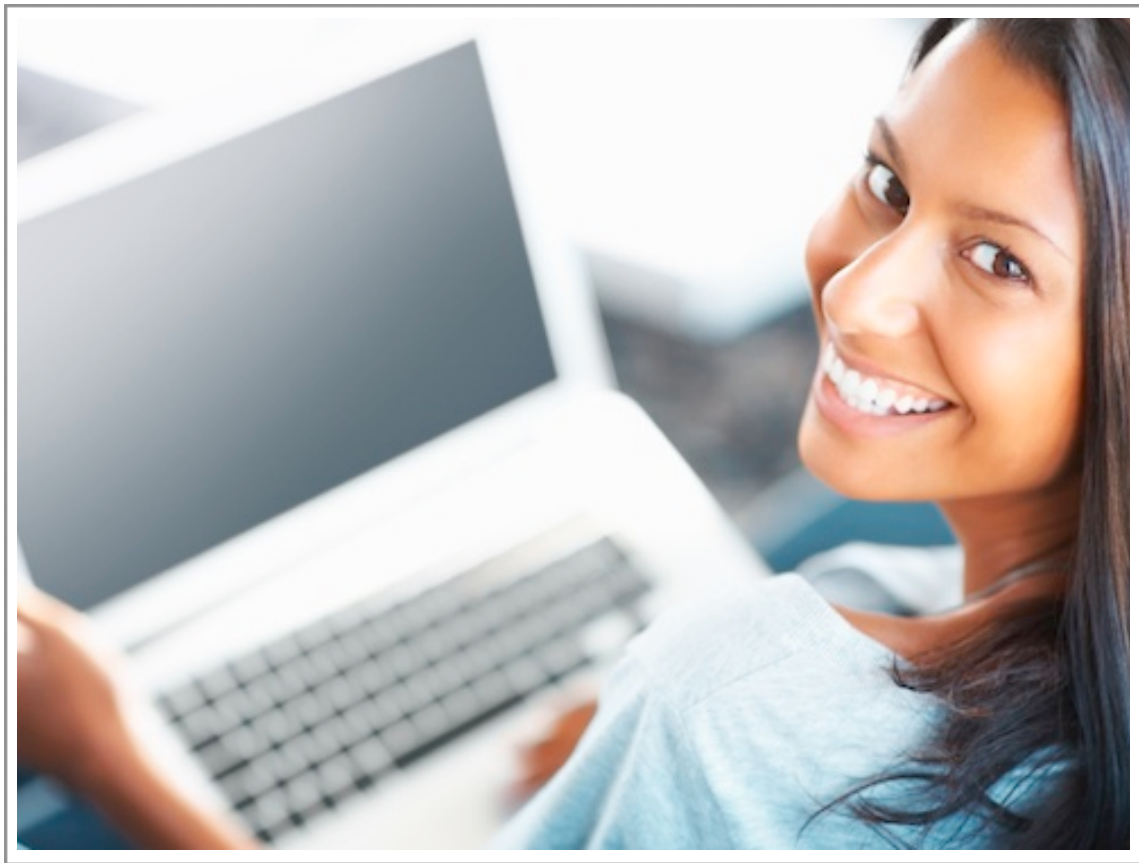


# How to use attraction marketing to build your online presence

*A special report for nonprofit consultants by  
Pamela Grow*



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# Introduction

Have you ever imagined being able to send out an email and have sales, consulting offers, speaking engagements and opportunities literally flood your inbox *every day of the week*? Read on to learn the possibilities of attraction marketing.

People are always surprised when I tell them that, technically speaking, I've only been consulting for a few short years!

Over the years I had taken on small consulting gigs, all the while working traditional nonprofit jobs. I was married then and my children were young. My top priority was being home with them. So, while my work in nonprofit was vital to my very soul, my husband and I led a comfortable lifestyle and I didn't need a big salary.

All that changed after my divorce. In 2008 I was working in a full-time development position for a mid-sized nonprofit organization. I was battling psoriatic arthritis and other health issues in those days and most days found me making it into the office by 9:00, working eight hours, and coming home - only to go directly to bed. What a "life," huh? Then came the day when I couldn't do it anymore and was placed on extended medical leave...*and eventually laid off.*

I had no choice but to reinvent myself and figure out some way that I could earn my living from home. At that point in my life, **it was sink or swim!**

**Just like you, I had no idea where to begin.**

The books and gurus always tell you about the value of networking, joining associations and even cold-calling. But there were days and even weeks where I

was completely bedridden. Making my way into the city regularly was not an option. And I don't know about you, but cold-calling was never my style.

So I decided to start out by sharing lessons that I'd learned in 15+ years working in nonprofit, both as a communications officer for a large grant-making foundation, and as development director to a number of small nonprofit organizations. I created my first website, [PamelasGrantwritingBlog.com](http://PamelasGrantwritingBlog.com) and simultaneously started *The Grow Report*, a free weekly email newsletter.

Here's where it gets exciting... Fast forward just a few short months. I had been in talks with the CEO for a national nonprofit organization and all signs were pointing to a long-term contract.

### **My first big gig!**

We were scheduled to meet for lunch at a nearby restaurant and I don't need to tell you that I was nervous. I had a family to support and a *lot was riding on this retainer*

Imagine my surprise when, after the server had taken our order, my prospective client reached into her briefcase and pulled out an-inch-thick folder, **stuffed with my newsletters!** You see, she was a subscriber to *The Grow Report*. And each and every copy was highlighted and scribbled on.



**My newsletter had already made \*the sale\* - and I didn't have to!**

That was an eye-opening lesson into the world of “attraction marketing” for me!

Now not a day goes by when my in-box isn't filled to the brim with sales, invitations to speak, and consulting opportunities.

### **It's like magic!**

Have you ever imagined clients or income opportunities *falling into your lap*? When you learn the secrets of how to apply attraction marketing to your practice that's exactly what happens!



## Your web site

You probably think that your first step is your website - and you'd be wrong (*but we'll get to that later*). Do you think of a website as this big complex thing that will cost you thousands of dollars? I was fortunate when I started out in that I'd had some coding experience and created websites for a number of nonprofits I'd worked with. "*How hard can putting up my own site be?*" I asked myself.

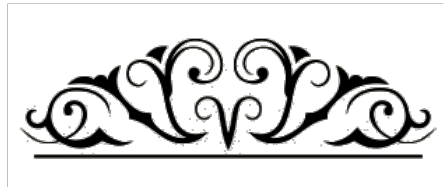
Wrong. Like any skill set, if you don't use it, you lose it. It had been so many years since I had created websites that I'd forgotten most of what I knew.

So I began fishing around for an alternative to html and stumbled across WordPress, a CMS (content management system) that seemed to be my best bet. WordPress is your solution too!

Keep in mind that having a WordPress-hosted site is just about the worst thing you can do if you're looking to create a real business. A free site is fine if all you

intend to do is a little blogging, **but if you're serious about your business, you won't want your site hosted at WordPress.com.** Web hosting is very inexpensive (I pay \$7.99 a month for five websites) and a good host, like HostGator, will walk you through every step of getting your website up and running.

If you're even moderately technically-inclined, putting up a WordPress website will be a piece of cake for you.



## What do you want?

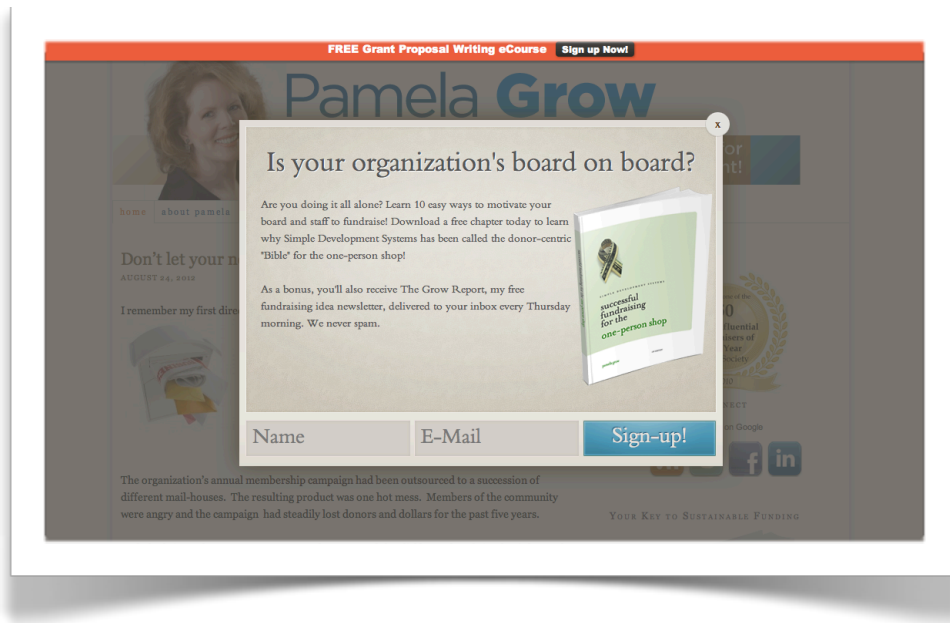
Every day I talk with consultants who want to create an online presence, but have no idea where to start. I always ask what their goal is:

- more consulting clients?
- lucrative speaking engagements?
- a book contract?
- to create their own coaching program?
- affiliate marketing?
- all of the above?

Because, you see, you don't even want to get started creating your first website until **you've got an idea what you want people to do.** In short,

WHAT'S YOUR MWR?

MWR quite simply stands for “**most wanted response.**” Take a look at my



site and see if you can guess my MWR?

It's pretty clear. **I want your email address.** Why? Well, I've got a little mantra...

## It's in the list!

(Sing it to the tune of "It's in His Kiss" :) Why's that? It's a fact that my simple little email newsletter, *The Grow Report*, has been the **primary driving force** behind thousands of dollars in product, affiliate and webinar sales, relationships with internationally known fundraisers, and client and speaking engagements.

**In short, my newsletter is a marketing magnet!**

For women in particular, marketing our services can seem like we're pushing or chasing clients. And, I don't know about you, but I'm just not the pushy sort. I

tend to be naturally resistant to a lot of sales and marketing tactics. That's why using **an attraction-based marketing system** really appealed to me.

I created my website and my email newsletter simultaneously. Getting started was easy for me from a technical standpoint, but not exactly encouraging. In fact,



when *The Grow Report* first launched, I had less than ten subscribers! And **one of them was my cat, Ned**, one was my mother, and one was my best friend back in Michigan.

As I struggled with health issues it was a crazy time in my life and, week after week, as I continued to publish, there were times when I wondered what in the heck I was doing.

Yet, slowly and surely word about my newsletter got out.

*“Your newsletter usually **produces one “aha” per issue** it is why I take the time to read it, most others i just scan.”*

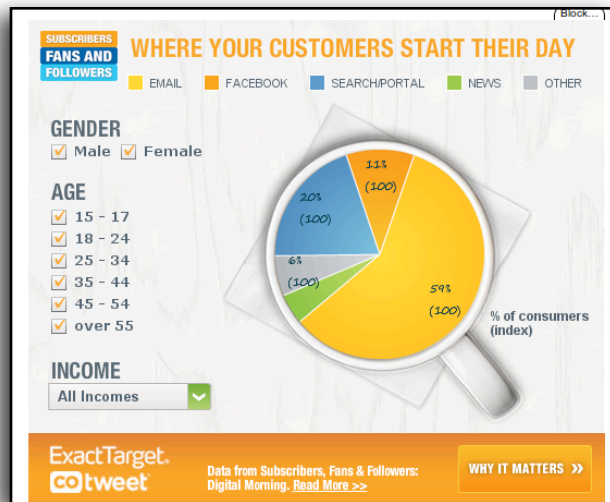
*“I really enjoy your emails each week – **you’re one that I never skip over!** Thanks for providing such great info, all the time!”*

*“Warm, personal, real...love that you do the legwork to read the blogs and pass along the best. I’m not really in a “small shop” but since I train our 900 campus staff to do fund development the different approaches and ways to communicate the basic stuff in a new way is really helpful.”*

Not only that, but sales of a book I had written a few years earlier began to flood my inbox. Prospective clients were contacting me. I was being asked to present webinars.



In fact, I believe that the foundation of my own success is email - **and it can be yours too, if you know how.**



Look at the numbers. According to the *Pew Internet & American Life Project*, a full **92 percent of adults** polled are sending and receiving email, with 61 percent doing so on a typical day. Where does that leave social networking sites? Pew notes that 65% of adult internet users now say they use a social networking site like MySpace, Twitter, Facebook or LinkedIn.

### Clearly email is the “social” tool of choice for most.

Email is the best way today to build relationships. There are rules though. First off, attraction-based marketing is permission-based only. What does this mean?

- You don't \*add\* people in to your email list - that's called SPAM (*I don't even like to add people who have specifically handed me their card and asked me to add them.*)
- You never use LinkedIn to email your contacts.
- Frequency outpolls length of content. When I started *The Grow Report*, I made a commitment to publish weekly. You might choose to publish less often but if you're seriously trying to grow a business, I wouldn't recommend less than every other week at a bare minimum.
- What's the most important word in your enewsletter? Simple. The word **you**. Remember **it's all about your reader**.

If you're looking for more information on how to take your nonprofit career to the next level, you'll want to keep an eye out for my first course, ***Building Your Online Presence***.



- Don't be concerned about spending money for graphics. **Your content rules** (*and you'll find that the top marketers use straight text-based emails*).
- You'll need a domain email address to register with your email marketing service provider. No [name@gmail.com](mailto:name@gmail.com) or [name@aol.com](mailto:name@aol.com). You can and will get your email account shut down. Contact your domain hosting company and set up an email address (or several).
- **Start building your list now**, before you've even got your first issue ready.

When you're selecting an email marketing service provider, check out your options. Free doesn't mean best. And don't make the mistake of selecting Constant Contact. Aside from the fact that they're one of the most expensive providers out there, CC gives you **one sign-up form for your entire account**. One sign-up form. When you're building multiple streams of income, having only one sign-up form is extremely limiting.

## THE WHO IS MORE IMPORTANT THAN THE WHAT

One of the most important reasons for my own success was narrowing down, early on, who I was writing *for*. Who is *your* ideal client? If you can, you want to really narrow this down. Trust me, figuring out your effortless client now will save you countless headaches in the future.

- Who makes up your current clientele?
- **Who gives you the most money** - or has the most money to spend?

When I envisioned *The Grow Report*, I saw it as a resource for a truly time-strapped nonprofit development director or executive director. Someone who, in the course of 20 or 30 hours a week was responsible for an organization's website, grant proposal writing, database maintenance, event planning, annual appeal and then some. I knew her well because years earlier **I had been her!**

You may have to dig deep for this. Reflect upon your own strengths. What do people consistently ask you about? Where is your expertise?

Drill it down and arrive at your ideal client:

- Male or female
- Age range
- What profession are they in
- What geographic location do they live in
- Income/revenues
- Single/married
- Pains, goals, agenda, costs - and what is your solution
- Children
- Pets
- Hobbies

Spend your time on this aspect. Knowing your own \*target market\* will be your guiding force going forward.



# Time to get started!

So tell me. Are you ready to create your online presence?

You've probably still got a lot of questions. I haven't even touched on the intricacies of social media (*Twitter was a goofy mystery to me when I started out...now I've got over 10,000 followers*), getting your blog or site known, networking, list-building, affiliate marketing, product creation or countless other subjects. Building an online presence is exciting and lucrative. The Internet is like the Wild Wild West - yet there are some rules that **you don't want to break**. In the end, you'll be wise to remember that your greatest success will come **when you stay true to yourself**.

*Always be a first-rate version of yourself, instead of a second-rate version of somebody else.*

Judy Garland

I've seen other consultants trying to copy my "formula." It doesn't work that way. You see, I didn't copy anyone when I created *The Grow Report*. It evolved from my heart. Learn some marketing basics and you'll begin to see your own approach unfold.

**The world is waiting to hear from you!**

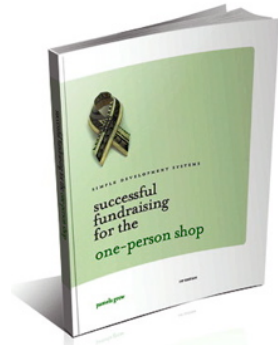
Drop me a line at [pamelagrow@simpledevelopmentsystems.com](mailto:pamelagrow@simpledevelopmentsystems.com) and let me know your challenges and how I can help.

A handwritten signature in black ink that reads "Pamela Grow". The script is fluid and cursive, with the first letter of each name being capitalized and prominent.

# About Pamela

Pamela Grow is quickly becoming the go-to-resource for small shop fundraisers everywhere.

She's the author of **Five Days to Foundation Grants**, the Internet's first grant proposal writing ebook, the creator of **Simple Development Systems**, and publisher of **The Grow Report**, the only newsletter created for the overwhelmed fundraiser in the one-person marketing and development department. Pam recently partnered with **Movie Mondays** Founder Chris Davenport & Fundraising Coach Marc Pitman to create the innovative online program **100 Donors in 90 Days** with acclaimed international fundraisers, including Ken Burnett, Tom Ahern, Andrea Kihlstedt and Gail Perry.



Pamela was named one of the **50 Most Influential Fundraisers** by *Civil Society* magazine, and one of the **Top 30 Most Effective Fundraising Consultants by the Michael Chatman Giving Show**. She's been featured by the **Chronicle of Philanthropy** and the **Foundation Center** and is the founder of **#smNPchat** on Twitter – the only Twitter chat geared specifically to the small nonprofit development shop, and the **bitty award** for excellence in direct mail small shop fundraising. Pamela co-hosts *Small Shop* a regular column of **Fundraising Success Magazine**. She is a regular contributor to **SOFII**, the showcase of fundraising innovation and inspiration, and **Charity Channel**. Pamela has presented at the annual **Nonprofit Technology Conference**, the **New Jersey Association for Grant Professionals**, and **Network for Good's 911** webinars. She hosts regular grant-training webinars with **CharityHowTo**.



**And yet, just a few short years ago Pam was new to the online world** and pondering, as she puts it “*where the heck do I start?!*” Now she's launched **ConsultantsBlueprint.com** to teach nonprofit consultants and grantwriters how to establish their own online presence, create multiple streams of income and generate the life of their dreams.