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I'm afraid of marketing, too!

- As we move from just “owning our own job” to “creating our dream job” we find that we need to understand marketing so that our perfect clients can find us.
- Marketing is creating pathways for our clients to find us. It's helping the person who will benefit most from your unique set of talents.

The inspirational story

I sent out a *lot* of emails last month.

I only teach Neuro-Vocal Certification **twice a year**, so I need to let people know. **I believe in** what I teach, and feel enthusiastic about the **positive changes** voice professionals experience when they take my class. This is my profession, and spreading the word about my class **creates professional outcomes**; income, opportunities, and relationships.

One person on my mailing list, rather than just clicking the “unsubscribe” button, responded by telling me I was “over-marketing” and that I needed to “know my audience.” She further informed me that “good teachers don’t have to advertise.”

I perceived that this person was so uncomfortable with the idea of marketing that she wanted *me* to reign in *my* marketing so that *she* did not have to feel uncomfortable.

In sharing her opinion, this voice professional revealed some common beliefs that can hold us back in our marketing. The fears that I perceived in this person’s message were:

- Don't be a bother
- Don't toot your own horn
- Your work should speak for itself

Don't be a bother

- When you're self-employed, or a solo-preneur, it can be really challenging to market your services without feeling like you're marketing *your self*.
- **You** are not your job.
- Letting people know what you're good at is not the same as bothering them. Bothering someone implies that you're asking something of them. Your marketing is **not** asking your client to meet your needs.
- Marketing offers your unique set of skills and resources to your client. They need your services, or not. You've said, "Here are my *skills*." You did **not** say, "Here are my needs."

Don't toot your own horn

- We are conditioned not to draw attention to ourselves for our achievements.
- Most of us (especially women) have been taught from a young age that it's socially unacceptable to publicly own your skills and strengths
- It can be a difficult journey to get past that.
- You have every right to take up space. You have every right to talk about the things you're good at.
- There are people who need what you can share.
- **Tooting your horn lets people know where you are.**

Your work should speak for itself

- Also known as “If you build it, they will come”. The belief that you can humbly go about your work and will eventually be noticed.
- Artists, authors, and self-employed service providers want to believe that their work will speak for itself. They want to be organically recognized for the quality of their work.

- We want to be like Cinderella; our earnest humility will earn us the reward we seek.
- If you work in a specific geographical area and with a very general clientele you may never have to market yourself.
- If you decide you want to serve a specific kind of client, then you'll have to let those clients know. **Even if you are awesome.**
- Specialists can draw clients from across the globe. Some areas of specialization require certain training. If you're interested, you can get that training! You can specialize in:
 - Training for popular styles
 - Children
 - Adolescents
 - Older singers
 - Audition prep or role development
 - Singers of specific musical genres
 - Any niche that you feel drawn to
- You deserve to be paid a professional rate! The race to the bottom does not serve anyone.

- If you're a local indy teacher, and you attract a more generalized clientele, you still need to educate them. They need to know what went into making you a great teacher, and what they get when they sign on for private vocal coaching. Don't be afraid to be specific!

Don't market, share your magic

- You can joyfully share your message. You can show singers how to find you, who you are, and how they benefit from their work with you. Invite them in!
- Marketing yourself can be the first step to changing a singer's life.

You deserve it!

Meredith