



MARKET



from the

HEART



About The Author



Angela Wills is the host of [Marketers Mojo Talk Radio](#), the internet radio show about business owners who love what they do. She is also a passionate blogger who writes about building a business you love using the internet.

Angela has been featured in two print books, been a guest tech expert on a local hour-long TV show, featured on numerous internet events and has worked with hundreds of clients and customers to build successful online businesses.

As an internet marketing and business fanatic, Angela has had her hand on many businesses including affiliate management, email marketing, virtual assistance, network marketing, product creation and more. Her many testimonials prove Angela is an expert who makes it **EASY to understand** and **take action**.

After spending almost three years providing virtual assistance services to small business owners, Angela was burnt out, overworked, seriously stressed and just not happy.

She decided it was time to make a change and start building a business she truly loves while making sure **FAMILY and HEALTH** became main priorities. Angela moved from a service business model to now focusing almost entirely on affiliate marketing. While Angela builds her affiliate business she still works with a number of clients but on a much smaller basis – and of course she only works with clients she absolutely loves!

This special report, **Market From The Heart, 7 Ways to Be You & Be Profitable** is about how to create a business you love that fits you absolutely perfectly. It's so important to market in your business and be real, be you.

Angela has learned (sometimes the hard way!) how to put the best of herself forward to create an atmosphere of trust and friendship – she shares how you can do it too in this report!

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1. Just Be YOU

"You are the only 100% original thing about your business, you are YOUR USP (Unique Selling Proposition)."

To stand out from the crowd and get more business we are often told to be very clear on our **USP**, which stands for Unique Selling Proposition.

Did you know that the most unique thing about your business is **YOU**?

Many people start a small or home-based business with a fear that being small will make them look weak. So they try to appear bigger by getting 1-800 numbers, talking about their 'team' and using words that more describe a corporation than a small business with a real person at the steering wheel.

But what happens when you create this kind of disconnect with your potential customers is ***you create a disconnect with your potential customers.***

The last thing you want to do in business is put a wall up between you and your customers or potential customers. When you have the confidence and courage to be yourself all walls come down, people feel like they know you, you are open and they trust you big time.

How can being yourself help your business?

Some people might worry that being themselves in business means they won't be perceived as professional.

Ever heard of Howard Stern? Has not being professional hurt him any? I'm not suggesting you act like Howard Stern **but** I am suggesting you not let ideas about how you are supposed to act stop you from acting like you would normally.

To me, here's what professional means:

- Delivering what you promised as good as or better than promised every single time while providing excellent customer service and responding to the needs of your market.

One of the biggest advantages to being yourself in business is that absolutely no one can imitate your business when it is unique to your personality.

Want an example? I decided to do a little inspiring post on my blog one day so I pulled out my guitar and sang a song. While the song isn't unique, the experience I created for my audience is 110% unique to me. Want to see for yourself? Have some fun and check out that blog post here:

[\[she sings for her supper\] www.marketersmojo.com/3582](http://www.marketersmojo.com/3582)

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Video Adds More Personality

Video is a great way to add your personality to your online business while marketing. It's so easy to record video these days with a multitude of devices that there's no excuse for you not to do it. Posting your video to YouTube adds extra exposure you wouldn't get if you just put it on your website. You can check out my own YouTube channel at this link:

<http://www.youtube.com/user/mktrsmjo08>

As you can see my videos have gotten hundreds of views. All people getting to know me and my personality a little more each time.

Audio Let's Them Get to Know You

If you're too nervous for video you could try audio. I do a weekly podcast called **Marketers Mojo Talk Radio**. It's another way to get my personality into my business. I ask my guests unique questions that come from my perspective in a way only I could do. You could easily create your own podcast using a program called Audio Acrobat. [Here's a review with more information on how to do so: www.marketersmojo.com/4009](http://www.marketersmojo.com/4009)

Tell Stories In Your Writing For Making Connections

You can also add your personality to your website, your articles and anything you write. One great way to let people get to know you is to tell stories. Share your own experience with your audience and they will remember and relate a lot better than if you just lecture them. Sharing your failures and mistakes is another great way to show your uniqueness while giving them great advice and important tips on what to avoid.

One way I infuse my personality into my writing is in my email messages out to my list. Here's a screen shot of the template I use which includes my picture and signature each time an email goes out. Just recently I sent an email out that linked to a blog post about being sick. You wouldn't believe how many people replied and wished me well again!





Don't Hide Who You Are

Whatever you do, don't hide who you are.

You are an amazing individual with great things to share. The world needs you and your unique business so make sure you **market from the heart** by putting more you in everything you do!

2. Always Be Honest

"Fake it till you make it is stupid. You don't have to lie, cheat and steal to be a great marketer!"

On the internet it's easier to be a fake than anywhere else. You don't have to look anyone in the eyes and you can be completely anonymous if you want to.

Whether offline or online you're sure to have heard the term 'Fake it till you make it'. While that may actually work and could possibly make you lots of money it's highly unlikely faking it will leave you fulfilled and loving your business.

Being Fake Feels Hallow

One of the businesses I got myself into in my early years involved selling registered education savings plans to parents. My business sponsor and coach had a method she used and she was highly successful. I joined the business and believed I had to follow her system exactly in order to duplicate her success.

Problem was I wasn't being me. I was being fake. I was working a system that just didn't fit who I was and that's a big problem. I actually had a little success but I felt terrible about how I was working the business. It wasn't dishonest, but because I was following someone else's system, trying to duplicate their process AND their personality I felt like I was leaving myself behind somewhere. It sucked.

Real happiness in business comes from building strong, completely open and trusting relationships that last years after the initial meeting.

5 Ways to Build Trust In Your Marketplace

How can you create an atmosphere of trust in your own business and convince your potential customers and clients that you are trustworthy?

1. Always deliver what you promise.
2. Show integrity in everything you do.



3. Be open about your intentions in business.
4. Don't play marketing games.
5. Be consistent.

In the end the decision to trust will come down to your potential customer. They will base that decision on the gut instinct they get when interacting with you, the proof you provide that you really are trustworthy and the fairness of the offer you make to them.

3. Make Friends With Your Customers

"Can't take money from your friends? But they want your expert help!"

When I go to a friend and ask them for an opinion on a product I'm about to buy, I trust the response. If the friend is an expert in, say, laptops and I need a new laptop it's very likely that I'll go grab exactly whatever they tell me is best.

The reason for this is my friend is a reliable source of advice and that trust is already there.

It took me quite a while to really get this in business. Your customers don't want to look at the people they buy from as just some business with no personality and no pulse, they want to buy from someone they can have a relationship with.

I've been in business online for about six years now and in that time I've made a lot of friends and built a lot of relationships. Many of these people have joined my email list and get my promotions. It sometimes surprises me how many of my 'friends' grab my recommendations when I put out an offer for a product. Of course it shouldn't surprise me because my friends are the people who I've spent the most time getting to know, they trust my opinion and would much rather buy from me than some stranger they haven't build that kind of relationship with. Makes sense!

How do you make friends with your potential customers?

- Respond to emails.
- Reply to blog posts.
- Network at various events, forums and opportunities.
- Contact owners of websites you enjoy to open a conversation or give a comment.

This all ties together. Creating friendships also comes from being yourself and being honest.

I'm sure you remember when you were in school and making friends came easy. Just think about the win/win that can be created when you work together with other business owners. It all starts with beginning to build that relationship.



4. Have Fun – It's Just Business!

“Did someone tell you business shouldn't be fun? BALONEY!”

Ever been to a marketing event where everyone is so serious? How about a wedding where they play silly games to get everyone interacting and having fun?

Which one would you choose to go to?

Business doesn't **need** to equate to boring.

There are some online marketers that I really admire for making things fun.

Fun Internet Marketers

One is Nicole Dean. Nicole isn't afraid to add a little or a lot of humor to her online business. One example is her weekly [Weird Niche Wednesday](#) where she talks about none other than weird niches. Nicole has featured naked duvet covers, farting dogs, inflatable food and more. Some of her posts just crack me up and add a little fun to my day!

Another fun marketer is Scott Tousignant. He is the creator of the [Fat Loss Quickie](#) program that I am currently participating in. Scott has great exercise videos for the home business owner but his videos are different. They're real and you're even likely to see his cat or one of his children pop into the video and add a little humor. Scott just doesn't take himself too seriously, he's real, it shows and it creates a great atmosphere for business.

What have I done to add humor to my business? Well I've been told at times that my sense of humor isn't all that great so give me credit for tryin here! Just around Halloween this year I decided to do something a little fun and maybe a bit silly. I did a Halloween Witch Hunt where I posted pics of myself dressed up as a witch around my blog and got my visitors to search for them. It was a fun way to get people reading back through my blog and to give away some prizes. I even did a video that you can see by visiting this link:
<http://www.HalloweenWitchHunt.com>

How Can You Add a Little Fun to Your Business?

Well the only limit here is your imagination (or the imagination of your virtual assistant ;)!

Here are some ideas:

- Host a fun contest.
- Get silly in an interview.
- Write humorous articles.
- Look for silly mistakes you've made and blog about it.
- Add humor to your presentations.



Remember though, whenever you add humor to your business always be yourself!

5. Partner With Your Competition

"No need to stomp out the competition – Partner With 'em"

One of the toughest parts of marketing your business is getting beyond your limited reach. There's only so many people you'll be able to get your message out to with your limited time, resources and money.

The solution: Partner with people who have a share in the same or similar market as you.

There's no need to stomp out and beat out your competition. That leads to having no one to cooperate with to make more money.

Multiply Your Marketing Power With Partnerships

When you partner with others you greatly multiply your marketing power. Now instead of a limited reach your market reach is only limited by the number of people you partner with.

In the years I've been working online I've seen many great partnerships of seemingly competitive businesses. One great example is the long time partnership between [Internet Based Moms](#) and [WAHM Talk Radio](#). Both companies serve the work at home mom market but not in exactly the same way. They are complimentary businesses that serve the same target group. Kelly McCausey, owner of WAHM Talk Radio has mentioned on occasion how beneficial that long term partnership with Mila Sidman of Internet Based Moms has been.

Who Can You Partner With?

Making the decision to partner with someone is a smart move. So what do you do next? The best place to start is your network. Make a list of all the people you've networked with in your business, even if they are not in the same target market. Go down your list and make note of who you can contact. Even those who are not in a similar market may know others who are so don't count them out.

Other ways to find partners might include:

- Doing Google searches.
- Searching EzineArticles.com.
- Sending an email to your list.
- Blogging about it.

Keep in mind that when you approach people for a partnership you'll need to carefully consider and describe what is in it for them. Personalize each contact and do your research. The more you can show your potential partner you know about them and their interests, the



better chance you have of making a win/win deal.

What Can You Partner With?

Of course there are many ways you can partner together to boost each others businesses. Melissa Ingold and I spoke about partnerships in [Show #25 of Marketers Mojo Talk Radio](#). You might want to check that out that for some ideas and inspiration.

Here are a few ideas:

- Guest Blog Posts.
- Interviews.
- Creating a Product Together.
- Co-Promoting to Email List With an Offer or Freebie.
- Creating an Affiliate Agreement.
- Co-Hosting an Event.
- Co-Writing a Report.

A big advantage to partnering with someone else is that you can save time. Not only is your reach expanded but now you can share the workload with someone else. Everyone has their own unique set of skills and choosing a great partner will also allow you to use your strengths while letting someone else take care of your weaknesses. Choose a partner who's great at what you're not and you'll have a powerful and profitable partnership.

6. Believe In Yourself

"If you don't believe in you, no one else will."

On an episode of Dr. Phil I was watching one day the Dr. gave some advice to a lady who was looking for love that applies greatly to business as well. He said (paraphrased): *"You know yourself better than anyone else, if you don't believe in yourself how can you expect anyone else to do so?"*

Why in the world would anyone hand over their hard-earned money if they see that you don't believe in what you are selling, and if you don't believe in YOU?

You can't hide lack of self-esteem or self-confidence. It oozes out of everything you do. How do I know? Well I've been there myself. Not too long ago I was feeling very defeated in my online business. I had spent way too much time in front of the computer and I think I was in a bit of an internet marketing trance. Just going through the motions but not really moving forward. In the meantime I had family telling me to quit and I had gained about 40 lbs in 2 years working from home.

Then I decided to make some big changes. I changed my business around, I started

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seriously working on my personal development, I started working out daily, putting my relationships first and I started eating right. Things like personal development, working out and eating right might seem like they have anything to do with business but when you are a sole proprietor I can tell you they have **everything** to do with your business.

The quality of your output is only going to be as good as the quality of your input. If you are personally, physically and emotionally drained the quality of work you produce will be seriously lacking.

On the opposite side of the spectrum if you are personally, physically and emotionally strong then you will produce high quality work. Not only that, but you will get it done faster than every before.

How do you believe in yourself?

I know how it feels to be at the point where nothing seems to be working right, where things seem like they've gone top far and you don't even know where to start believing in yourself again.

So where do you start?

Grab something and go for it.

Maybe you need to start with fitness. I can highly recommend the [Fat Loss Quickie](#) program. It's meant just for work at home peeps like you and me. I credit Scott and his program for losing a big bulk of weight I added while sitting at the computer too much and the huge boost in productivity I've gained by getting in better shape.

Maybe you want to start with personal development. In my area I had the opportunity to take some free personal development courses at my local employment center. They were fantastic courses and really helped me understand and believe in myself more than ever before. Make sure you check out what is available to you locally. Then start looking on the internet. A very popular personal development blog is by Steve Pavliva here:

<http://www.stevepavlina.com/blog/>

Maybe you want to start with healthy eating. What I did was just start buying from the outside isles in the grocery store. A good rule is to buy as few products with more than one ingredient as possible, I try to follow this one. I've been meaning to check out Raw Foods and a couple of people I hear are good for that are [Green Smoothie Girl](#) and Angela Stokes of [Raw Reform](#).

Whatever you decide to work on first, remember that you should never stop learning, growing and working on being a better you. I know for me it's very exciting to be at the beginning of this journey.



I can only imagine where more personal growth can lead to! You can do it too and create a better business that supports your life while realizing a higher quality of life than you ever dreamed possible.

7. Do What You Love

“There's no better way to be motivated, excited, interesting & creative than to do what you love every single day!”

[Marketers Mojo](#) is all about loving your business and your life.

By now you've heard all about how I was headed in the wrong direction in my business and felt trapped, stressed and overwhelmed. It can happen easily. You probably already know that I've worked with many clients as a virtual assistant, over fifty actually. I often saw clients who on the outside seemed to have highly successful businesses, but from the 'inside' it was a very different story.

You see, my definition of success includes time off, regular sleep, freedom, and most of all loving what I do.

Following The Money Means Burning Out & Losing Out

Some of the clients I worked with got very little sleep, ran around like crazy pulling things together and even though they had teams some of them worked almost all the time. Most of them were single too. I never asked if they'd been married but I've heard of many an internet marketer or business owner to lose their entire family to workaholism. In fact, I saw W.Brett Wilson, star of TV Show Dragon's Den speak live about how workaholism cost him his family. I blogged about that here:

<http://www.marketersmojo.com/3825/are-you-a-workaholic/>

Can you really say you do what you love if you never have time to do anything else and you miss out on the lives of those you love?

The beautiful thing about running your own business is that you can mold it however you like.

If you don't decide from the time you start your business that you will build and grow it around your lifestyle then your business can and will grow however it likes. Like a bad weed your business will take the path of least resistance and crowd out everything else in your life.

If you do take control and start building in what you need then you can build a business you truly love. Let's say you don't want to work weekends. If you don't make a firm rule, make sure your clients know it and enforce it strongly then you might end up working weekends and missing out on life – the thing you wanted to have more time for.

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Decide what you want from your business, figure out how you're going to get it and don't compromise your life goals to get there. Your life will not wait for you while you obsess about business, it will pass you by if you're not careful.

The good news is it's never too late to build a business you love!

It might take big changes. It might take guts. It might take more planning than you're used to but you can absolutely get whatever you want out of your business and your life.

So I Know How to Be Me & Be Profitable – Now What?

You might be wondering how on earth you're going to put so much of YOU into your business without working day and night. You might be thinking this is going to eat up all the time you wanted to spend getting fit, eating right, enjoying relationships and exploring life.

No, I wouldn't leave ya hanging like that!

Yes, it's so important to be you but it's also just as important to carefully construct a business you can step away from whenever you feel is right.

Taking Fast Action

That's why I'm here to help by providing you with tons of practical information on how to use the internet to build a business you love.

Now you've got the information you need to really infuse your business with your personality but your work isn't done. Next you need to create systems that allow you to get things done easier, faster and better than ever before.

There are many ways you can accomplish the tasks mentioned in this report without running yourself ragged, some of my favorite tools & resources are:

- [Roboform](#) - Automatic password & form filling software.
- [Aweber](#) - Email Service Provider (for autoresponders & email broadcasts).
- [Wordpress](#) - Blogging & website software (for easy updates & automated posts).
- [Audio Acrobat](#) - Audio recording, hosting & streaming software.
- [TimesaverVA](#) – My very helpful virtual assistant.
- [Freshbooks](#) - Time tracking, bookkeeping and invoicing software.
- [Gmail](#) - Easy email management.



Maketers Mojo Free Mini-Courses

Like mentioned above, now is the time to start creating the systems that will help you free up more time, be more productive and increase your marketing reach. Here are some of the things you can learn from me – best of all they're all free!

- Read my blog for help with internet marketing, affiliate marketing, service business, blogging and more: <http://www.MarketersMojo.com>
- Listen to my podcast for great interviews and advice on how to build a business you love: <http://www.MarketersMojo.com/talk-radio>
- Sign up for my mini-courses here: <http://www.MarketersMojo.com/freebies>

Mini-Course Topics:

- 7 Ways to Get MORE Email Subscribers
- How to Create a Wordpress Website in 7 Days or Less
- 7 Ways to Use Teleseminars to Attract More Subscribers, Attention & Sales
- Outsourcing Explained
- 7 Secrets to Successful Virtual Assistance
- 7 Keys to Affiliate Program Success

Your comments are always welcome on the blog and feel free to contact me with any questions you have about any topics I have experience with. I'll be happy to offer my suggestions or lead you in the right direction.

Angela Wills

p.s. Know anyone you think would enjoy this report? Please pass it along by inviting them to visit <http://www.MarketersMojo.com> and sign up to receive it for free!