

**7 TECHNIQUES**

# MARKETING FOR INTROVERTS

**BY JANET HUTCHENS**



# IT'S NOT YOU, IT'S JUST ME FEELING UNCOMFORTABLE

This may surprise some of you but generally I'm very shy. Oh, I put on a good front but it has taken me (and still does) a fair amount of courage to enter a room with a group of people. I suppose to some I may come off as aloof but... it's not you, it's just me feeling uncomfortable.

Although I was born into a crowd (the youngest of six) I prefer to be by myself. That doesn't always work well when you're building and maintaining your business. All those business-after-hour events, presentations, and hob-nobbing with fellow entrepreneurs - Ahhh!

**Statically, extroverts make up 50-74% of the population while introverts make up only 25-40%.** There are ambiverts too! (more on that on the next page)

**Fear not fellow introverts!** According to Forbes, introverts reportedly have higher IQ's & EQ's and can be highly successful entrepreneurs.

Extroverts are energized by socializing and solving problems through discussion while introverts gain energy from their alone time and solve problems through introspection. Ultimately, business success is about making smart decisions and solving problems through deliberative actions.

## **5 attributes where introverts shine:**

- *Creative Thinkers*
- *Passionate About Ideas*
- *Great Listeners*
- *Think Before They Act*
- *Make Better Bosses*

# INTROVERTS & MARKETING



It's a bit of an oxymoron I know, me being an introvert yet running a marketing company. To be honest, it was the creative aspect of the business that drew me in, not the marketing.

Being visible (and consistent visibility at that) is an essential and critical element of marketing, especially as an entrepreneur and in with so many of us on social media.

In the beginning, I worked very hard to find ways to push myself out of my comfort zone and get in front of people.

Since then I've discovered other (and better) ways to leverage my strengths and not fall victim to my challenges and self-sabotaging habits (and feeling sick to my stomach).

***Yup... I can still have my Me-Time and Prosper!***

**Here are 7 techniques** to use to keep you and your business visible while embracing and loving your introverted self.

***Enjoy!***

## AMBIVERTS

Ambiverts fall in the middle. An ambivert may have outgoing tendencies yet feel socially uncomfortable. They may have the charisma and assertiveness of an extrovert and also share the thoughtfulness and listening skills of an introvert. They still have to push themselves though either to get social or to quiet down.

# 1.

## CHOOSE MARKETING CHANNELS & STYLES FOR YOUR PERSONALITY

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**F**irst off... don't do what freaks you out! No matter who or how many people tell you 'You Have To' do this or that.  
**You be You!**

The risk of doing things that don't feel natural is that you won't come off as authentic and approachable. Choose marketing channels and styles that suit your personality.

Not comfortable public speaking? Don't do it.  
Don't like group networking events? Don't go.  
The whole video things freaks you out? Don't do them.

There is always another way.  
Instead of:

- *Videos - Do Podcasts*
- *Public speaking - Write Blogs, Eblasts, & Posts*
- *Group Networking - Schedule one-on-one Coffee Chats or Zooms*

Being visible doesn't have to be draining or daunting.

**Being visible should reflect who you are authentically.**

# 2.

## OPEN YOUR AVENUES OF ABUNDANCE

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Introverts don't want to bother people because they don't like to be bothered. However, people value, appreciate and want to work with people who are persistent and dedicated. Those people get things done!

Unconsciously you may be closing off key channels of abundance with your resistance to be seen and following-up.

### CHECK YOUR ABUNDANCE CHANNELS

- *How can people reach you - phone, email, text?*
- *Contact info in your email signature?*
- *'Work with Me' link in your email signature?*
- *Is your 'Work With Me' or 'Schedule A Call' button on your website in plain view - top, middle and bottom.*
- *Is it obvious & easy for people to pay you?*
- *Do you accept multiple forms of payment - credit cards, Venmo, bank check - or are you still only accepting cash and checks?*

## FOLLOW-UP



I can't stress this one enough!

***Fortune is in the Follow-Up! It is! It really is!***

Please, please follow up with people more than you think is necessary. If they don't like it, they'll tell you and you can adjust. Don't assume you are bothering them - people are busy.

### **The 7-11-4 Rule**

According to recent Google research, a buyer needs **7 hours of interaction, across 11 touch points, in 4 separate locations** before they make a purchase.

***Follow-UP!!***

## PASSIVE INCOME

Having ways that people can work with you and pay you that doesn't involve your one-to-one time is a dream business model, especially for introverts. You do the work once and sell it over and over again.

***It's called Evergreening your content. It's introvert heaven!***

Here are 3 entrepreneurial examples:

- Online courses
- Write & sell books online
- Affiliate Programs

# 3.

## BATCH, REPURPOSE & AUTOMATE CONTENT

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**B**atching, repurposing and automating your content is the way to go Girl! No need to recreate the wheel every time.

It can be hard to balance the scales of client work and promoting your own business. We can tend to do the client work ahead of our own promotion simply because we see the money flowing from the clients. The truth is that if you don't promote yourself, the client work will eventually slow down.

***Repeat after me....***

***'I am my most important & valuable client!'***

***Create it, Cross-Pollinate It, Schedule it, and Forget it!***

Spending focused time on posts, eblasts, blogs, videos, website updates, etc. fosters consistency in your brand and message.

Then repurposing the content and scheduling it using automated systems allows you to 'Procrasti-Garden' on a day when you just want to be in the dirt and sunshine rather than the office.

# 4.

## OUTSOURCE TO ALLEVIATE OVERWHELM

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**A** hhh! Not the “O” word!  
“No one can do it better than me!”  
“I’m the only who knows how to...”  
Or the infamous .... “I can’t afford someone to help me.”

Girl, you can’t afford to not have someone help you if you want to grow your business! Millionaires spend money on things to make their lives easier. Adopt a millionaire mindset and grow your business.

### **No woman is an island, Honey, so ask for help!**

There are so many resources now, locally and across the world, to handle everything you don’t like to do or don’t know how to do. Lean into your strengths and let someone else do what challenges you.

- *Work out an interview process.*
- *Clearly define the tasks you need help with.*
- *Hire based on your values.*
- *Set clear communication channels*
- *Define what success looks like to you.*
- *Expectations - share yours and find out what theirs are.*
- *Hire on a trial basis to assure it’s the right fit for you and them.*
- *Don’t assume that since you don’t like doing something that no one else does. Some people love data entry!*



# 5.

## STRETCH - GET OUT & TRY NEW THINGS

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I want to encourage you to stretch a bit and get out of your comfort zone. Schedule that one-on-one coffee chat. Go to that Business-After-Hours for just a 1/2 hour. The more you allow yourself to stretch the more you will become comfortable with getting out and about.

### ***Gone Dark?***

If you've gone dark recently on your social media or your regular marketing channels, that's ok too. It happens to all of us especially as introverts. Just start again.

You'd be surprised how many people will be happy to see your posts, blogs, and eblasts! And no apologies necessary - we're just happy to see you back!

### ***Jump back in!***

#### **HINT:**

**#6-Doorway Triggers, which is on the next page, can really help as you're getting out and about.**

# 6.

## DOORWAY TRIGGERS

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**T**his is one of my all-time favorites! It's quick and easy, and you can do it anywhere! It can be a real game changer! You are energy, you know that. Everywhere you go you are emitting a certain energy, a certain vibration. It's entirely up to you what that energy is - high, low, angry, happy, calm, excited. You set the tone everywhere you go.

My daughter reminded me of that just prior to my son's wedding where my ex-husband, his new wife, and the ex-in-law family would be attending.

*"Mom, you need to set the tone. We will all be following your lead."* She was spot on! I set a high-vibe, no judgement tone and everyone had a blast!

### **Here's the Doorway Trigger:**

- *Just before you walk into a space, pause in the doorway for a moment or two.*
- *Consciously think and decide how you want to show up in that space.*
- *Lift your chin, pull your shoulders back and walk in with that very energy you are choosing to embody and present.*

You'll be amazed at how people naturally gravitate, resonate and respond to your high-vibe and high energy.

### **Works every time!**

# 7.

## LEAN INTO & LEVERAGE YOUR MONEY PERSONALITY

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**W**hen you design and run your business with your Money Personality in mind, you can leverage your strengths and make more money with greater ease.

BTW - there are no bad Money Personalities. They are all terrific and you don't (and shouldn't) change your personality. You are perfect just the way you are!

What you do need to do is to leverage your unique gifts to make money and avoid the money challenges and sabotages that are inherent to your personality type.

***It's all about Awareness and Leverage, Girlfriend!***

Not sure which Money Personality you are?

Nurturer, Alchemist, Celebrity, Maverick, Ruler, Connector, Accumulator, Romantic?

**Find out.** Take my free [money personality quiz here.](#)

I'd love to know if you found any of these techniques helpful?

Send me an email: [janet@buildingtobrilliance.com](mailto:janet@buildingtobrilliance.com)

OR Follow me on socials [@janethutchens](#) and let me know!

# A LITTLE BIT ABOUT ME

Hi! I'm Janet Hutchens, bright life builder and money-mindset coach.

My mission is to inspire 1 million women to wake up and jump out of bed each morning excited and charged up to share their brilliance with the world!

*And Oh Yeah...* create a thriving business that emotionally fulfills them, gives back, and is sustainably profitable so they can live the life they've always dreamed of and know they deserve!



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