

**A thoroughly informative, optimistic,  
yet refreshingly real guidebook to surviving  
and thriving in small business.**

**LUCY FEAGINS, FOUNDER, THE DESIGN FILES**

# **Passion. Purpose. Profit.**

**Sidestep the #hustle and  
build a business you love**

**Fiona Killackey**

**FOR MUM**

*‘You can do anything you put your mind to.’*

**CARMEL KILLACKY**

**Fiona Killackey**

# Passion. Purpose. Profit.

Sidestep the #hustle and build a  
business you love

*Hardie Grant*  
BOOKS

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# Where will you connect?

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I have two young children. Needless to say, I savour time alone and sleep.

When I get the chance to travel to Sydney for work (or, less often, for pleasure), I will always stay at the same hotel. In addition to being located right in the heart of Sydney (rational driver), I absolutely love the *feeling* I get when I arrive (emotional driver).

I have stayed at this hotel at least eighteen times. Is it the cheapest? Far from it. Is it the most soundproof? Not always. Is it the most beautiful Sydney has to offer? I doubt it.

But there's something about this hotel that makes me come back time after time.

Perhaps it's the front desk service – never pretentious, always friendly and eager to make me feel like a valued customer. (*Hi again, Ms Killackey, what are you working on in Sydney this time?*)

Perhaps it's the fact that they always book me into the same room, ever since I told them, many stays ago, that I really liked the view.

Perhaps it's because when I enter the hotel room, there's soothing music playing, dimmed lights and a sense that you can truly relax.

Perhaps it's the complimentary drinks on offer, or the endless array of new release films. Perhaps it's the way the bath is positioned, so while watching a #sneaky midday film between meetings, I can also indulge in a soak.

Perhaps – and this is most likely – it's that their marketing works for someone like me.

As I touched on in chapter 2, marketing is simply a process of guiding people through three main stages:

1. Know

2. Like

3. Trust

I knew about this hotel well before I stayed there, through friends and clients who raved about it. The first time I stayed there, I liked it so much I suggested that my husband and I have a fun weekend away so that he could experience it too. My subsequent stays cemented the trust I have that every time I stay there, I will enjoy the experience.

This, my friend, is what marketing is all about. Cultivating connection that encourages conversation, community and conversion.

Are you surprised? You shouldn't be.

Too often, small biz owners view marketing as a push-push-push sales message (think fire-engine red font, all caps and shouty banners) rather than seeing it as an opportunity to pull in your ideal audience, attracting, engaging and retaining them with experiences they value (and then tell everyone about).

In this chapter, we will look at the ways you're enabling true connections to form between your brand and your ideal audience. We will work through your inner marketing hater (#WeAllHaveOne), map out your ideal customer journey, touch on the marketing channels most suited to your business needs and make a commitment to consistent connection.

# Marketing is all about cultivating connection.

## Set your inner marketing hater free

The first step when discussing marketing is to set your inner marketing hater free. After working with hundreds of small biz owners and teaching thousands, I know that most, if not all, possess a marketing hater.

I'm talking about that inner voice that hears the word 'marketing' and immediately responds with:

- Marketing is lame.
- Marketing is unethical.
- Selling is for sellouts.
- Marketing is total BS.
- Marketers prey on people's vulnerabilities.
- If I'm good enough, people will just find me!
- I can't market my business, I'm an introvert.
- Marketing kills my brand's cred!
- Marketing is expensive.
- Marketing is too confusing!
- Marketing is for people without souls.
- I hate marketing because I hate technology.
- Marketing is like being a used-car salesman.
- Marketing spies on people.
- Marketing is scammy.
- Marketing won't work for my business!

Maybe you think marketing is all about 'selling out', or that it's just posting selfies 24/7 in order to gain followers. Maybe you hate the way other brands market themselves, and don't believe there's another way.

## What does your inner marketing hater tell you?

What are the blocks and beliefs you have when it comes to marketing? Where do you think these come from? How have they served you in your business (or in your career to date)?

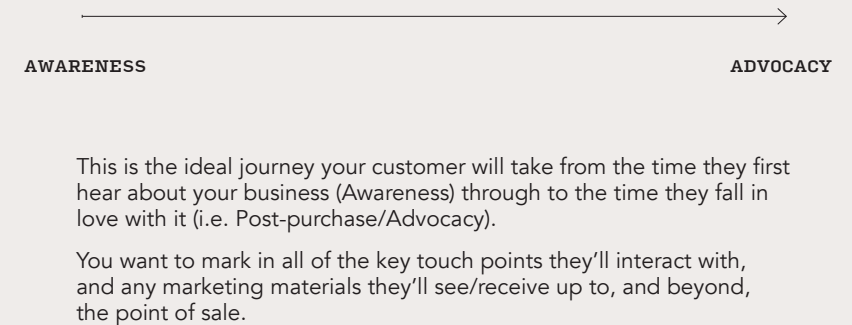
Spend some time considering any negative feelings you have about marketing. Acknowledging these is the first step in being able to use marketing to grow your business.

## Where are you leading people?

Remember E St Elmo Lewis, the man we discussed in chapter 2, who came up with the AIDA (Awareness or Attention, Interest, Desire, Action) framework? He understood that, regardless of what's being offered, a person needs to work through a journey in order to transact and form a relationship with a business.

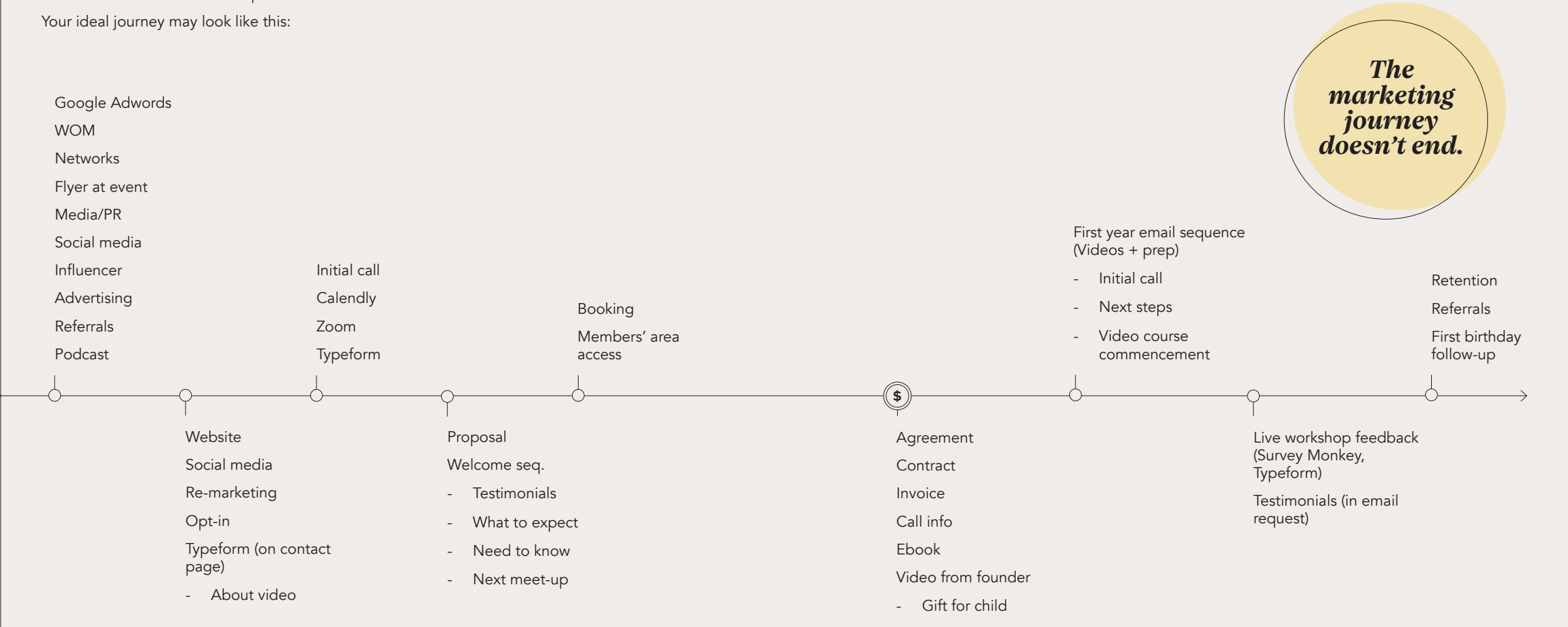
When it comes to working out what kind of marketing you need to scale your business, it's worth mapping out what an ideal customer journey looks like for your business.

The easiest, quickest way to do this is to get out a pen and paper and draw an arrow from left to right, like so.



For example, let's say you're an online parenting coach offering courses and education to new parents.

Your ideal journey may look like this:



The reason it's an arrow, and not just a straight line, is that the journey doesn't end. Your Post-purchase/Advocacy marketing (retaining clients/customers) is just as important as your Awareness marketing (gaining new clients/customers).

Spend some time mapping out your ideal customer journey.

If you're already in business, review the marketing you're doing at each stage in this journey. Where are people dropping off from a lack of information, quality experience or perceived value? Where is your marketing not working?

If you're yet to launch your small biz, consider the touchpoints you'll want your audience to move through before, and after, they transact with you.

You may choose to have multiple customer journeys according to the various products/services your biz offers.

While this exercise does not negate the need for a full marketing strategy, it will help you consider how you're asking people to know, like and trust you, as well as enabling you to remove any marketing you're doing that has no real impact on your ideal customer journey.

# Choosing your channels

Now that you're aware of the journey you want your customers to take, you can begin to look at the best channels to cultivate connection. Given there are literally thousands of options here, and constantly evolving platform choices, one way to consider your channels is to work through the Five Ws again.

Don't be fooled into only considering digital marketing channels. One of the best ways to connect with your audience and cultivate a community is to meet them in real life, whether that's via an event, trade show, a physical space such as a pop-up store or even one-on-one meet-ups. Failing that, video conferencing or going 'Live' on social media can be a great way for your audience to see more of the human element (aka YOU) behind your business.

Still need help?

On the opposite page is an example of some of the best marketing channels at each stage in the Buyer Cycle.

## WHO?

Who am I trying to target? Who is their circle of influence? For example, media/influencers/friends/news channels?

## WHAT?

What content will they connect with? What mediums do they prefer? Audio on-the-go, blogs, emails, videos?

## WHEN?

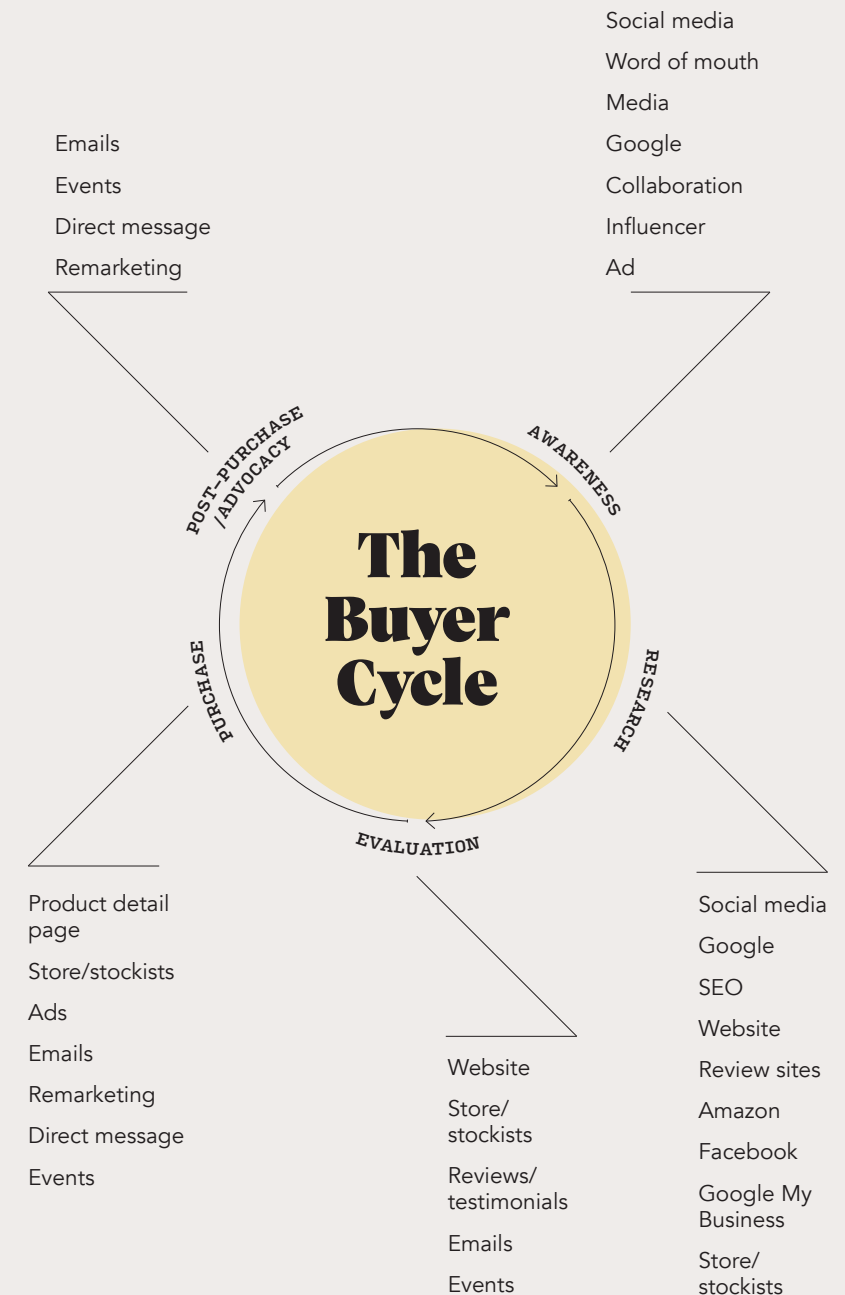
When do they most need this? For the last few years I have sent a Sunday night email to thousands of small biz owners, who are busy during the week but have enough downtime on Sunday to read, digest and action the insights I share. When does your audience have the time to connect with your brand? For example, buyers at a trade show will come with high intentions to discover new brands and chat with business owners. When will your audience convert? For example, in my one-on-one coaching, 90 per cent of the time the conversion happens over the phone.

## WHERE?

Where are they most likely to connect? For example, would busy parents prefer a podcast or an early morning event (possibly not the latter if they're rushing to get kids to school)? Where do they hang out? Where is their circle of influence? Where are they seeking what you offer?

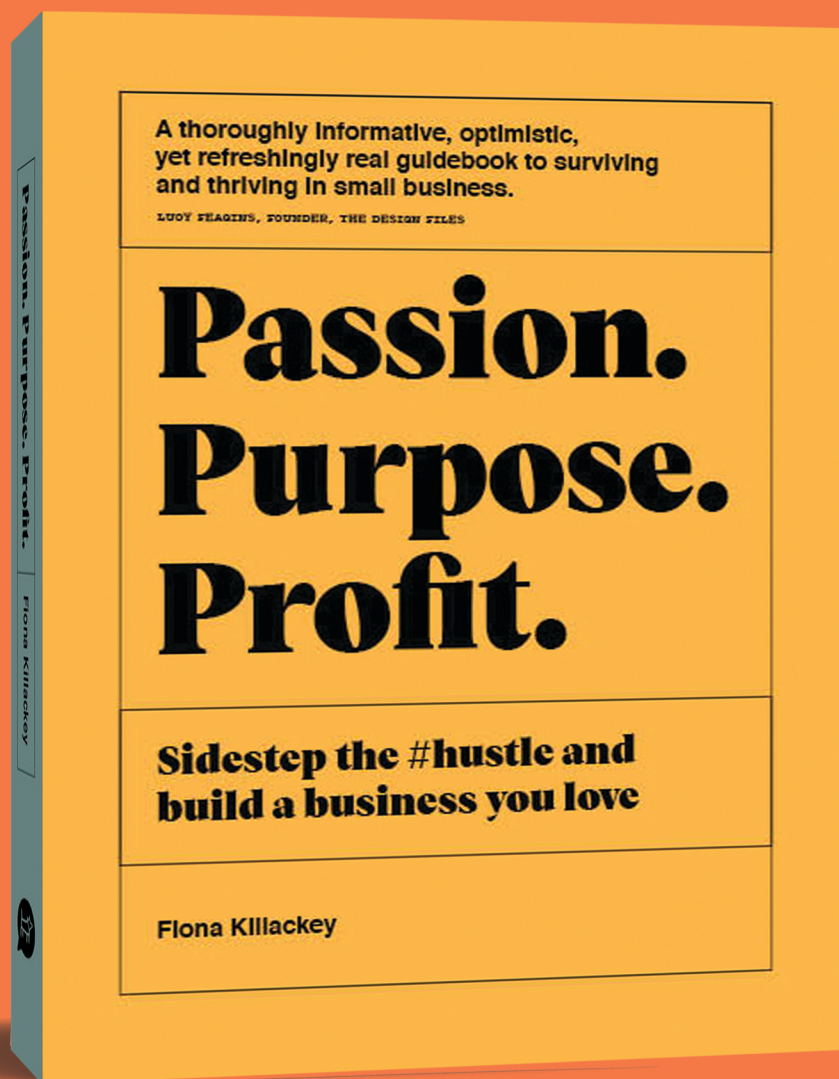
## WHY?

Why will this marketing channel help them move through the Buyer Cycle? For example, does it have direct links (Pinterest/LinkedIn) so they can click to buy? Do they need to meet you (i.e. at events) in order to commit?



***Passion. Purpose. Profit*** by Fiona Killackey  
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*Hardie Grant*

B O O K S