

local *marketing* boss

HOW ANYONE CAN BUILD A LOCAL CLIENT BASE

How to Build a Local Client Base & Show Up As the Local Go-To Expert,

(Even if You Have an Online Business, No Idea Where to Start or A Lot of Local Competition)

Today's landscape looks very different that a decade ago. For so many entrepreneurs and small business owners, your biggest competition is no longer the other businesses who are similar to you. It's the Internet and it's unstoppable.

Did you know that 88% of people who Google a local business will show up or interact with them in the next 24 hours?

Magic happens when you're local to someone -- it compels them to take action so much faster.

That means today not only do you need to stand out in a loud, crowded online space, but you also need to be known locally -- because those buyers, when you connect with them, move so much faster, which will scale your business quick.

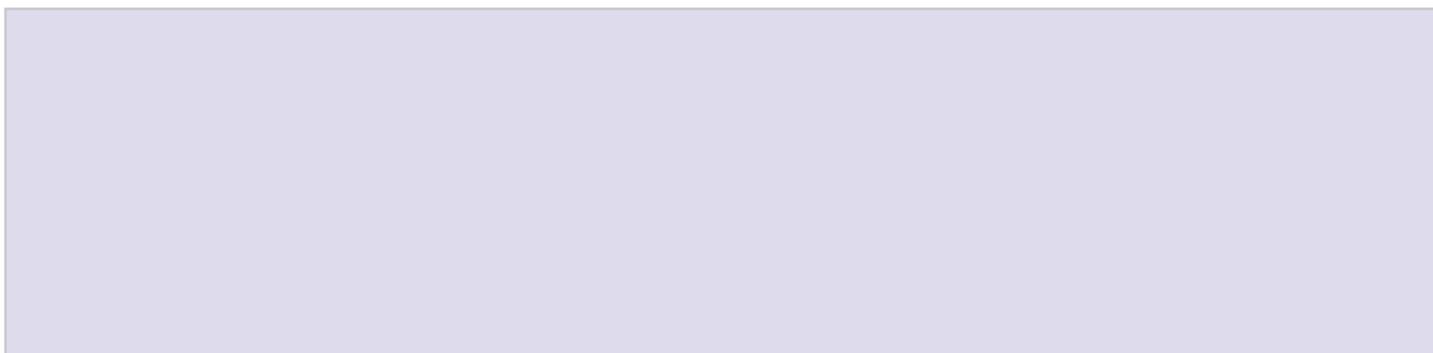
The steps outlined on this guide will walk you through how to out pace the Internet, so to speak, and grow your personal brand in a local market. <3

#1 Identify Who Your Market Is

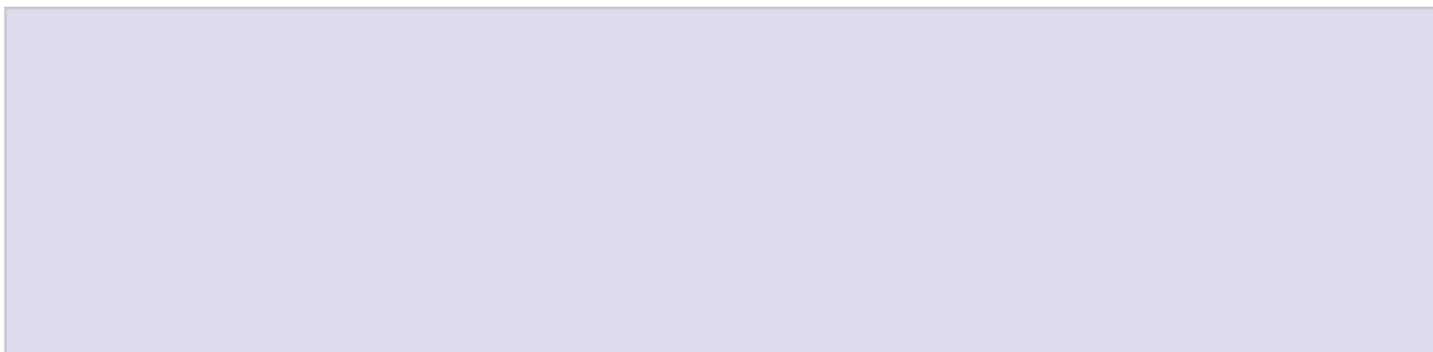
As business owners we HAVE to be crystal clear on WHO we serve -- otherwise it makes it hard to locate and sell what we offer. In the local space, this question is not too much different than what you already have figured out -- except you have to think about your market slightly nuanced.

Local markets tend to make faster sales because 1) You are able to speed up the know, like & trust factor and 2) Meeting someone in person helps them shine the light on their big pain points faster than if they were browsing online.

In my world I'm digging into a client's market by asking the question
"What is the catalyst for someone needing you locally?"



Then, the big question becomes: **HOW do you find these people that are looking for _____ ?**
(insert solution to catalyst above)



Then, what is YOUR niche going to be?

The filter that's really helpful to us to kind of think about this differently. is are you taggable?

Can someone tag you on social media because they know exactly who you help and how and know what buzzwords equal a perfect client for you?

We've all been "tagged" on Facebook, LinkedIn, Instagram — because someone KNEW we were perfect for that cat meme... Or that funny video... or that question that popped up in the local moms group.

How does that translate to your business though?

Mallory Schlabach

MARKETING MAGIC FOR ENTREPRENEURS

Can someone tag you on social media because they know exactly who you help and how and know what buzzwords equal a perfect client for you?

If not, figure out what you want to be tagged for — and start spreading the word.

Decide what you are “taggable” for on social media so you can be known as the expert locally.



What would change about how you show up and connect with people if you narrow your focus?

As an entrepreneur, there's a fine line between scarcity and specialty. But when you specialize, your profits increase and so does your reach.

#2 Craft Your Personal Brand

Crafting a brand in the online space feels natural to us because we're used to having a lot of conversations around branding because your website and your presence online is pretty much how you got to this point.

But if you're a local business, or you're reaching a local market you typically fall back on your business logo, you sometimes have a website that's likely not awesome (or optimized to convert to sales), and you might do some print advertising or hand out flyers, or those kinds of things.

But your personal brand doesn't really come into play it for the most part.

Want to know how serious I am?

Google your name right now. Look at how your personal brand is showing up online right now.

I guarantee your ideal clients are googling you before you even know that they're on your radar.

Think about what happens if you show up for LOCALS also searching for you and what you do?

Who will they see when they Google you?

Take 5-10 minutes to Google your name on your phone or computer and take note of what you see. Use the questions below to guide your next steps:

What is YOUR impression of yourself?

What shows up on the search?

What's missing that should be there?

How do you want to show up?

Can anyone find you?

If you don't like what you see, make sure you follow these principles:

- Make sure you have a personal website setup
- Fill out your social profiles and make update them regularly.
- Get featured in local publications, platforms and podcasts
- Create content and work on your local SEO

#3 Get Social

Here's where we start to take action to be known in our communities:

Collaborate with complimentary local businesses

Local Businesses that come to mind:

Connect locally with ideal clients & influencers

People I can connect with:

Reach out (advertising, posters, mailers, targeting ads)

What would work for me:

Does my inner circle know EXACTLY what I do and who I help?

Contact 5 friends and ask them to tell you in two sentences who you help and what you do:

Ask for referrals right after delivering results

Sponsor, donate, raffle services/products, buy booth locally

What events are coming up that are a good match?

Make sure you're listed (& correctly) in local directories (online & off)

- Google My Business
- Yahoo Local
- Bing Places
- Yellow Pages
- Yelp
- Manta

Collect Google reviews from happy clients

Who can I reach out to ask for a review:

Promote other local businesses

Who do you admire locally?

Local Marketing 101

Brainstorm below:

Who you know

Who knows others

Where to be seen

How to be noticed

58 LOCAL VISIBILITY IDEAS

- 1 Family Members
- 2 Close Friends
- 3 Acquaintances In Your Phone
- 4 Past Co-workers
- 5 Church/Religious Community
- 6 Local Chamber of Commerce
- 7 Networking groups (locally)
- 8 Networking groups (regional with local presence)
- 9 Local complimentary businesses
- 10 Local Meetup Group of your ideal peeps
- 11 Your own Facebook Group
- 12 Facebook Groups of Influencers (members near you)
- 13 Facebook Group of Complimentary Biz Owner
- 14 Client List
- 15 Email List
- 16 Facebook Friends List
- 17 Your Facebook Page Likes
- 18 Instagram Followers
- 19 LinkedIn Connections
- 20 Twitter Followers
- 21 YouTube Subscribers
- 22 Podcast Subscribers
- 23 Business Cards You've Collected
- 24 Social Groups You Belong To Locally
- 25 Partner with Other Local Brands
- 26 Local Affiliates
- 27 Associations Your Ideal Peeps Participate In
- 28 Local Vendor Events
- 29 Local Fairs
- 30 Local Events You Could Sponsor
- 31 Local Events You Could Donate Products To
- 32 Local Charities Your Business Can Support
- 33 Local Facebook Groups
- 34 Facebook Ads to your Region
- 35 Join NEW social media platform
- 36 Start referral program for local clients
- 37 Guest Blog
- 38 Be a Guest on Podcasts in Your Area
- 39 Be a Guest in Local Facebook Groups
- 40 Use Your Email Signature to Spread the Word About Your Biz
- 41 Create Content Marketing Schedule/Plan
- 42 Optimize Your Facebook Posts for Likes/Comments
- 43 Host a Local Workshop
- 44 Host Online Webinar for Local Leads
- 45 Host an Online Summit with Local Businesses
- 46 Google My Business
- 47 Google Reviews
- 48 Yelp Profile
- 49 Publicly Celebrate Milestones on Personal Page
- 50 Promote Other Local Brands
- 51 Feature Local Customers
- 52 Feature Local Fans
- 53 Feature Local Complimentary Businesses
- 54 Highlight & Tag Local Reviews
- 55 Connect With Local Micro-Influencers With Overlapping Audiences
- 56 Connect with Local Bloggers
- 57 Create a Challenge Locally
- 58 Audit the SEO on Your Site for Your Area

THIS IS ME!

My name is Mallory Schlabach and we're going to have a blast.

I've spent the past 12 years combining my careers in journalism, design and marketing, with business and life coach certifications. I'm a marketing strategist with over a decade of experience guiding six and seven-figure businesses.

As an IPEC certified business coach, I coach female business owners to bring in new leads, consistent revenue and get seen in all the right places through my proven marketing strategies for their online and local businesses.

If we haven't officially met yet, here's a few details about me that round out who I am.

I have four kids between the ages of 4 to 10. Yes, I AM already crazy and they are a handful, but delightful.

I am obsessed with tacos, high heels and bright lipstick.

I love Jesus, big hair and books.

HOW I WORK WITH CLIENTS

#GirlBoss Mastermind - 1:1 program provides coaching, accountability and proven strategies for helping you double your clients, get known locally and build a business you love.

Done In A Day Marketing - For six-figure business owners and teams who want to get their marketing strategy mapped out and set up in one day including building a marketing funnel, creating 30 day marketing campaigns, makeover your home page for conversion & traffic and building your Dream 100.

Marketing Magic Academy - group experience on how to kick start your marketing even if you have no time, have tried everything and hate marketing that combines DIY lessons on everything you need to launch anything with live laser coaching and group workshops.



CONNECT WITH ME!

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