

design to sell

Ideas for taking control of your advertising and marketing

Tips for platform building success

A platform makes you the always-visible, obvious-expert in your field

A **platform** is a *marketing process* based on frequent messages, low cost distribution, and control. Platforms help you consistently and efficiently keep in touch so you constantly attract new business and pre-sell prospects on your competence.

Planning tips

Success begins with planning; creating a rational foundation for all that follows.

1. Make your plans visual

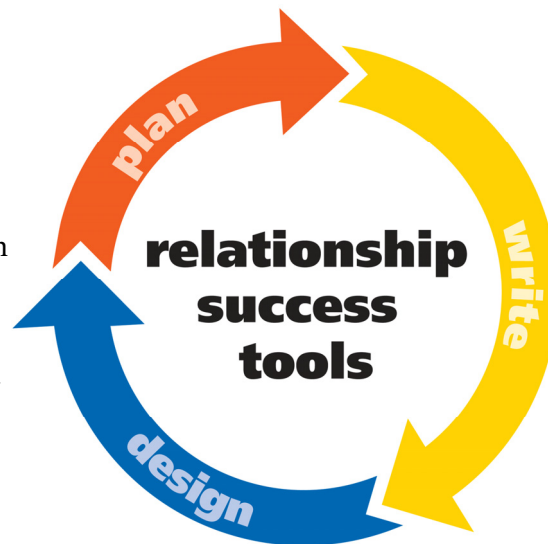
Your plan must communicate both details and an overall view showing how each part relates to the whole. Details get lost in spreadsheets. Mind mapping software programs like [Mindjet](#) help you display your plan from a variety of perspectives.

2. Prepare quarterly plans

Each page should display three-months of marketing activities. Monthly plans are too short to provide context, yearly plans sacrifice detail and are hard to read.

3. Track your success

Leave space on your marketing plans to track the results of each marketing tool. Measure success in terms of total sales,



Relationship marketing success is based on planning, writing, and design. These tools can be mastered by anyone, at any point in life.

new prospects, referrals, or any other consistent measure.

4. Begin with the possible

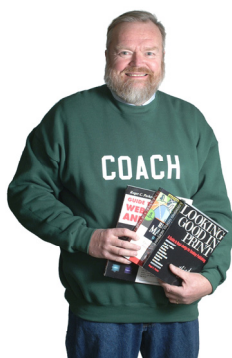
Avoid biting off more than you can chew. Start with a few, easily-mastered, marketing tools, and only add new ones after you've mastered your original choices.

Writing tips

Content forms the essence of continued success. Lasting relationships require an on-going stream of helpful information.

5. Begin with a numbered list

Start with headlines containing numbers, i.e., *6 Keys to Personal Growth*. Then, iden-



Roger C. Parker has been helping firms and individuals profit from design since 1985

Avoid
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as a new
creative
endeavor

tify the individual points. After you have entered the main ideas, all that remains is to briefly describe each idea.

6. Stress the relevance

Begin and end by stressing the relevance of your topic to your market. Begin every project by stressing how your ideas will help your readers *attain goals* or *avoid problems*. End by summarizing the benefits of the information you have shared.

7. Keep it short

Conciseness is the essence of successful writing. Aim for short words, short sentences, and short paragraphs. After completing your first draft, go back and replace long words with short words, and break long sentences into 2, or more, shorter sentences.

8. Recycle and reuse

Think in terms of *nuggets of information* that you can reuse for other marketing projects. For example, if you create a newsletter with 3 main points, consider recycling them as 3 separate blog postings. You can also expand your newsletter into a chapter of an e-book or special report.

Design tips

Design is necessary to attract attention, differentiate your messages from those of your competition, and to make your words as easy to read as possible.

9. Design once, produce often

Avoid starting each project from scratch. Instead, base each project on a template that defines formatting choices like type-face, type sizes, colors, and the location of text and graphic elements.

10. Communicate at a glance

Look for opportunities to make words easily understood and memorable by using graphics, such as the *Relationship Building Tools* graphic on the previous page. Options include charts, graphs, photographs, and tables.

11. Design for all media

Avoid assuming that messages will either be read online or printed. Explore formats that are equally effective read online, sent as e-mail attachments, downloaded and printed, or printed for mailing and handing-out in person.

12. Leave time for revision

Always leave a day, or so, between the time you finish a project and the time you distribute it. Revision involves more than just checking for typographical errors and missing words. Put your project aside after you finish it, and take a fresh look at it the next day.

Invest in the right skills

An efficient marketing program involves more than investing money in outside copywriting and design, or pay-per-click advertising to attract website traffic .

Only a small percentage of today's visitors to your website are ready to buy. I can help you create a platform to *keep in touch* with prospects until they're ready to buy.

Let me show you how to *plan, write, and design* your way to success. I've been successfully helping others do this since 1985.

[E-mail me](#) or call me at 603-742-9673, for more information. *Imagine the potential!*



Get over 400 writing
and content ideas in
my [Content Catalyst](#)

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1. **Identify** the right type of book to build your brand
2. **Choose** a compelling title
3. **Prepare** a table of contents
4. **Select** the right publishing opinion
5. **Set-up** a blog and online presence
6. **Write** a compelling book proposal
7. **Master** the skills needed to write your book as quickly as possible
8. **Leverage** existing content and resources
9. **Prepare** a book marketing plan
10. **Create a marketing funnel** to convert readers into profits

Programs tailored to your needs

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- **Short-term, task-based “help” calls** focused on copy and design issues, including setting goals, making decisions, mastering specific skills, preparing white papers and incentives, and website productivity. Get quick, competent assistance.

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