



Entice and Inspire

Your 2015 Marketing Plan for Success

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Housekeeping Notes:

Today's webinar is to help inspire you on how you will **INSPIRE AND ENTICE** clients for 2015.

To get the most out of this webinar please have a paper and pen on hand to record notes.

All participants will be muted, but questions, comments and suggestions are welcomed. I would like for this to be an interactive webinar.



True Confession:

"I have a love hate relationship with marketing."



What is Marketing?

According to the AMA (the American Marketing Association - not the American Medical Association):

*Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging** offerings that have **VALUE** for customers, clients, partners, and society at large.*

(Approved July 2013)

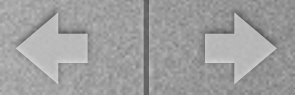


The Key for Successful Marketing is in the Value You
Provide



Tip #1:

Market to people who VALUE their health and well-being.



Where are These People?

- ★ In your community
- ★ Fitness centers
- ★ Wellness centers
- ★ Health food stores
- ★ School and church
- ★ Workplace
- ★ Running stores
- ★ Doctor's office
- ★ Hospital?



Your Turn:

- Who do I know that value's their health and well-being?
- What are their interest?
- What are their motivations?
- How do they like to communicate?
- What inspires them?



Share Time:

*Where else can find clients that
value health and wellness?*

Share your ideas in the comments



Tip 2:

Headlines Matter.

Make them catchy and to the point.



Headlines that Entice and Inspire

- ★ Cheat Your Way through the Holidays & Don't Gain a Pound
- ★ No Diet New Year
- ★ Clean and Lean Cooking...Simplified
- ★ No Mess Dinner for Busy Moms
- ★ Ditch the Scale, Drop the Weight



Your Turn

- What trendy words or phrases appeal to my target audience for 2015?
- What magazine headlines capture my attention?
- What peeks my interest to spend my \$\$?
- What do turns me off as a customer?



Share Time:

What Tag Lines Entice and Inspire You?

What tag lines might entice and inspire your target audience?

Share your ideas in the comments



Tip 3:

Teach, don't preach.



Teach, Don't Preach

Inspire action to work with you and spend money on your program by answering the
WHY?



What is the Why?

- ★ Why are “diets” bad for weight loss?
- ★ Why should I limit processed foods?
- ★ Why should I cook more at home?
- ★ Why should I grow a garden?
- ★ Why should I eat out less?
- ★ Why should I lose weight?
- ★ Why should I buy organic?
- ★ Why should I reduce my meat intake?
- ★ Why should I avoid sugar?



Whatever your message is remember to answer the WHY in your marketing efforts.



Your Turn

- What WHY are you going to be answering for 2015?
- Pick 1 WHY to focus on
- Avoid trying to answer all the WHY's in your New Year launch.
- Make one WHY your focus and go from there.



Share Time:

What question is your target audience asking?

How can you answer their WHY?

Share in comments



Tip 4:

Connection is key.



Your Connection Matter

- Personal interactions
- Facial expression (default look)
- Vocal tone
- Office appearance
- Newsletter
- Videos
- Social Media



Your Turn

What is my #1 way of connecting with my target audience?

How can I improve how I connect for 2015?

What is one thing I will implement for better client connection in 2015?



Share Time

What other effective ways can you or have you connected with your clients?

Share in comments



Webinar Special

- Get started with your e-newsletter! Offer good till Friday, December 12th
- Your first newsletter can go out by Friday, December 19th
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Thank you for attending!

Visit www.foodspiration.bigcartel.com for holiday cards and prints to inspire your clients!

Your feedback is greatly appreciated! Any comments or questions please send to info@customizednutritionnewsletters.com