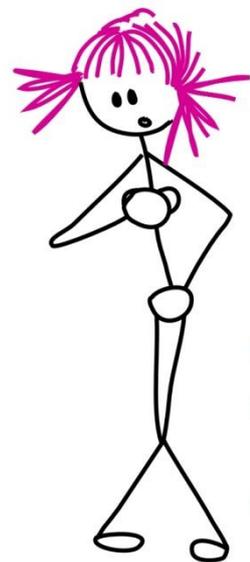


You Can Be
Unforgettable
Diamonds Are
Forever

18th September 2015
Llandudno, Wales



Naked Presenting

<p>Do One Thing Brilliantly</p>	<ul style="list-style-type: none"> 💡 What is it that you do better than you do anything else? 💡 What makes you distinctly different from similar businesses? 💡 If people remember just ONE thing about what you do, what do you want them to say?
<p>Ignore the Crowd</p>	<ul style="list-style-type: none"> 💡 What marketing do you do that you need to stop doing because it doesn't work? 💡 What is the exact opposite of all the marketing that your direct competition is doing right now? (do it) 💡 What idea for marketing have you rejected because no-one else is doing it? (do it now) 💡 Pick up the phone, write a letter, meet people. Get personal.
<p>Adore your Clients</p>	<ul style="list-style-type: none"> 💡 How can you let you customers know how much they matter to you – can you hold a free event, reward them with something, send them a gift? 💡 How can you create a personal touch with your customers, so they feel that you care about them as an individual, rather than just another number or name on a list?
<p>Marmite is Memorable</p>	<ul style="list-style-type: none"> 💡 Ask your friends and family – what do they most love about you? Are you kind, quirky, honest... or ? How can you bring that element of your personality into your business or branding? 💡 Don't try and be all things to everyone: be ONE thing to someone.
<p>Original Not Ordinary</p>	<ul style="list-style-type: none"> 💡 Get a blank piece of paper and recall things that have made you go WOW! How can you do more of that in your business so that your customers and clients go WOW? 💡 What can you give strangers to make them remember you?
<p>Not About You</p>	<ul style="list-style-type: none"> 💡 Read your website homepage and your LinkedIn summary. Circle the personal pronouns and check the ratio of "I/ Me/ Mine/ We" statements to the "You, Your" statements. It should be all about the reader, not about your company. Check out my LinkedIn profile or website for ideas. 💡 Reword your website so that the person reading it thinks "they are talking about me!"
<p>Dazzle Them</p>	<ul style="list-style-type: none"> 💡 What standards are you going to achieve or exceed when dealing with your clients? How quickly will you respond to inquiries, emails, phone calls and 💡 How can you create a fabulous answerphone message?
<p>Sell Stories Not Sausages</p>	<ul style="list-style-type: none"> 💡 Write the story you want to create for your clients, including every single point of contact (or touch) during and after the sales process. Create magic, create wonder, create an adventure. 💡 Keep records of the stories you create and use them when you are marketing your business – networking, on your website etc.