

**2011 ASTD International Conference & Exposition
Orlando, Florida, USA**

Session TU307



10 Tips to Market Yourself and Your Business

Presented by:

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C. Michael Ferraro



Michael founded TRAINING SOLUTIONS, Inc. in 1995 after spending many years in the retail business. With currently over 34 years of business management and HR/training experience, Michael and his team offer a variety of skills and expertise to clients. The company offers both training products and services. Products include assessments, videos and online training program. Services include classroom training, executive coaching and workforce consulting services.

Michael is a highly respected speaker and presenter on the Workforce Investment Act and related publicly-funded workforce funding programs. He served as Vice-Chairman of his local Workforce Board and served on Former Virginia Governor Warner's State Workforce Council. He has spoken at numerous workforce events and provides consulting services to companies looking to navigate and access public workforce training dollars available.

Michael is the advisor to the American Society for Training and Development on public policy issues. He has served on many business, community and governmental boards and commissions and currently sits on the:

Chairman, Board of Directors, BITE ME cancer Foundation
TechPAC Board for the Northern Virginia Technology Council
Board of Directors of Greater Reston Chamber of Commerce
Board of Directors of Goodwill of Greater Washington
2008-2009 ASTD International Conference Program Planning Team
Michael was the founding Co-Chairman of the HR Leadership Awards of the Greater Washington Area
Member of the Leadership Fairfax Class of 1998.

He is a former member of:

The Board and Executive Committee of the Virginia State Workforce Council
The Board of Directors of the Fairfax County Chamber of Commerce
The Board of Trustees of the Northern Virginia Technology Council Foundation
The Northern Virginia Business Roundtable
The Board of the DC Metro Tech Job Training Project (Chairman)
The Board of Directors of Celebrate Fairfax, Inc.
The Board of Directors of the Northern Virginia Regional Partnership
The Board of Directors of the Northern Virginia Technology Council
The Workforce Investment Board of Northern Virginia (Vice-Chairman)
Community Advisory Board of the Superintendent for Fairfax County Public Schools
The Board of Directors of Leadership Fairfax, Inc.
Board of Visitors of Marymount University

10 Tips for Marketing Your Business 2010-2011 ASTD International Conference.

#10-Public Speaking

- Church group
- Toastmasters
- Guest speaker at community college/high school class – student or teacher in-services
- Rotary / Lions / Kiwanis
- Speak at local library
- Work on skills
- Train the trainer
- Govt institutions
- Career counseling
- Judges, Lawyers, Ministries (outside U.S., tip offered by woman from Rome)
- Trade association conferences
- Get certified to deliver accredited training (e.g., to CPA's)
- Youtube/online blogs/podcasts
- Expert on local tv/radio
- Conferences-ASTD, SHRM, local chapters
- Chambers of commerce,
- Industry groups
- Not for profits
- Community leadership programs
- Public training seminars
- Toastmasters
- Local universities
- Public schools - career day Lunch and learns
- Community event churches
- Government groups
- Library-open public event Your organization

#9 - Be an author

- White papers (author or co-author)
- Social networks
- Write book or chapter in book
- Book review (ex. Amazon.com)
- Interview people in the community
- S.O.S. – Share Our Success
- Blog – write one and/or write on other people's blogs
- Alumni magazine articles
- Press releases
- Experience reports
- User tips/common mistakes

- Article in major publications
- Industry newspaper, newsletters
- Blogs
- Press release
- Self publish kindle book
- Speech writer
- Book reviews
- Manuals
- Comments on blogs
- White papers
- YouTube
- Info line

8 Use Traditional Marketing

- TV / Cable TV
- Radio
- Car decals/door hangers
- Marketing Kits
- Focus groups
- Free trials
- Invite people to public seminars
- Coupon / Groupon
- Buy X, Get Y Free
- “Frequent Training” Program (like frequent flyer)
- Teaser / Pique Curiosity
- Networking
- Business cards
- Corporate sponsorships (e.g., table at fundraiser)
- Give aways / raffles
- Parade – sponsor float
- Table advertising
- Website
- Referrals
- Phone – call regularly and nurture/maintain relationship
- Advertise in trade magazines, newspapers
- Mailing, postcards and flyers Invite high level executives to a high level briefing
- Banner ads-links on websites
- Billboards
- Groupons
- Holiday cards
- Small business coupons
- Radio Booster clubs
- PSAs

- Coupon books
- Cold calling
- @Networking, switch cards
- Trinkets
- Alumni magazines
- Church bulletins
- Traditional bulletins

7 Use New Media

- Company website
- LinkedIn, Twitter, Facebook
- E-Newsletter - announcements, connections
- Blogs
- YouTube videos / examples or testimonials (link back to your website)
- RSS Feeds
- Linking to your contributions to companies
- ASTD Chapter-related speakers' bureau or consultant listing
- Make sure website is prominent in marketing materials
- Search engine optimization
- Google ad words
- Create smart phone apps
- Join key discussions on LinkedIn (and elsewhere as appropriate)
- Text message to groups (different from Twitter)
- Give freebies
- Second Life / World of Warcraft
- Company Web Site
- Facebook Fan Pages
- Twila
- Fast pitch
- Sself growth.com
- Exchange links
- Online industry forums
- Membership sites
- Slideshare
- SMS @CS Website

6 Who Are Your Customers?

- Selling products?
- Providing/selling services?
- Particular industry specialty?
- Partner with government
- Provide content on area of expertise to educational community

- Non-profits (pro-bono or reduced rate work)
- Other subcontractors
- People/companies/organizations in trouble with training initiatives (rescue them)
- Companies looking to build financial acumen
- HR and Training Professionals
- Previous clients' new employers
- Govt./University community
- Bookkeepers
- Students and their parents
- Oil & Gas, Healthcare
- Nuclear energy
- Become an expert in an industry
- Products Services Industry specialty
- Government
- Education
- Agriculture
- Training directors

5 Community Involvement

- Chambers of Commerce
- Industry associations
- Professional associations
- Community leadership programs
- Serve on non-profit boards
- Public workforce agencies (partner with them)
- HR Leadership Awards (ex. of Greater Washington)
- Local governments, townships
- Parks & Recreation
- School boards, public and private
- Volunteer admin community
- Religious institutions
- ASTD Chapter Speaker's Bureau
- Hospitals
- Fraternal Societies / Sororities
- Local alumni chapters
- University advisory boards
- Environmental events
- Teach course
- Business Expos/Health fairs
- Run for office
- Chambers of commerce

- Industry associations
- Professional associations
- @Community leadership programs
- Not for profit boards and committees
- Public workforce system - sideway networking
- Political action committees, retreats, focus groups
- HR groups
- Citizen Diplomacy Groups
- Start your own groups
- MBA programs
- Schools Boards
- Churches
- Legislative Arms (Committees) PTA
- K-12 Alumni
- Recreational coaching

4 Be Available for Interviews

- Become recognized expert
- Radio / TV appearances
- Newspaper stories/articles (ex. Training magazine)
- Network within area/topic arena to get name out
- Internet radio
- Panel discussions
- Local school student projects
- HARO – Help a Reporter Out
- YouTube - recorded interview
- @Be available and an expert
- Radio, TV, special guest
- Executive panel for interviewing
- Reporter connection
- NBC affiliate
- Website-media page (for media contact)
- HARO-help a reporter out
- Books
- Radio shows-podcasting
- Offer to interview someone else and record it for product

3 Networking

- Right people
- Right places
- Practice and have great elevator speech
- Build relationships

- Build trust before business
- Business cards
- Identify your stakeholders/deliberately target them
- Other consultants
- Local chapters – ASTD, SHRM, NSA
- MeetUp.com
- Take classes
- Professors
- Old network (from previous jobs, schools, projects, etc.)
- Alumni associations
- Find the right people to network with
- Network in the right places
- Practice and have a great elevator speech
- 15secondpitch.com
- Build trust before business
- Unemployment group
- Conferences
- Build your own your community
- BNI
- Fast pitch
- Talk to strangers
- Parents at school

2 Build a Team

- Partner and work with complementary consultants
- Spread your reach outside your current network
- Referrals and rewards
- People outside your area of expertise
 - Expand your existing network
 - Add to your stories
- Personal board of directors/“Sounding Board”
- Internships
- Advisory board for company/community org
- Find a work with complimentary consultants Spread your reach outside of your networks
Referrals and rewards Family and friends Carry your contacts business cards and carry your own!
- Start a professional exchange
- Offer your services at conferences

1 Get Connected to Government

- Get on federal, state and local government-approved vendor lists
- Network with government groups
- Look to partner on grant opportunities
- Connect with public workforce system
- Work with colleges and universities
- Get familiar with what government resources are available
- Get a great assistant – virtual or otherwise – to help with admin load
- Get Connected to Your Government
- Get on your federal, state, local vendor lists
- Network with government groups
- Look to partner on grant opportunities
- Connect with the public workforce system
- Work with Colleges and Universities
- SBA
- Present yourself as a subcontractor

Bonus tips:

Bonus-hire a great assistant!

Bonus - Federal government paying for entrepreneurship training