghetti against the wall and see what sticks." And you know they think that quantity will make out for a lack in quality.

Well, first of all, very often nothing sticks, and they don't know why. So how do you begin to fix it? Second of all, if something speaks—if something sticks, they don't know why. So it's hard to duplicate it.

And so it's really important to track your numbers but it's also really important to work scientifically.

And so, it's really important to track your numbers but it's also really important to work scientifically.

GOOGLE ANALYTICS WWW.GOOGLE.COM/ANALYTICS/

So before I go into that though, you should all have Google Analytics installed on your website. Don't ask me how to do that. I'm not a web design person, but I think it's really pretty easy.

You basically sign up for Google and google.com/analytics. You need to have a Google ID in order to do that, but you go in there. You sign up for it, and you grab the code that they give you and you put it into your page on your website.

Now I got a web designer to design my website, so he did that. And so now, I can go into Google Analytics and sign into my account and look at my statistics anytime I want. And there's a ton of information there, and I'm still in the midst of my learning



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curve in how to interpret all of it, but I will tell you right up front that some of the most fundamental basic information you need to have is where's the traffic coming from because that'll tell you what you're doing on the web that works.

What pages are they landing on and how long are they're staying? That's called the bounce rate. So if people are landing on your page for 8 seconds and bouncing, you don't--your page is not working for you. You want them to get on there and stay.

And the other question you want to find out is how many pages are they looking at once they're there. So are they just looking at your homepage and then bouncing? Are they looking at your homepage and then going to your 'About' page and then reading more...reading your blog and kind of hanging out on your website?

And then once you know how many people are visiting your site, it's pretty easy to take a look at your email list numbers and figure out, "Well, of all of the people that are landing on my site, how many people are then taking the action I want them to take, which is to sign up for my email list?"

Now once you've kind of looked at that, once, you know, your numbers, then you want to try stuff out and see what works. In other words, test something, and then look at your numbers. Did it help? Did it hurt? What it's doing?

CHANGE THINGS IN A WAY THAT IS SCIENTIFIC

So here are some ideas and you want to test one thing at a time, and you want to do it in a way that scientific.

Play with headlines. So for example, one thing you can test is playing with your headlines. There are a lot of different things that you can change in your headlines. The interview with Patrick Schweger on internet marketing has a lot of good stuff and his new book which I'm going to write a post about shortly called leverage--I'm sorry, Marketing Shortcut for the self-employed has a ton of information on how to do this but --I'm just making a note to myself to put a link to Patrick's class.

So playing with headlines, meaning in website code, the main headline for a page or a post is an H1 in the html code. Subheading H2, H3, H4, if you're just making things bold, then Google doesn't recognize them as headline and they're not as searchable, so it's not search engine optimized (SEO).

So make sure (and I learned this a while ago) make sure that you only have one H1 headline, because otherwise, they get confused. And the things that contain keywords that are in a headline have the H2 or H3 html tags around them, so that the search engine can find them.



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Use keywords in your headlines. What keywords? Well that depends on your niche. What keywords are they searching for? These are some of the things you want to research in step 2 and step 3, because what are they searching for generally has something to do with what their problems are. They're searching for solutions. So, you can play with you headlines.

IMPROVE THE LOCATION OF YOUR SIGNUP FORM

You can improve the location of your signup form. The research is that people read websites in a general Z pattern, starting at the top-left panning across the top to the top-right and then panning diagonally down to the bottom left that's only within their screen, then panning over from left to right, and then scrolling and then panning again in another Z pattern.

So if you could play with where your signup sheet--signup call to action is, you generally want to be right at top, right up top to the right or right up top to the left, a lot of websites now have those floating, you know. Once you've been on the website for more than 3 seconds, it pops out. It floats up just like email signup forms. I frankly hate those and rarely use them.

But it depends on your market. Some people love them. They must work or they wouldn't be everywhere. So, you need to kind of find out whether or not that's a tactic that's going to work for your market. How do you find out? Test it! Try it for a while. See if it works.

I personally find that using free giveaways in the signup form is really the best way to do this. You know, get--and it needs to be something they actually want.

CHANGE GRAPHICS AND/OR COLORS

You might want to play...So the first two things you can change are playing with the headlines and improving the location of your signup form. Changing the graphics or the colors.

I just read a great post that I tweeted about by a guy named Derek Helburg, specifically talking about the use of "the effective and ineffective use of pictures in websites." Generally stock images don't work, but images of the product do. I know that in social media a face works better than a logo. I just...actually, someone just followed me, a singer/songwriter and her (on Twitter), and her icon is her album cover and I sent her an email...not an email but a DM that basically said, "Your face will be more effective than your album cover. Nobody cares about your album cover. They don't relate to your album cover. They don't connect to it. It's not YOU."



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So I think that on all of your social media, using a picture of you is going to be more effective than a logo, an album cover or a product, even if that product is your personal artwork as your icon, as your identifier.

So, have good pictures or a fun picture or a picture that shows something unique about you, but make it be of you, okay?

TRY SHORTER OR LONGER CONTENT

You could test shorter or longer content. And again, it's going to depend on your market if shorter content is going to work better or longer content is going to work better. You can test throwing up a video explaining your content in addition to the written content.

SET UP A SEPARATE "SQUEEZE PAGE"

You could also try setting up what they call a "squeeze page," which is a completely separate page, not part of your website. A stand-alone page that is strictly an invitation to get your free whatever.

If you're a music artist, that's probably going to mean an mp3 of a song. If you are a visual artist, it might be something like a screen saver of your artwork of your images or a desktop of your images. It could be, you know, it could be the Top 10, you know, problems or solutions, which is what I do or, you know, like for example, if you're a photographer and you do wedding photos, you could have a, you know, a 3-page How To Choose the Wedding Photographer article, and just give that away for free in exchange for people's emails.

You know, those kinds of things work really well, but if you set it up as a separate squeeze page and make the URL HowToFindAWeddingPhotographer.com. and just have some content on the page with the signup form for them to get their free report, that's what the squeeze page is.

REDUCE FRICTION IN THE SIGNUP PROCESS – HOW CAN YOU MAKE IT EASIER?

The last thing in things to try in this scientific study of conversion is to reduce friction in the signup process. How can you make it easier? For example, you might want people to give you their birth date, but that could stop them from signing up.

You might want them to give you their zip code, which is one of the things I ask for. I also ask for how they found me. That could actually stop people from signing up, so those are the kinds of things you could test for two weeks. Try not asking for that information or not making it required. Those are the kinds of things that you can try.



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I find that the biggest friction on most websites that I looked at has to do with a lack of clarity in navigation. I don't know how to find what I'm looking for, because the navigation menu doesn't help me or I can't tell where is the navigation menu, because there's all these flash graphic, weird crap going on. Make it clear, simple, easy, and that could be another thing you can test.

Okay, so any questions? Hit *6 to take yourself off mute, and let me know if you have any questions so far on this topic of Convert Prospects. So far, we've been talking about real technical stuff. I'm going to get into softer stuff in a moment. So if you have a question hit *6.

Debra: Hey, Jennifer.

Jennifer: Hi. When you get the Analytics, do you know who is looking at the page?

Debra: Yeah. You can find out...that's not necessarily who, like by their name, though if you're really savvy with tech (which I'm not), you can find out their IP address and backtrack them, but I've never done that, and I wouldn't even know how to begin to tell you how to do it.

But what you can do is find out where they're coming from, so you can find out how many people, like I find that the most people that go to my website are either coming from Google searches...and you can find out what were they searching for that found you or Facebook and Twitter. And you can even look at the time of when they clicked to figure out what are they clicking through one.

With newsletters, if you use a good newsletter mailing systems like Constant Contact or Mail Chimp or any of those, they provide graphics that (I'm sorry) statistics that tell you not only how many people clicked, it tells you who clicked and what link did they click. And that could help you figure out, "Okay, well, this person uses this link and then they land it and then they sign up, so that came from my newsletter," or whatever.

Ideally though, you're not necessarily examining it in that view, like where did this one individual person come from? You want to be looking more a bit broader scope than that. Does that make sense?

Jennifer: Yup, thanks.

Debra: Yup. Yeah, if you check out Google Analytics, Google Analytics has an enormous amount of information, and like I said, I am very much in the baby stage of really delving deep into that.



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And at some point, I'm going to...once I feel like I've got enough learning under my belt, I'll create an advanced class just on Google Analytics, maybe do a video on it, so you can actually look at it specifically and we can talk about stuff.

Okay, so you're going to be testing things. You're going to be trying stuff out. You're going to find out what works what doesn't work. There's a ton of information on the web about website conversion.

So if you go...if you Google "website conversion," if you Google "SEO (search engine optimization)," if you Google things like, 'How do I make my website sell?', you will find blog post after blog post after blog post about this topic.

And so, you know, the content is out there. I recommend you get yourself educated. The more you learn about keywords, how to research keywords, and actually Patrick's book goes into that quite a bit of how to research keywords. There's a bunch of free tools, Google Ads. Google ads has a free tool for keyword research. There's a couple of others out there.

You know, the more you kind of educate yourself about that stuff and test things, so if you think, "Wow, this keyword is going to work based on what I'm seeing. Well, let me try writing up a new post and seeing if they work." You know, seeing if people find them on Google, and followed and landed on them by looking at your Google analytics, okay?

So that's kind of how you want to think about it. It used to be the keyword for all about what you put into your meta tags. Now keywords are really all about what you have in your content.

Google analytics... (I'm sorry) Google as a search engine doesn't pay that much attention to meta tags anymore because it's too easy. It's too easy just throwing a couple of meta tags. A lot harder to write actual content using keywords that people are really interested in. It takes a bit more conscientious effort, and so Google gives it a lot more weight in their search.

BUILD THE RELATIONSHIP

So this next half of the class, I really want to talk about what is the underlying foundational concept for all of the multiple streams of income business model. I talked about it in the overview. It's one of the 4 major concepts and that is relationship marketing. It's all about building the relationship.



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See, once people have decided, okay, they're interested in you, it's your responsibility to create a relationship with them. That relationship does not exist. If someone likes your page, trust me that means nothing. You do not have a relationship with that person.

You will create a relationship based on what you do with your page and how you interact with them. So that's what we're going to be talking about next.

“ALL THINGS BEING EQUAL, PEOPLE WILL DO BUSINESS WITH — AND REFER BUSINESS TO— THOSE PEOPLE THEY KNOW, LIKE AND TRUST.” BOB BERG

There's a great quote that has been quoted and quoted and quoted when it comes to all things marketing and sales and that is, "All things being equal, people will do business with--and refer business to--those people they know, like, and trust." And that's a Bob Berg quote.

People they know, like, and trust. It used to be that the only way people would get to know you, like you, and trust you was either just spend an enormous amount of money on advertising, so that your name, your brand became ubiquitous, and we all have personal relationship with Kleenex, right? Kleenex tissues, because we don't even call them facial tissues anymore. We call them Kleenex. That's a brand name.

How did that brand name become the word that we use when describing those bits of tissue? Because of advertising, because of millions and billions of dollars on an advertising budget.

Well, I'm assuming you guys don't have millions and billions of dollars for your advertising budget, and it used to be the only other way to build this experience of people knowing you, liking you, and trusting you was personal contact, so networking and referrals.

Well, the Internet and social media has completely changed that. Now that...with this I'm talking about general business. I think when it comes to the arts that we have an experience of knowing and liking and trusting an artist with whom we connect with their art.

I know that when I think about The Beatles' music, I feel like I know them, like them, and trust them. It's just a feeling. It's not based on anything, you know, like real, because I don't know them personally though I've talked to Paul McCartney's sister. But I don't personally know them, okay? Having said that, because I connect with the art, I feel like I connect with them.



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So in a way you have an advantage over other business owners because you begin to build a relationship, because of people's emotional response to your art, and as a result they begin to feel like they know you, like you, and trust you.

But that's not enough because that requires a tremendous amount of exposure in order to translate it into real money and that exposure cost millions of dollars, which we don't have, but what we do have is social media and what social media allows us to do, and I would, for this conversation, include all of the social media, you know, Twitter, Facebook, LinkedIn, MySpace, YouTube, you know, all of that stuff.

But I would also include your email list into this conversation because it's still in connection, and it's still in a way in which you can kind of mass market, but which feels very personal to the people receiving it and that's really the magic of social media.

When I'm on my Twitter feed and I read a Tweet from Alice Milano, who I do not know personally, I feel connected to her as if I knew her. I feel like I know her because I've read her feed, but I don't...but I feel like I do.

So these resources allow you to begin to create a relationship and a connection that would take a lot of money to build without it, and it's free. It takes time. It takes energy, but it's pretty much basically free.

So how do you, in all of your interactions with people whether it's online or in person, build this experience of knowing you, liking you, and trusting you?

INFUSE YOUR ONLINE INTERACTIONS WITH INTIMACY, MYSTERY AND SENSUALITY

Well, the first thing you want to do is infuse your online interactions with intimacy, mystery, and sensuality. Now I'm betting that you may feel like "Oh wait, I don't want to...what about my privacy?" This has nothing to do with your privacy. This has to do with how you communicate much more so than it does with what you communicate.

INTIMACY

USE QUESTIONS, TELL STORIES, AND CREATE OPPORTUNITY FOR INTERACTION AND DIALOGUE

You can create and experience of intimacy using questions, telling stories, and creating opportunities for interaction and dialogue. So for anyone who's on this call who has subscribed to my Top 10 Solutions or Solutions to the Top 10 Obstacles of Creating Success in the Arts and Entertainment Industries, you will have noticed that your second email is actually a question. It's a pretty broad question.



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Tons of people answered that question, and I always respond personally. It creates such a deep feeling of connection that most of the people at some point start to work with me, whether it's through the [Artist, Marketing and Business Academy](#) or through private coaching or through purchasing one of my products, and I'm sure that there are some people on this call who had exactly that experience.

Some people who are listening to the recording that said, "Yeah, you know I did feel that way!" Because when people answer that question, they always answer it as if I personally sent that email.

And of course, on some level I did personally send that email because I wrote it, but it's not a response. It's part of the whole class, but I always respond to their responses personally--always. And that is a personal connection.

Telling stories. Telling stories don't have to be revealing, huge intimate details. Telling stories can be about experiences that you had.

It can be about what drove you to create the art. It can be about your time on the road, you know. I do talk about my experiences with my dad periodically. I don't talk about it a lot, because it's very personal for me, but I do talk about it. Most people know who follow me on Twitter know that my dad's been sick.

I tell stories, you know, in my classes about my dad's playing violin and how he was offered first chair for a symphony orchestra and turned it down, you know, and decided to stay with it as an amateur.

I mean, I tell you stories! These are personal stories. I tell stories about clients. I tell stories about my own personal experiences and my own journey.

I don't tell stories that I don't feel comfortable telling, and know that anything you say on the internet in any format is out in the public, even if it's on your Facebook profile and you feel like you've protected that. You haven't, not really.

Anything you put out on the internet is in the public eye and is there forever, because once it's been cashed, you can't take it back. So be cognizant of that, but the more you share who you are, what's important to you, what your passionate about, what your process is, the obstacles you've overcome, the more people will feel like they know you, like you, and trust you, the deeper into relationship they will feel like they are with you.



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Someone who does this beautifully is Maria Shriver. If you read her book or follow her Tweets, she shared very deeply about what's important to her and what her experiences are, and I think it's just beautiful and people are so inspired by that.

Oprah Winfrey has done that this brilliantly. It's why she's so successful with her TV show, because you felt like you knew her intimately and I promise you that you didn't. She was very strategic in what part of herself she exposed, and she always did it for a purpose.

It was never just because she wants to talk about herself. It was either to amuse, to entertain, to teach, to inspire, and if you think about those in terms of what stories you're telling, what questions you're asking, always to amuse, entertain, teach or inspire. You will not have a problem with this.

SHARE YOURSELF IN APPROPRIATE WAYS

You also want to share yourself in appropriate ways, in appropriate venues. So the things that you share on Twitter may or may not be what you share on Facebook, may or may not, definitely are not, what you share on LinkedIn, which is much more white-collar business, you know, and how you share...you want to make it specific to the medium, okay?

ASK THEM TO SHARE THEMSELVES – INVITE THEM TO PLAY WITH YOU

But the most important thing that creates intimacy isn't just you sharing yourself one way. It's about you sharing yourself and then in asking them to share themselves with you. So you tell a story and then ask them a question at the end of that blog post, and then invite them to share with you.

And I will say that I am still working on how to do that for myself. It's a skill in process but I am getting it...getting better, and I am seeing more commenting on my blog posts as a result of doing that more.

MYSTERY

So you want to infuse your online interaction with intimacy and mystery. So what is mysterious? Now, yes, there is the opposite of intimacy, which is too much information, and knowing where to draw the line, but mystery is much more about how you share.

RESEARCH SHOWS THAT AN ACTIVITY THAT IS INTERRUPTED IS MORE MEMORABLE.

Interrupting the information creates mystery, and research shows that an activity that is interrupted is more memorable. In my most recent newsletter, instead of giving you the entire article, I gave you the first paragraph, and then I put a link to the website which interrupts it, creates mystery.



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TELL A STORY IN MULTIPLE PARTS

And drives traffic to the website--obviously, right? You could tell a story in installments: part 1, part 2. Just saw one of those up on again...on at again. Alyssa Milano shared a post about this story behind the "@" sign, and so I clicked through and it was a blog in two parts, and he only has the first part up. So I was, you know, I'm going back there to read the second part, because I'm curious. It created a mystery.

HINT AT UPCOMING NEWS – BUT DON'T GIVE IT ALL AWAY

You can also hint at upcoming news, but not give it all away. I don't know if you guys were part of my, you know, group of people before I did the change (the membership), but I anticipated that change for about 3 months before the change actually happened.

I did a lot of "stay tuned for news," you know, and part of that because frankly I didn't know yet, but part of it was to build that mystery, okay? So, hint. Interruption and hinting are ways to build mystery.

SENSUALITY

The 3rd part of those building intimacy...building relationship is intimacy, mystery, and sensuality.

ENGAGE ALL 5 SENSES IN WHAT YOU DO – USE EVOCATIVE WORD PICTURES

Now sensuality is not sexuality. Sensuality has to do with you engaging all 5 senses in what you do.

It's about using provocative words, pictures, in your article, and it's about...if your product is music, don't just talk about how it sounds, talk about how it tastes, smells, how it feels on your skin, talk about what you see.

Use that in the lyrics. Use that in the description, but also, let's say you've written a song about a trip you took. Well, in your telling the story about how that song came to be, don't just talk about the song. Talk about what you ate. Talk about the smell. Talk about who you saw, who you met, what, you know, what you're feeling in your body, include all 5 senses, so that people's experience is sensorial. The more we experience it in our body, the deeper our connection to it, and the way the brain works is that when we hear or see or read, our sensory description we feel that sense in our body.

I mean just think about the last bite of ice cream you've had and think about how the creaminess and coldness felt on your tongue. You feel it? Now you're not actually



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tasting that ice cream right now, except that you are, okay? So that's what you want to do with sensuality is really use all of the 5 senses.

CREATE RAPPORT

In building the relationship, the most important part I think is creating rapport. Now, rapport is one of those words that a lot of people think they understand, but no one really does.

A lot of people think they know what it means to make kind of, sort of, on a visceral sense get it but they have a hard time, like, defining it in words.

WIKI DEFINITION:

Rapport is a term used to describe, in common terms, that two or more people feel in sync or on the same wavelength because they feel alike.^[1]

So Wiki's definition is: "Rapport is a term use to describe in common terms when that two or more people feel in sync or on the same wave length, because they feel alike."

If someone is in rapport with you, then they, know you, like you and trust you, because they're in sync. They're on the same wave length.

So how do you create rapport? This is one of the reasons I studied NLP, was to study rapport, because the truth is I'm one of those people. I create rapport really intuitively. It's never been something that I thought much about. I always wondered why people almost immediately tell me their life stories and intimate details about themselves. I mean on a train.

You know I was getting my nails done this morning, and the woman sitting next to me told me all kinds of information about her personal life because I create rapport, but I want to study it because I wanted to help other people learn how to do it.

USE THEIR LANGUAGE

One of the things, one of the best things that you can do is mirroring both physical, if you are in person, their physical stance, but also their language. And I talked a lot about this in step 1 and 2 and 3, because in researching your niche, the most important thing you want to listen for is what words do they use to describe their pain.

What language do they use to describe what they're trying to do? How do they talk about what their problems are? The more you can match that, the more intimately they will feel in rapport with you.

What you want to create in your audience is the feeling, "God, this person. They just get me!" I mean haven't you looked at a piece of art or listened to a song or read a book,



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and said, "Ah! this person gets me!" That's because that artist created a rapport, but you want to be able to do that in your marketing too.

DIRECTLY ADDRESS THE WIIFM

Also, you want to really directly address the WIIFM—"What's In It for me" questions from their perspective, and again that means using their language.

BENEFITS, BENEFITS, BENEFITS

And what it really means is speaking in terms of benefits, benefits, benefits. Not features, not about the titles of your work. It's not about what medium it was created in or who played on it or how it's framed. None of that stuff really matters to your audience, not really.

What matters to them is how does it make them feel. What's in it for them? The more you do that in everything you do, the deeper in rapport they will feel, the deeper the relationship, the more likely they will act on your calls to action, because people do business and refer business to those people they know, like, and trust.

And this is not about taking advantage of people. You value your product. You think it's worthwhile. You're not taking advantage of them. You're just finding out and learning how to make it attractive to them, so that they're willing to take action.

ASK FOR WHAT YOU WANT

And finally, and this is key, you have to ask for what you want.

ASK DIRECTLY – CALL TO ACTION

Ask directly. It's a call to action. Remember what I said earlier, the confused mind doesn't buy. If they don't know what you want them to do, they won't do anything.

ASK WITHOUT ATTACHMENT

Ask without attachment.

KNOW THE VALUE AND TRUST THAT THE RIGHT PEOPLE WILL SHOW UP

Know the value, and trust that the right people will show up to purchase from you. If you get the word out to (excuse me) a niche where you have attraction, that's just going to happen naturally and organically as a result of working the 8 steps.

But you need to be willing to ask, you need to be willing to ask, and for them to say. "No." You need to be willing to ask and allow it to be their choice, but if you don't ask, they don't know that the choice is theirs.



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ASK WITHOUT EMBARRASSMENT, SHAME OR FEAR

Clearly, directly without embarrassment, shame or fear, because no one person is going to make or break your career. No one person saying "yes" or "no" to you is going to make or break your career, unless you let them.

So ask without fear, because some will, some won't. So what? Who's next? Ask without an embarrassment, because if you truly, deeply believe in the value and quality of your work, ask without shame, because you deserve to fulfill your purpose and fulfilling your purpose is about sharing your work and making an impact in the world, okay?

Great, so I'd like to open it back up again for questions. Go ahead and hit *6 to take yourself off mute.

Any questions? *6 to take yourself off mute.

Okay, so that's the content. I'm going to talk a lot more in step 7 about how to deepen the relationship. Step 6 is really about how to initiate the relationship and how to know what's working.

So my final instruction to you is test, test, test, test, test. Try stuff out. See if it works. If it works, try and figure out why it worked. What did you do differently?

If it doesn't work, try and figure out why it didn't work. Test, test, test.

Very often, the way that works is you try something. You create a theory about why it worked or why it didn't work. According to that theory, you try to do more of it or less of it, and you test it again!

Testing it the second time is going to tell you not only were you right about why it worked or why it didn't work, but did your alternative or your addition make it work better or worse?

Testing is the key, and the only way testing works is if you track your numbers, so you must test. You must theorize. You must test. You must check your numbers and create a new theory based on those results, and then test that.

Alright, I'll open it one last time for questions, *6...

Well, if you have more questions feel free to submit them to the Ask Coach Debra class or email it if you're in the Multiple Streams group or work group, emailing or using it as a laser...for a laser session.

Alright, guys, have a great night. Talk to you on the next class. Bye.