

THE 5 SECRETS TO

# Scaling Your Marketing Business



STORY  
BRAND

*If you want a competitive advantage over other marketers, there are 5 things you need to do in order to stand out.*

## 1 Explain your value proposition in one sentence

Freelance marketers are a dime a dozen. So what can you do that distinguishes your services from everyone else? Well, the first thing is this: understand the value you offer and be able to repeat it in one sentence.

Your value proposition should always communicate the benefits a client will experience if they hire you. Benefits are different from features. A feature is a great website; but the benefit - what a client is really looking for - is what the website is going to get them. The benefit, then, would be more sales or more downloads.

### EXAMPLE

*I build websites that increase conversion rates so your revenue grows.*

In this example, the clear offering (website) is connected to the benefit (more revenue), so prospects immediately understand how you're going to help them win.

## 2 Have a clear offering

If you're unsure of what your product offering is, your clients are confused about how you can help them. And when clients don't know how you can help them, they tune you out. You should be crystal clear about what clients will actually get when they hire you so they understand immediately why they need your help. Presenting a clear set of offerings is one of the easiest ways you can set yourself apart from other marketers.

To differentiate yourself from other marketers, your offering should:

- Reflect what you're good at and what you enjoy doing
- List tangible and intangible deliverables a client will get when they hire you
- Offer small, medium and large versions of your skill set or product

### 3 Learn to overcome price resistance

Our marketplace is increasingly transactional. What that means for you is a lot of times, people are looking for a cheap deal. But here's where a lot of marketers get it wrong: they let the client talk them down on price. Spoiler: if someone talks you down on price, they're likely not the type of client you'll want to work with.

To really scale your business, you need to learn how to overcome price resistance and stick to your value. Resist the urge to back down on price to maintain your credibility and earn trust.

When a client presents resistance on price, you should:

- Boost your confidence and embrace your role as the Guide.
- Tackle objections early and often.
- Find the need by identifying the client's problem.
- Close the deal with a confident call to action.

### 4 Know your liabilities and job them out

When a client hires you they expect you to be their marketing expert who can do and be all things. It's impossible to be an expert in every part of marketing, but you also don't want to come across as an amateur. Still, you can't be everything to one client. So how can you answer the requests of your clients while staying sane and operating out of your strengths? Hire out to cover your weak spots.

Ask yourself these questions:

- What is my weakest area as a marketer?
- What do I not love doing and what can I divest?
- How would outsourcing this help my clients see better results?
- What type of revenue increase could I expect by including this service in my offering?

This will give you a good idea of what kind of growth you'll see once you job out your liabilities. You'll be glad that you did, and your clients will be willing to pay you even more for your well rounded expertise.

## 5 Have a proven framework

Most marketers struggle to scale their business because they lack an effective plan or don't know where to start. And even if they do have a plan, they often leave their advice up to chance. This leaves them spinning their wheels trying to gain traction with clients who aren't a great fit in the first place.

Being a marketer should be fun and rewarding, not stressful. You shouldn't waste time chasing down new business that doesn't help you grow.

So how do you get there? With a proven framework you can rely on to produce results every single time.

Using the StoryBrand Framework will not only help you grow your own marketing business, it will also ensure you deliver sound advice that gets your clients a return. The StoryBrand Framework will help you:

- Immediately identify your client's narrative gaps
- Know exactly where to start when you begin a project with a new client
- Gain confidence that your marketing advice will get clients a result
- Streamline client work so you don't get burned out

### To stand out from other marketers and scale your business, you need a proven framework that gets results.

Become a StoryBrand Certified Guide and you'll get access to use the StoryBrand Framework, join a community of marketing experts, and partner with a trusted brand that has helped thousands of businesses grow.

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