

## Marketing – Building your Practice Resources

General:

<http://www.cluetrain.com>

*Thought provoking theses on marketing and doing business. “Markets are conversations – talk is cheap” is one of the main messages. The authors stress that the time of fake and glossy marketing is over as inside views into companies become increasingly easier due to internet communication. What they recommend instead, not only for marketing reasons but also to make the world a better place is to “speak in a human voice”. In short: be identifiable, customer-oriented and real.*

Locke, Christopher (2001). *Gonzo Marketing: Nur die Verrückten überleben*. München et al., Financial Times Deutschland

*A book by one of the authors of the cluetrain manifesto. “Gonzo Marketing” like “Gonzo Journalism” is about marketing by telling a compelling story. Price, Product, Placement, and Promotion (the 4 Ps of marketing) are getting less and less important, the relationship you have with your customers is getting more important.*

Barabasi, Albert Laszlo (2003). *Linked: How everything is connected to everything else and what it means for business, science and everyday life*. New York, Plume.

*A book on the science of networks – a very interesting read on how everything is connected and the implications of life in networks. It’s not really a marketing book but an eye-opener for those of use who still think that sending out 2000 flyers to the general public will get them approximately 2 people in their seminars and then think they need to send out 20000 to get 20.*

Building your practice:

<http://www.actionplan.com/>

*Robert Middleton’s website on how to market independent services. A very useful and practical plan on developing your practice. A bit too advice driven for my taste (you get e-mail messages every week or so that remind you to do this or that) but in general, I think this will work.*

<https://www196.sslldomain.com/coach-federation/ssl/marketingEssentials/order.asp?memberid=>

*The international coach federation’s book on marketing yourself as a coach. It is more geared toward a coaching practice and deals with circumstances in which you have to educate people on what coaching is before you actually can market it as a product. It is less fun and more traditional than Middleton but still very usable.*

Häusser, Julia (2003). *Marketing für Trainer: kein Profi(t) ohne Profil*. Bonn, Managerseminare *Sehr traditionelles deutsches Marketingbuch. Hebt vor allem darauf ab, dass man ein genaues Profil von sich entwickelt – aber wie soll man das machen, wenn man noch wenig Erfahrung hat. Woher soll man dann wissen, was einem Spaß macht und was man besonders gut kann?*

Useful resources for doing it:

<http://www.openbc.com>

*Business Network for professionals. You find everyone and everything there. A very valuable platform for making targeted business contacts.*

© Kirsten Dierolf, solutionsacademy

(Do use – if you reproduce, keep the copyright and let me know)