



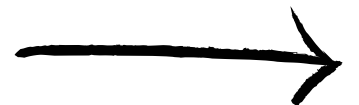
**Mirjam van Vliet** (Marketer & Copywriter)

I Help Positive Impact Entrepreneurs To Be **Seen** And Become Financially **Resilient**  
Through **Marketing** That Feels **Good**.

# 6 marketing tips

that pay off immediately.

[mirjamchristinehope.com](http://mirjamchristinehope.com)



**These are so simple you might roll your eyes**

# 1. Personalise

Personalisation is key.

Here you want to:

- Offer an **experience** that's tailor-made.
- Based on what you know to be **true** about your customers.
- Be **genuine**.

Try this...

# Examples

Send a handwritten note to thank an existing customer for the work you've done together.

Put a little surprise in the parcel of someone who ordered for the first time.

## 2. Be visible

Avoid trying to be everywhere and rather prioritise:

- **Finding out** where your customer hangs out.
- Be **visible** there.
- With a **specific & clearly** formulated solution.

### 3. Provide options

Replace your head-on request with **options.**

Add  to your Yes & No options:

- Maybe
- Not this but that \_\_\_\_\_

## 4. Be careful

So simple yet so true.

- Be very careful to test before you throw all your money at something.
- Always run your business assuming something might go very wrong.

**Try this...**

# Examples

Gain real insight in the problems your customers experience & how you are solving it.

Run fail-safe low impact tests to measure.

Pilot new products with existing customers first.

## 5. Ask for referrals

The quickest route to selling to **more** humans in **less** time.

You can do this anywhere:

- In person
- In email
- On social media

...anywhere there are humans



## 6. Call To Action

What do you want your prospect to do?

- Plan a call?
- DM you?
- Reply to an email?

**Ask** them in everything you do.

And be clear on **who** should do it.