

# Values and Marketing:

The Merchant Marketer



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You are as unique as tie-dye. Trust it & capitalize on it.



Hello there,

At the beginning of all the work I do with clients, we explore their values. Many clients come in knowing what their values are and they are applying them to their everyday life. However, very quickly we find that one or two values are being pushed aside because marketing has to get done.

I believe that values are a great resource for designing a marketing plan. Values determine what we are willing to do. They are engrained in who we are and they are the key to finding fulfillment. Did you know that marketing can be fulfilling when you honor your values? Absolutely! That's why I start with values.

To understand how values play into marketing, it helps for me to understand the values of my clients. So, I have all my clients start by taking the Core Values Index.

***You can take the free version*** at

<http://www.coachesmarketingsource.com/cvifreebie>. Just enter your name and e-mail at the bottom of the page and take 10 minutes (or less) to answer the questions. In the end you'll find out which are your top two values and get a bit of explanation. If your first result listed is Merchant, then this e-book will get you started with honoring that value.

In this e-book, I give an overview of Merchant Marketing (90% of my clients test out in the Merchant Category as their top value). You'll learn how being a Merchant affects your marketing and how to start taking advantage of it.

My hope is that you will begin to discover and trust in your own, unique, way of Merchant Marketing through this e-book journey. You have to trust who you are before others will trust you enough to buy from you.

Create a great day!

Kristen Beireis,

Trust-Building in Marketing Expert

Coaches Marketing Source



## Merchant Marketing

**Merchant Marketers are great connectors.** If your result was Merchant, then you read about LOVE and TRUTH being your top values, in your CVI results: *“Your cornerstone core value is love. Building and sustaining relationships is central to your life's strategy. You are constantly working to know and understand the truth about yourself and others.”* But how does that play into marketing?

Most of my clients are coaches, so you can see why they are Merchant Marketers. They are personal truth seekers and enjoy helping others find their truth. The big driver for merchants is the relationships they create. Merchants want to love their clients and they want their clients to love them. So, they are drawn to loving language. They are drawn to being nice. They are drawn to wanting to help above anything else. This is why so many of Merchant Marketers give, give, give and have a hard time asking for payment. LOVE doesn't equal money. Quality of relationship matters most.

**The big winner for CVI Merchants, when it comes to marketing is; “Merchants sell.** *Whether or not they are involved in sales as a business function, merchants sell as much to themselves as to anyone else. Merchants take care of their friends and customers. They nurture long-term relationships. In fact, they tend to value relationships more than results.”*

For Merchant Marketers, they need that relationship to be in place. They need to take time to let it evolve. Merchant Marketers are slow marketers. So, an offer where you ask for money at the end of the sales page doesn't feel good. Giving away free things and then inviting someone into a conversation would be a much better route for a Merchant Marketer. If you are a Merchant Marketing try one or two of these **marketing strategies** to start discovering what works for you:

- Networking to meet strategic partners.
- Funneling all offers into a phone call with you.
- Hanging out in casual situations that allow for people to get to know each other.
- Online Groups and message boards where interaction and answering questions is encouraged.
- Speaking for strategic groups (podcasts, telesummits or live).



**The biggest marketing challenge for Merchant Marketers is follow-through.** You may have seen this statement in your CVI results; *“They can be a joy to have around, but they are not driven to complete tasks. They are great starters and weak finishers.”* Most of my Merchant clients come in with a lot of irons in the fire, because they get easily defeated when results don't come flying at them right away. This is because, in the mind of a Merchant Marketer, results equal LOVE. The higher the results, the more love they feel. ***The lower the results, the more rejected they feel.*** Have you ever run a campaign and gotten no response? What did you do? Did you do something completely different next time, hoping it would work? According to the CVI *“Merchants also become easily frustrated and may not take rejection well.”* So, **it's only natural for you to start a bunch of things and not finish one of them.** If this describes your relationship with marketing, then stop beating yourself up.

**Don't let the world tell you that you need to focus on results.** While results are important, they should be managed by someone who can interpret them and give you tips on how to improve your relationships using them. Stop trying to be the results driven person that you're not. Focus on the relationships. You'll enjoy your work more and you'll get better results, because relationships are what you do best.

As a Merchant Marketer, myself, I find that allowing my brain to wander in different directions can be a good thing. We're visionaries and we're ***“constantly excited by new ideas”*** according to the CVI. I **keep a collection of new ideas** in a notepad and I go back to it when I'm looking for something fun to do. I've been known to start projects, just to start them with no intention of actually finishing it. Sometimes, it actually gets done and then it works. I don't force it and I only do this when everything else is working, rolling and I have some extra time.

## What will you change?

Knowing this new piece of information, what will you change in your marketing? What action are you going to take to make that change, today?



## About Kristen Beireis



I specialize in helping Coaches, Massage Therapists and other Wellness/Empowerment Leaders discover what to do and say in marketing. This e-book is just the beginning of a journey to easy marketing that honors who you are.

Of course, in this e-book, I make assumptions based on the results of the CVI assessment. My favorite part of debriefing this assessment is finding out how these assumptions show up for each of my clients. I don't believe in pigeon-holing anyone into one way of doing things. That's why it's important to really pay attention to how your values show up for you in marketing. It's different for everyone I've debriefed.

Are you ready to go deeper into Merchant Marketing and find out how it shows up for you? The Own Your Values In Marketing Program is a great place to start. We'll go through your CVI results, I'll educate you on all the 4 quadrants and I'll hold you accountable for applying your values to marketing in 2, 30 minute calls a month for just \$150. Sign up at:

<http://www.coachesmarketingsource.com/valuesaccountability.html>

I look forward to talking with you soon.

Create a great day!

*Kristen Beireis*

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