How to find a business model that's simple AND effective with Ellen Finkelstein

with Ellen Finkelstein · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Ellen Finkelstein wrote technical books on AutoCAD, PowerPoint and Flash; her AutoCAD book went through 17 editions, and she earned about $1.50 per copy in royalties.

- [ ] Write down your audience's pain point in their words, not the problem you see as the expert.
- [ ] Rewrite your main message so it starts from that pain point.
- [ ] If you serve people locally, set up a Nextdoor presence and put signs on finished jobs.
- [ ] Get help with anything that has taken you more than a few days to figure out on your own.
- [ ] Put your tasks, not just your appointments, on your calendar.
- [ ] Color-code your calendar and change finished items to a different color so you can see what's left.
- [ ] Write a procedure for every task, especially the ones you only do every three or six months.
- [ ] Keep your website logins somewhere you control, including on paper.
- [ ] Create a free offer that solves one specific pain point and use it to build your email list.
- [ ] Start each email with a short story that connects back to your reader's pain point.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/pain-points-in-marketing-ellen-finkelstein/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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