



## Essential Web Marketing

by Beth Cole

★★★★ (4 stars)

Buy this e-book if:

- You want help figuring out how to create a successful website or blog that promotes your brand
- You want to explore how a wide range of web services can help you get exposure for your business

### Overview

Selling yourself to potential clients has a lot to do with know what you want to offer and who you want to attract. The first section of the book focuses on defining your core marketing message (or brand), then translating that into practical things like creating a logo, writing copy for a web site or starting a blog. The heart of the book is a set of exercises designed to walk you through this creative process. The exercises provide handles (like targeted coaching questions) that help you first look inward, at what you are passion about and good at, and then outward at how to surround your strengths with messages and images that will attract the people that need your services.

For instance, to define your target audience, Cole uses questions that explore where you have valuable experience, the markets that attract you, and your points of connection to these markets (among other things). Then she leads you through distilling that information down into a profile of an ideal client, and how what you have meets this person's needs.

The second section of the book focuses on taking what you've defined about your business and using it to build a successful website or blog, or leverage tools like Webinars, Twitter, Facebook or Linked-in. Beth explains these technologies in laymen's terms, discusses why you might want to use them, and offers tips on getting the most out of each service. Since these tools change so rapidly, it is nice to see this in an e-book that can be easily updated.

The book wraps up with a section on setting and walking out marketing goals so you actually put this into practice. Information is also provided on tracking your results with web stats tools (which provide a wealth of invaluable info on what is and isn't working). The appendix is an extremely useful compendium of miscellaneous worksheets and lists of top web tools and where to find them.

### Summary

This e-book will be a great help to coaches who are trying to navigate all the marketing options the web offers and make good choices about where to spend their precious (and limited!) promotional dollars. The content is excellent, particularly the exercises. I'm a bit conflicted on the rating—while the content is excellent, I finally settled on four stars instead of five simply because this e-book is shorter and more narrowly targeted than other books in the practice building category. However, if you are focusing on web promotion, this is a unique, valuable and up-to-date guide that will be a great boost to your success.

***Reviewed by:***

*Tony Stoltzfus, Professional Coach & Coach Trainer*

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