

Dear Success Networkers



*From Jean Wolfe, Creative Spark Communications
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Hope and change or doom and gloom – you choose!

Barack Obama sends personal emails by name to all of his 10 million supporters. His connection to his supporters started over two years ago when he met a director of Facebook, to get ideas. In fact his campaign generally was an inspiration. Did you notice how he influenced people? It is a fantastic formula which led to his success .. and could help your business.

1. He stands up for a definite way of being president...a certain way of being. Inclusive, committed to values, different and passionate. As an independent business you are different from somebody else doing the same thing. Have you worked out your values? Barack spoke about values of hope and change, not just about jobs. He lifted the debate above the ordinary. I was in Canada at the time of the democratic convention and watched in awe how all the speakers including the Clintons and Michelle Obama were passionate about what they believed in.

2. Saying the message over and over again in a number of different ways. The Obama campaign was well-orchestrated and he went on saying the same things in the spotlight for 21 months. Have you integrated different approaches into your business? Networking, writing articles, postcards, speaking, phone calls, video...the opportunities are endless. It is said you have to experience a message in at least 7 different ways before you take action. It takes time to buy, and time to build credibility. Obama's success was definitely not assured until the final week.

3. Being all-round authentic. Family life matters to Obama: not only are his family with him but he took time off to see his grandmother who was ill. Your brand is everything you do. Saying one thing and doing another is a sure-fire route to disaster especially in these days of authentic marketing. You don't have to be perfect, but it is very powerful for your clients when you live your values.

4. Have a strong fan base of people who like what you do, and communicate with them. Barack has an email list of 10 *million* – the biggest in the world. He used the web to stay in touch with them in a more personal way than is possible through television or rallies. Develop your fans!

5. Make it easy for the right people to buy. Did you know his campaign was massively funded by millions of Americans donating an average of 100 dollars? They bought – easily – over the internet. Previously presidential campaigns have been funded by oil companies and the establishment who (of course) expect to be in power once their candidate is in power. Many small invoices may be a better business model than having some big clients. If you can get them to pay up front all the better. The FSB (Federation of Small Businesses) reckons £18 BILLION is owed to small businesses in late payments of over 100 days.

Time for a change in your business?

It might be time to go back to the fundamentals in your business. Your values, your ideal client for 2009, and the products and services that you want to offer could do with a seasonal refresh, or simply a reinforcement of your existing plans. A lot of people will make more money and make more difference during a recession – be one of them.

Time spent thinking is never wasted, and if you would like some help my ebook course "[Spark into Marketing: Stop and Think](#)" could be just what you have been waiting for. At only £14.99 it will help you get on track so you don't waste your valuable time and energy in the tough times.

Barack Obama is not even rushing into a decision about which puppy to buy!

I hope you feel renewed and refreshed for the final six weeks of the year and ready to be the leader of your own world!

Best wishes

Jean

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Spark into Marketing! Stop and Think - the 30 day e-course to help you enjoy marketing.

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