
6 Rules For Keeping Your Marketing Really Simple In 2016

1 message

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Simply Marketing

Helping you attract clients with simplicity, ease & grace

Hi Karen

As the world quietly gets "back into routine" this week, I've been slowly working up my own gears. I always like to get calls scheduled with members of my programmes in this first week; great for them but I have to admit it's for selfish reasons too.

It's so much easier to work on other's businesses than work on your own, don't you think?!

After a week of eating, drinking, sitting and watching countless films (yup - I managed all 7 Star Wars over the festive period!), it does take a while to wake up both my body and my mind.

One of my personal themes this year is to focus on "being" more, rather than "doing". I'm exceptional at getting stuff done; I'm practical, get energy out of action and because I can chunk down a project very quickly, I can make it simpler and thus easier to achieve.

Last year I was introduced to a rather wonderful lady called Sue Revell. It's almost as if she is my personal magnet - completely opposite to me and yet we connected immediately. You see, I focus on doing and she focuses on being ... and I loved finding out more.

I'm off to spend a day with Sue later this month for which I can't wait. And I wanted to share some of her magic with you, too if you were interested. Below you'll find a link to apply for one of her Possibility Calls. I'd highly recommend one!

In the meanwhile, I hope you like this week's article: 6 Rules To Keeping Your Marketing Really Simple In 2016. There's no denying that marketing keeps on getting more and more complicated each year so it's important to recognise how you can simplify your client attraction systems.

After all you've only got 24 hours a day to do it all in :)

Happy New Year,

Karen





What if you could be unstoppable?

The thought of being unstoppable is hugely inspiring for some people. Perhaps you feel you already are unstoppable - you're busy, you don't know how to stop, and it's exhausting! Maybe the very word brings you out in a cold sweat - the thought of all that doing when you would prefer to be living an extraordinary life, filled with grace and ease?

[Click here to find out more about Sue's Possibility Calls](#)

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As you start this new year, you may have got some kind of plan together for 2016.

You may have set your intention to make this year your best year yet; smashing all previous goals out of the water.

Perhaps you are being a little more cautious, deciding to err on the side of caution.

Or perhaps the thought of business planning fills you with you dread so that you avoiding making a plan at all costs.

But wherever you are at with your business, there is one thing that's certain.

As each year goes by, marketing gets more and more complicated.

New marketing tools come out promising to be the secret cure to your problems. Your inbox fills up by the hour quicker than your Friday night

wine glass. And there are more productivity apps to test out and distract you from your focus.

And it's not just the tech.

As you go from one marketing blog to the next and register for yet another webinar or seminar, you get told about the next latest, quickest, easiest, fastest way to get clients. You try out blogging and then get told that periscoping is where it's at.

And then you turn around to hear that Twitter ads are starting to work and, even though you haven't got your head around Facebook ads yet, you then start to feel that slight panic about having to learn about something else ... just to keep up.

Keeping up with what marketing is working is exhausting and because it is my quest to simplify the act of client attraction, I want to share with you today my 6 rules for keeping marketing really simple this year.

[Click Here To Find Our My 6 Rules Are And Read The Full Article](#)

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