



CREATE AN AUDIENCE WITH AN 'ATOMIC HABIT'

BY TIMKELLY

Have you heard of Motorclaimguru? In 2013 I worked for an insurer and my business didn't exist, yet most people in our industry now know who I am and what I do. Even outside of our industry, a lot of people are starting to become aware of me.

The two questions you need to ask are "how?" and "why?" In 2014 I launched my business, with not a clue what I was doing, but I understood the need for branding, marketing, advertising and recognition, or some type of "stickiness" that makes sure people don't forget you.

Bruce Lee is often quoted as saying: "I fear not the man who has practiced 10,000 thousand kicks once, I fear the man who has practiced one kick 10,000 times."

THE 'HOW'

Building an audience. You might wonder what relevance this has, but hopefully you will all be aware of how I love LinkedIn and what a superb tool it is. I started adding all my contacts to LinkedIn when I worked for an insurer and continue to do so regularly. What you might not realise is that in doing so, I am not just "networking" or "adding useful people", I have been building an audience.

I have more than 6,700 followers on LinkedIn. That is quite a sizeable audience to demonstrate your wares too. But these are not just random people I have collected, I have targeted certain people – for example, journalists, researchers, newspapers and broadcasters are just one group I look at. There are many others.

When I post something, it has visibility, and from that I get approached a lot to provide information for journalists to write articles.

THE 'WHY'

If you were to advertise in a broadsheet newspaper, half a page might cost £2,500. That newspaper needs to sell advertising space to make money, it needs to have content to attract readers so they can see the adverts, and it needs to pay a journalist to provide the content. Anyone who provides articles for a monthly magazine will tell you, finding content is hard. Imagine trying to do that every day. Journalists have to work extremely hard to

provide informative, relevant content.

Now imagine that you provide that content about your business working within your community. You are now in the press, you've potentially saved yourself £2,500 in advertising fees, you have some free promotion. The paper has content and the readers and advertisers are hopefully very happy.

Doing the above is just one small thing that you can replicate to help you build some good marketing habits. But remember, today's news is tomorrow's chip paper, so it needs to be more permanent.

YOU NEED A SOCIAL MEDIA STRATEGY

My website is huge. For seven or eight years, I made sure I blogged for at least two hours a day, every single day. Some days, if I was quiet, it might have been eight hours, and every page is still a touch point for a search engine to discover.

Every post gets shared across at least four platforms, and on Facebook to around 10 groups. Every post might not be relevant or interesting to everyone, but it might be to someone. You've just increased your audience by one, but that snowballs with every post. All of a sudden, your audience grows significantly as the "ones" become "hundreds", then "thousands" and even "millions".

This only occurs when you do something consistently. You don't get fit going to the gym just once. Daily routines of small increments of improvement on any aspect of business create significant gains. But none more so than marketing.

I have a contact on Tiktok who three years ago was an unknown, but now has 140,000-plus followers with some videos view more than 16 million times.

That did not happen overnight, but by consistent work to remain in view.

If you want to people to know about your business, you need to remain in view. You want people to find you who are not looking for you, and for people to recommend you to others and be the first business they think of when someone asks for a recommendation.

Imprint your brand in people's brains. You can only do this by being consistent, by creating an "atomic habit", and making marketing part of your daily routine.

I FEAR NOT THE MAN WHO HAS PRACTICED 10,000 THOUSAND KICKS ONCE, I FEAR THE MAN WHO HAS PRACTICED ONE KICK 10,000 TIMES