

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson
author, *Guerrilla Marketing*

Vol 6, #4

Roger C. Parker's **Guerrilla Marketing & Design**

What's your platform?

Platforms are as important as your ability to do your job and satisfy your clients

Platforms put you in control of getting your message out on time

Quality is no longer enough to guarantee success. Today, competence is assumed and there is competition everywhere. To control your destiny, you need a platform.

Platform refers to a process based on a unique message and a way of consistently communicating with your market.

Examples

There are several types of platforms: articles, blogs, columns, books, interviews, newsletters, podcasts, postcards, speaking, teleseminars, and websites.

The crucial issue is not *which type* of platform you use, but whether or not you *have* a unique message and that you *consistently* enhance and promote it.

Advantages

Platforms offer you:

- A *position* that visibly differentiates you from your competition.

- An independent "stage" to present from, a way of packaging your expertise in a unique and easily recognizable format.

- *Market education*. Platforms help you communicate your point of view in a way that creates a "halo of trust" surrounding all your products and services.

- *Freedom*. You control your destiny, free from dependence or interference.

- *Self-improvement*. Platforms encourage you to refine your ideas and your ability to express them.

- *Networking*. Your platform will expand and reinforce a growing referral network.

Prerequisites

Successful platforms require:

- *Commitment*. You must *invest in yourself* by mastering the resources needed to create and distribute your message.

- *Consistency*. Your platform must be constantly visible. You never know when prospects will be ready to buy.

- *Efficiency*. To achieve constant visibility, your platform must be inexpensive and easy to update with new information.

Your comments on my newsletter resulted in huge improvements in readability, flow, and communication. Your insights into marketing and publishing are golden.

Mark Eckenrode

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*Start by
analyzing
your current
communication
options*

Steps to success

1. Choose your message.
2. Create a way to distribute it.
3. Promote online with a website you can update by yourself.

1. Message

Your core message should describe your mission, or value proposition, (i.e., how you can help your market). Your goal is to become *personally associated* with the solution to a widespread problem your target market suffers from.

Your message should reflect your competence as well as your *values, style, and enthusiasm*.

Your message will help you identify the appropriate topics and information.

2. Distribution

An effective platform requires a source, or *nucleus*, that is recycled and expanded.

For many, the starting point is a monthly One-Page Newsletter. Each issue offers enough space to introduce and address just about any topic, educating your market and proving your competence. Later, you can expand each issue into:

- *Articles* and columns for publication and syndication, media interviews, etc.
- *Presentations*, audios, speeches, teleconferences, podcasts, training, workshops.
- *Online content and incentives* to attract search engine traffic, reward your

clients, and build your opt-in e-mail newsletter circulation list.

• *Books and e-books*. Books are the highest level of a platform. Writing a book becomes practical if prepare each issue of your newsletter so it can be later expanded into a chapter of a book.

3. Website

You must be able to update your website yourself, without waiting for—and paying—someone else to do the work.

Websites have to be continually updated. You need to provide new information on a consistent basis. Avoid fancy “art directed” websites; these are usually too inflexible to be easily and continuously updated.

Getting started

Start by analyzing your core competencies, your market, and your competition. Then, determine the best ways to communicate, and expand, it as consistently and efficiently as possible.

Progress typically proceeds best when you work with a mentor, or coach, who will guide you through the process and help you take a fresh look at yourself.

To learn more, call me at 603-742-9673 or e-mail me at rcpcom@aol.com.

Ask for my *Platform Creating Tip Sheet* with more information about creating a platform to educate your prospects and control your future.

Roger C. Parker blogs

www.rcpevents.info

www.rcpdesign.info

www.rcpnewsletters.info

www.rcpwebblog.info

www.rcpmarketing.info



Roger C. Parker
Profit Builder

- **\$32,000,000** author
- NY Times* recommended
- 35 books, 37 languages
- 1.6 million copies sold
- **Speaker, consultant**
 - **Design educator**
- **Training, workshops**
 - **Marketing coach**

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Watch your publishing success take shape on your computer monitor



If you're looking for an experienced writing and publishing coach who can guide you through the process of planning, writing, promoting, and profiting from a published book, you'll want to contact Roger C. Parker who offers a variety of computer-based learning programs to help you:

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

Options include:

- **Published & Profitable membership**, with access to over 400 pages of templates, worksheets, and recorded interviews. \$19.95 a month plus 1-time \$49.95 set-up
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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.

Contact roger@publishedandprofitable.com or call **603-742-9673** for details.