

## **A Bodacious Marketing Strategy for Advertising**

Advertising is just a small component of a Bodaciously successful marketing plan. If you want money coming in instantly advertising is not the quick fix answer. However, when you use a Bodacious Marketing Mindset to think through your advertising you will get excellent results. Here is are 8 strategies to make sure that your advertising efforts give you effective results and grow your business instead of costing you money.

1. Be clear on what you want advertising to do for your business. And no, answering getting more money or more customers is not the main reason. You will not sell something with an ad you will make a connection; and that is even more valuable!
2. Be clear on who your Attraction Niche is- where do they hang out, what is their worldview, what are their challenges. It is essential to know this because if you don't you are using a hit or miss approach to growing your business. You cannot have a successful ad campaign if your attraction niche will not be seeing your ad because they don't read, listen, or view things where you have placed the ads.
3. Develop clear success intentions for your ads. There is a whole thought process and success strategy that goes into placing ads. The actual ad itself is just one small component.
4. Use the Language of success in your ads. Your ad needs to be benefit driven and solution based. Make sure to speak in the language of your attraction niche, from their perspective. This lets them know you understand their challenges and you can really help them.
5. Be specific on what you want the people viewing the ad to do. Give them a clear call to action. They want to know "what's in it for me" Tell them! Don't run a general ad about your business it will give you poor results. Run a specific ad that addresses a challenge your attraction niche has, and give them a free sample solution to it. This gets them to take action and build a relationship with you.
6. Design your call to action to give value and turn a visitor into a prospect so you can build a relationship with them and move them along their different stages of readiness to buy from you.

7. Be consistent, it takes at least 7 times for people to see your marketing before they take action. The longer you can run an ad campaign the better your results will be. Again, you can speed this up by being specific and giving a powerful call to action not just a general "check out our business" approach.
8. Advertising is just a small part of your overall Bodacious Marketing Plan. So follow through on your advertising and really make it work for you. Give them an irresistible call to action; have them sign up to be a prospect to get it. Then follow up, follow up, follow up with strategic systems to build your relationship with them. So they buy from you repeatedly and become an advocate and referral engine for your business.

Remember you are not running around trying to get people to buy from you; you are not trying to sell, you are being of service. When you run ads with your Bodacious Marketing Mindset turned on, you will get excellent results. You will get far more than one or two sales you will get to be recognized and remembered and new opportunities you had not even thought of will come your way.

People buy from people they know like and trust. Using a Bodacious Marketing Mindset accomplishes that quickly, easily, and effectively. You will attract your perfect clients and customers and turn them from visitors to prospects and tryers to buyers. A Bodacious Marketing Plan will enlighten and enroll your attraction niche into doing business with you, long term.

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## Understanding your Success Identity

Each of us has a success identity, and usually the one we have is keeping us from being truly successful. Our success identity defines our relationship with money, our emotions about money, and our ability to hold on to and be happy with making real money.

Money is energy, an energetic exchange of goods, services, ideas, information, time... And that energy of money is connected with people because they are the other end of the conduit of the energetic money exchange. Like everything else in the Universe there is an unlimited abundance of energy and money. Whether or not we have all we want is a direct correlation to our success set point and our success identity.

Thoughts create things. The energy of your thoughts, emotions, and beliefs regulate the energy flow of money into and out of your life. If you don't have a success identity that is rooted in a high success set point. One built on a foundation of positive, expansive, and prosperity consciousness. Then you have money issues and struggles.

These struggles show up in two distinct broad patterns.

1. You don't have enough money flowing in or perhaps have just enough flowing in. If you ever get more, something always comes up to put you right back in the place of having not enough or just enough.
2. You have more than enough money flowing in but you never feel satisfied, secure, or happy with your income and your relationship with money. You are worried you will lose it or you think you will really be happy when you jump your income to the next figure bracket. Except no matter how many figures are in your income, you do not feel prosperous.

Until you are able to understand your success identity, to see where your success set point is really set. Then take the steps necessary to re-script yourself to have a true success identity nothing in your financial picture will ever really transform with lasting change.

The thoughts, emotions, and belief patterns that were programmed into you at a very young age are what have created the role or character of the success identity you are currently playing in your life movie. Your subconscious mind, which composes ninety- five percent of the brain, is charged with two basic tasks. To run your autonomic functions, breathing, heart rate... and to Fulfill What You Believe!

The scientific effect responsible for this is the 'psycho-cybernetic mechanism'. This mechanism is relentless. It will do whatever is necessary to keep your results congruent with the success identity that made up the initial programming to the 'psycho-cybernetic mechanism'. You need to understand that you have unlimited potential and that your old conditioning or set programs automatically control the thoughts, behaviors and actions that are in harmony with that old belief.

Until you reset and reprogram the 'psycho-cybernetic mechanism' you will keep the same success identity you currently have and you will keep getting the same results with success, money, and prosperity that has been your pattern up until now.

### **What is the quality of your predominant thoughts?**

When you are thinking about your small business:

Working on a project for it-

Thinking about new ways to expand it-

Developing strategies to make what you are already doing more effective-

Implementing attraction marketing strategies to attract more customers-

Creating new products, programs, services for it...

What is the quality of your predominant thoughts as you do these things? Are they expansive, upbeat... Are you standing in the field of possibility?

Or is the quality of your predominant thoughts, more restrictive, perhaps filled with uncertainty, struggle, wanting the pace of your success to quicken?

I would like you to spend the next Ten Days being aware of the quality of your predominant thoughts. It is helpful to get one of those little mini clipboard and create a little check list for yourself.

What you want to do is establish four or five times a day when you check in with yourself and just notice whether your thoughts are positive or negative. Expansive or pensive.

**Write down what you notice and write down what you were doing at that moment and what you were thinking.**

If your thoughts and the energy associated with them are expansive- stop and really expand on these thoughts. Take whatever you are working on and spin your thoughts out into a great 'what if' game of possibility each thought building upon the other. Play with this for a few minutes; write down any ideas that come to mind you might be ready to build on or implement and then go back to what you were doing.

If your thoughts and energy associated with them are restrictive-  
**Stop-**

Thoughts create things- Ask yourself if you are going to be happy with the things you are creating with your current thoughts? If not shift your train of thought and get on a train that will take you where you want to go.

**BZ Riger-Hull**

An expert Success Mindset Coach and Bodacious Marketing Consultant. BZ helps you develop and effectively market profitable products and services. She knows how important having a step-by-step process to get the clients, customers, and income you really want flowing in, is to creating a thriving business. BZ helps you focus on what is most important, demystifies marketing and helps harness your creativity and market your products and services through your website, blog, podcast, newsletter, autoresponders... Making the complex technology pieces easy to understand and implement. Contact her at [BZ@BodaciousSuccess.com](mailto:BZ@BodaciousSuccess.com) <http://www.BodaciousSuccess.com>