
Podcast #81

An Introduction To The MTC Method And How You Can Get Your Brand Seen

Hello and welcome to this week's episode of the podcast. How are you doing? You know right before I got on this episode I was doing some work on upcoming episodes, looking at who we've got coming on the interviews and when they are and what episode they're going to be on and I can't actually believe I'm recording episode 81, it seems crazy. I've just sort of, obviously we have a folder for each episode on our shared drive. And I've literally just added a load more folders cause I'd run out and I've just literally gone up to a hundred and it feels like it's going to be there in no time at all. So I can't believe we're on episode 81 and I just wanna say thank you. Thank you so, so much for listening. And if you're new to the podcast, hello and welcome. Great to have you here!

And let me just remind you guys what the podcast is about because obviously I went through a name change a little while back. It was, or it used to be Social Media Marketing Made Simple and now it's Marketing That Converts because I find that we were covering so much more than just social media. And actually where I really love sort of talking about and the things I think is super smart are things like funnels and ads and landing pages and sales pages and all the other good stuff and that it's not to say that I don't ever talk about social media cause I totally do. But I want to include that other stuff as well. And it was interesting, you know, when I was trying to come up with the name marketing that converts because at the same time I was trying to name my academy. And then from that I've since come up with now I shorten it sometimes because marketing that converts is point and my fault, I've shortened it to MTC, which I always get the wrong way round, which is embarrassing.

Uh, normally I say MCT, but anyway, MTC and I've since come up with a method and a model. Now, I never intended on coming up with either of these things, but I'd worked with so many businesses over the years. I've been in marketing over 15 years. I did a marketing degree and I've worked with thousands upon thousands of businesses helping them to better market themselves. And I wanted to take some of that knowledge and, and some of that experience. And work out what makes some of those businesses really fly and really successful? And then some aren't, what were the differences?

Anyway, I ended up coming up with the MTC model, which interesting enough, I'm going to be talking about when I speak at MarketEd Live, that's going to be the first time I really present that to the world, which is going to be very excited if you haven't got a ticket. I think there are a few left, so do go check out MarketEd Live. I will put a link in the show notes. Just so you know, when I say there's a link in the show notes, what I mean is if you go to [www \[dot\] teresa heath wareing all one word](http://www.teresaheathwareing.com), so that's t, e, r, e, s, a, h, e, a, t, h, w a r, e, i, n, g, such a mindful.com a forward slash and whatever number episode you're listening to, but the numbers in, so today it's going to be forward slash 81 (www.teresaheathwareing.com/81) Then you're going to find all the notes to do with this show. You'll find a transcription that we do every week and anything that I say I'm linking up is on that page. So I've got loads of other things that I haven't talked about. So there's going to be quite a lot on that page today so do go check that out.

So yes, I'm talking about the model that MarketEd Live, which is very exciting. And then from the model I came up with the method, again, I never intended to come up with either of these, but it was like, great, now you know how to structure your business, how do you actually do it? How do you actually then turn people who are prospects into customers into loyal fans? And that's why I came up with the MTC method. So anyway, today's episode,

I didn't really mean to go on that rant. Actually. If you are new you'll get used to this. Um, hopefully. So I didn't think to go on about that at this point cause that's what I'm talking about today. Just a slight, slight introduction to the MTC method and one of the sections in it. Anyway, I meant to sort of say welcome and kind of give you an idea of what the podcast is about. Hopefully, I did that during that long ramble.

Also, if you are new to the podcast, I have been having a real push on trying to get reviews. It's one of those things that that's one of the many ways in which iTunes rank you, so therefore the more people that do reviews and write review, the more higher up I am in the rankings and more people hear about the podcast. So I would love it so much. If you haven't yet, please go and give me a review. Obviously I'd love five stars and write a review as well. So if you just go onto, if you're on an iPhone, you can go onto the podcast app, you put in a Marketing That Converts or my name, you'll then see the podcast, you click on it, scroll right the way to the bottom past all the episodes, and it'll show you my reviews and ratings and you'll be able to rate me. And also it says write a review and I'd be so, so very grateful. Thank you so much.

Okay, let's get on with today's episode. So I've already alluded to the fact that I'm going to be talking about my MTC method. Now really quickly let me explain what this is. I created a four step process on how you can grow your business because like I said, it was great that I put together this structure and I felt really happy and clear in my mind that there was this structure about how you should structure your business. However, I wasn't actually telling you how to then do it or I wasn't actually telling you, how to get customers. So the method was really kind of like the hands-on. This is what you actually do type thing. Now, a couple of things to mention before I go into it anymore is first off, when I talk about growing your business, it doesn't have to be that you want to get loads of money or you want a massive

team or a big office or to be, you know, in the top 500 companies or whatever it is. It could just be that you want to work four days a week or three days a week. It could be that you want to earn enough money that you can take six months of the year off, whatever it might be. So when I say growing your business, it's more about creating the business that you want. And inevitably it means kind of finding the customers that you want, the right customers, charging them the right amount of money, and having that constant flow of customers coming in so that you're not ever sat there thinking, 'Oh my goodness, where are the customers? I've got no one coming in, or no one in the pipeline.' So that's one thing that I wanted to just mention. The other thing, I'm not going to go into this too much on the MTC method because I did a masterclass a few months ago where I talked about this and I talked people through it and it was great.

I got such lovely feedback from the people who attended and I'm going to be doing another master class and very soon, and I'd love you to get signed up for that. So on this masterclass, like I said, I will be taking you through the method every single step. I will be giving you tonnes of ideas in which to do each step. We're going to look at one of those steps. Then I'm going to give you some ideas, but yeah, the masterclass itself is going to be on September the 24th I always have varying times for you, so no matter where you are in the world, I am hoping there'll be a time that is going to work for you, so do check that out. If you go to, and I'm going to obviously put this in the show notes again, but you can also go to teresaheathwareing.com/masterclass and you'll either have a waitlist signup, which also if you get on that it's great. I will let you know as soon as it's open or if it's open by the time you listened to this, then obviously you can just sign up straight away. But honestly it's going to be so good and I love doing live training. It's the one thing that.. Oh not the one thing. There's loads of things in my business that I love doing. But that for me is like one of the best things about I, if you've seen me do a live training before, you know I give away a tonne of content.

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I give lots of ideas because do you know what? I have done way too many live trainings and webinars that have wasted my time that I have thought, gosh this sounds good. I'm going to get some good stuff from this. And they've literally told me nothing. So that is not my aim at all.

Okay. So the first section of the MTC method is called Get Seen. And Get Seen is obviously at the beginning cause it's one of the most important things of the method. Well they're all equally as important as four of them Get Seen, Get Emails, Get Sales and Get Fans. So they are all equally weighted because you need each one of them. And basically the method walks people through what to do in each of those boxes. Because if you're not getting seen, if your key customers or prospects or anybody isn't seeing who you are and what you offer, then obviously you're never going to be able to get them to be a customer because they don't know you exist. So once they've seen you, the next section is they get emails. Now I call it Get Emails. But really what this is a hand raiser.

It's identifying from those people who have seen you, the people who are interested in taking it a bit further or who are interested in buying what you've got to sell. So get emails is really just them saying, yes, I'm interested. And one of the ways in which you do this is through asking for people's email addresses or it could be subscribers on a podcast or whatever. So, so that's an important step because again, the chances of someone just seeing you today on a Facebook ad or seeing you on a social media post or finding your website to then convert into a sale tomorrow is really unlikely. So you need to get them to take that step. So again, what are you doing in that box in order to get them to give their emails? Then you go into the next box onto the Get Sales.

So again, where are you asking for these sales? What are you trying to do to encourage

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them? Are you doing webinars? Are you doing sales pages? If you're doing sales pages, how do they look? Is there the right content on them? Are you meeting objections? So there's the sales bit how you're going to actually ask them to get the sales. And it doesn't necessarily just need to be online stuff. It could be if you're writing a proposal or having a meeting and then the bit that most people forget, but actually it feeds back into the beginning is Get Fans.

Once you've got someone who has purchased from you, how do you get them to love you and want to share from the rooftops how amazing you are. Now I'm very, very lucky that I've got some fabulous people in my academy already that are huge advocates of the academy. They are so pleased that they're in there. They'd been promoting it on social media and that's what I'm talking about. What are you doing to your customers to turn them into those fans? So in that sort of section, we might talk about adding value or doing those little extras or getting more personal with people. So for instance, when the academy opened the last time, it's shut at the moment it's opening again soon. When the academy opened and people purchased, I sent them all handwritten cards. I'm spoiling it man, because if you join when obviously I open it again, which I would love you to join, then you're going to know you're going to get a handwritten card. But it took me ages. Obviously I had to write loads of them and I wanted to write different stuff on every one. But that's the effort I was going to in order to really appreciate the people who were in there.

So I've talked you through those sort of things. I'm actually gonna put a picture of the full things up on the show notes page. So teresaheathwareing.com/81. So you can have a look at that kind of visual. So I've put a visual on there for you as well. Now let's start with Get Seen and let's focus on that for today's episode because what I've done for you today is I wanted to explain what options you've got in the Get Seen and I'm literally going to fly through a load of them because there are millions of ways in which you can get seen and get your business

seen. Then I want to talk to you about the things that I do and the focusing down on a number of things because even though there are loads of things you can do, it doesn't mean you need to do more because obviously we just won't have time or energy to try and do all that stuff.

And then I have put together this amazing freebie for you, which if you haven't grabbed already, cause I have had it out for a week or so, but I did it in particular to go alongside this episode. I've put this amazing freebie together for you, 10 Ways To Grow Your Audience and Get More Customers in 10 days. And what I've done is every single day, I have given you something that I would like you to do, which is very simple, very straightforward. I talk you through how to do it. These are going to take minutes of your day and in most cases cost nothing and I want you to try each of these things and then at the end of those 10 days, you're then going to be able to have a look and go, actually, what worked well for me? What did my audience engage with best? What did they not engage with? What did I like doing? What do I now think I can do consistently? Because obviously, consistency is key.

So that's what we're going to be going through. Like I said, I've got that amazing freebie for you. You can either get it on the show notes or you can get it at teresaheathwareing.com/10ways. So 10 as in the number and then ways. All one word, 10 ways. You can find that freebie there as well. Okay, so before I run through the many different ideas I've got, forget seen, there are a few caveats that I want to cover off first. So as I mentioned previously, this isn't a case of you must do all these things. Absolutely not. My good friends, Andrew and Pete talk about the 90-10 rule. I you should spend 90% of your concentration and your time and your effort on doing one thing really.

Wow. And then 10% on the other bits. So, and you'll see when I talk about the things that I

do that obviously I'm not trying to do it all because we physically can't. So this list is not a, you should do it, it's a, you should pick from it. Also when thinking about which of these things on this list that you could do, you're going to want to think about where are your customers. So it's no good you saying I'm going to do and you being a, I dunno, I was going to be really come up with some kind of very stereotypical company that isn't on Snapchat, but for instance, if you're business to business then snapchat is probably not going to be the most effective tool for you. So again, where are your customers? That's really important because you don't want to waste your time doing marketing to somewhere where your customers aren't or won't want to be.

Then the other thing I want you to think about in this is what do you like doing? Okay. I've talked to many a time that I am not big on writing blogs but I can talk for Britain. Actually on a quick side note, I was out the other night and I bumped into an old boss of mine and she was quite disparaging about the fact that I can talk a lot and I can and I always have done. And like I said, I think I've told you that my parents used to say how much I talked and that sort of thing. And I previously would've got a bit upset by that or a bit kind of like that's a bit mean, but actually this is now what I do for a living. So I kinda just sat there and thought I totally embrace it.

Yeah, I do talk a lot, but that's why I love doing the podcast. That's why I like being on stage because actually those things fit me really, really well. So maybe if someone says to you, you talk too much, then maybe you should think about doing a podcast. Anyway, I just thought that was an interesting side note.

Anyway, so what do you like doing? So again, it's no good saying you've gotta be on Twitter doing Twitter everyday if you have no interest. And you really struggle with it. And then the

last couple of ones that I want you to think about are that you need to test these things. And this is where the freebie that I've done for you is going to come in really, really well because of the fact that I'm giving you different things to try. And at the end of the 10 days you're going to be able to look at that and go, okay, what worked, what didn't?

So you aren't gonna want to test some things and test, see how you like them and hey, they work out. But then the key is consistency. Now some stuff I give a long time in order to test it and others, I will just test it a couple of times or I will test a little bit and then go, yeah, I'm going to don't do it for a bit longer. Now, the podcast was a big effort to set up, so I said all along I would do it for one year before I decided whether I was going to stick with it or not. Now, obviously I'm way over a year and I'm still doing it cause I love it. But I knew I had to be consistent for a year in order to see whether the, my audience would pick it up, whether it worked for me, whether the process worked and it did.

And you know what, it didn't pick up until about month nine. In fact, I've got this amazing graph that I've shared before on social media where my podcast stats are kind of like slightly grow, slightly grown, slightly grown, and then suddenly in like month nine it's what you'd call like a hockey stick effect because it literally just shoots up and it's really odd. And people have said to me, what did you do? And I honestly don't know. All I was was consistent. So once you've kind of decided that actually you like doing this thing and your customers might be there, then you need to be consistent and you need to be consistent for a while. That's why it's important to think about those key things first about, you know, where are your customers and what do you like doing?

Okay, so let's look at the various ways in which you can get seen. Like I said, this is literally just going to be a bit of a list and I might elaborate on a few of them. Now obviously social

media is a great way of getting seen. You've got Facebook, Twitter, Instagram, LinkedIn, Pinterest. Now for me in terms of outreach to your audience, the ones that I love are Instagram, Twitter and Pinterest is a really good one as well. Now it's not to say that I don't love LinkedIn and Facebook and obviously if you're business to business, then LinkedIn's great. Facebook. I would say actually from a reaching out to people point of view, unless you're advertising, it's not great at getting seen. We all know that the algorithm and the organic reach, I. E. The number of people who see your post if you don't pay is low, so unless you're going to advertise on Facebook, then I wouldn't say that's one of the best places to get seen.

My dog is barking down stairs. I hope you can't hear him. It's such a pain. It's like he's got a radar for it. You know, I did a podcast once when I was interviewing two people and two people that I didn't know that well, so I couldn't just go, oh, I'm really sorry. Can I go shut my talker? So anyway, he barked the entire time and thank God for my amazing editor. He managed to just about get out some of the worst of it, but obviously he couldn't get rid of it all anyway. Honestly, it does it every time. Drives me crazy.

Anyway, back to it. So yeah, like I said, things like Instagram and Twitter and LinkedIn actually if you're business to business are great because you can tag people in because you can comment on people's stuff as a business or as a person on LinkedIn. So whereas you can't do that on Facebook. If you're a business page on Facebook, all you can do is comment on other business pages. So it makes it a bit harder. If you are trying to reach a wider audience, then you've got sort of consistent content that you would put out. So you've got things like blogs, guest blogging, that's a really good one as well because you're getting in front of other people's audiences. And I'm a big fan of that as speaking. You've got things like podcasts, live videos, so you've got all those kinds of things that you can do on a regular basis where you

are constantly putting out content alongside something like social media. So again, I'm not asking you to do a blog speak podcast and live video. I'm asking you to go, which one of them would work best for me and best for my audience.

You've also got things like, and I don't want you to forget stuff like SEO, so search engine optimization. So this is where you basically do a few things on your site in order to get it found easier by Google predominantly. And there are experts out there, I'm not gonna pretend I'm one because I'm absolutely not, but there are some experts out there and there is actually a really good podcast called SEO SAS that's actually quite hard to say. Anyway, I'll link up to it in the show notes if you're interested in doing more around just SEO and finding out a few more things and that's a great place to go and get some ideas. Okay, let's see what else is on this list. So things like AdWords as well, so obviously you can advertise through Facebook or you can advertise through Google. Again, things like your website.

Think about how your website looks, what have you got on there because it's a visible thing for you to get seen. Another great way of getting seen as PR. Now I know you might be sat there thinking never done it, not applicable to me or whatever, but actually there are lots of industry specific magazines or online sites that actually they're crying out for content. So why not try and put stuff in there? The other thing to do is why not suggest you do an article, regular article for them about whatever it might be. And then we've got some old school marketing favourites, so we've got networking. If you're a local business or, it's funny, I always say I don't network anymore, but I do of course I do. I go to big events and I'm networking there with other people in our industry just because I'm not going to the local breakfast club here where I live.

We've got things like branding that's really important. In fact, I put a post up ages ago on my

Instagram about what advice would you give someone who just started a business and mine would be to spend money on branding cause that's so important. It's normally one of the first things that people see about your business. And therefore for me it's kind of crucial things like printed materials, business cards, these are all different ways in which you're going to get your business seen. So like I said, loads of things that you can do there. I mean social media on its own is massive, let alone including any of the other things in there. But as I've explained, I don't want you to do all these things. I want you to pick the ones that really work for you. So let me explain to you what I do in my business now.

It's really simple. I do literally four things to get seen. These are kind of my zone of genius if you like. I read that in a book by the way. Um, I can't remember what book it is. Um, I'm going to be really cross about that because I should remember who it was. But anyway, they say you shouldn't do stuff in your zone of genius. So these are kind of the four things that I love doing and therefore in order for me to kind of keep focused on those things and only do things around those four things. So mine is obviously the podcast. This is my biggest bit of content that I do. This is the thing that I consistently do every single week. The next one is me on other people's podcasts. So I have a list of people that I want to pitch out to say I'd be a good interview for you cause that gets me in front of other people's audiences.

But I'm very comfortable doing it in that way. The next one is me speaking. So obviously speaking is a big thing for me. I love it and it's a great way to get seen and get in front of my audience. And then obviously social media. Now obviously because I'm in social media, I do all of that. However, for me, my favourites as I've said before and if we're not connected then come and find me is, I nearly said LinkedIn then and sorry, it's not one of my favourites. Um, I do, obviously I do LinkedIn but it's not one of my favourites right now, but my favourite site, Instagram and I do still really like Twitter because I like the fact that we can have two

way conversations. So do come and find me on both those. Instagram is probably my most favourite and I do a lot of Insta Stories and things, but I still do the others.

But again, you wouldn't even need to do that. So for instance, yours could be something like a blog, Facebook and Instagram. And then, I dunno if you did want to pick something else, pick something else. Or You could work on your website a bit or whatever it might be. So it doesn't necessarily have to be doing all of those things. But then I want you to go all in. So what happens now is it stops me from getting distracted. So when I think, oh, I really should have a YouTube channel, I think now I've got these four things that I'm doing. Is it the podcast now? Is it me on someone else's podcast? No. Is it me speaking? No. Is it me? I'm doing my own social media. No, then I'm not doing it. So it's really about focusing on those four hours. So it's not kind of being distracted and so you're not trying to do everything cause it's so easily done.

Honestly, I sit here all the time and think I'd really like a YouTube channel and I've even said it on the podcast that I was going to set one up. And the only thing that's stopping me is the consistency thing and time. I don't have time to add in something else consistent. So, so like I said, loads of ideas for you do go and download. My Freebie, 10 ways to grow your audience and get more customers in 10 days. I've got 10 really easy simple things for you to do and you're going to be able to see, do I like it, does that work? Can I then do it consistently? And I really can't wait to hear how you get on with that cause it's going to be fun. You're doing that and me seeing how you're getting on. So do go and download that. Like I said, you can do it in the show notes, [inaudible] dot com forward slash 81 or you can go to Teresa Heath wearing. com forward slash 10 as a number ways and get it there as well.

So I'm hoping I've given you lots of ideas in terms of how to get your business seen. Like I

said, in the masterclass that I'm doing on the 24th of September, I go through all of this. I talk you through how to get emails, how to get sales, and then how to get fans. And I give you loads of ideas and I also give you loads of examples. So I not only talk about how I do it in my business, but I also give you examples of other people so that you can see how you might do it in your business. So that's going to be great. Definitely come along for that. And as I said, I love doing live training really, really gives me a buzz. It's one of my favourite things, so okay, that is it for today. It's been a bit of a quick one, but that's okay. We don't always need to be an hour. We've all got stuff to do, so please do go do that review if you haven't already. I would appreciate that. So very much. Obviously. As always, please share me on Instagram or Twitter or your favourite platform. I would love to see who is listening. It would be brilliant. Okay. Have an amazing week and I will see you next time!

