



Market from the *Heart*





Market From The Heart by Angela Wills

About The Author



Angela Wills is a mom of two, a wife, friend, daughter and so much more. She's been working from home full-time since 2007 and is on a deep mission to help others do the same!

As an internet marketing and business fanatic, Angela has had her hand on many businesses including affiliate management, email marketing, virtual assistance, network marketing, product creation and more. Her many testimonials prove Angela is an expert who makes it **EASY to understand** and **take action**.

This special report, **Market From The Heart, 7 Ways to Be You & Be Profitable** is about how to create a business you love that fits you absolutely perfectly. It's so important to market in your business and be real, be you.

Angela has learned (sometimes the hard way!) how to put the best of herself forward to create an atmosphere of trust and friendship – she shares how you can do it too in this report!

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1. Just Be YOU

"You are the only 100% original thing about your business, you are YOUR USP (Unique Selling Proposition)."

To stand out from the crowd and get more business we are often told to be very clear on our **USP**, which stands for Unique Selling Proposition.

Did you know that the most unique thing about your business is **YOU**?

Many people start a small or home-based business with a fear that being small will make them look weak. So they try to appear bigger by getting 1-800 numbers, talking about their 'team' and using words that more describe a corporation than a small business with a real person at the steering wheel.

But what happens when you create this kind of disconnect with your potential customers is ***you create a disconnect with your potential customers.***

The last thing you want to do in business is put a wall up between you and your customers or potential customers. When you have the confidence and courage to be yourself all walls come down, people feel like they know you, you are open and they trust you big time.

How can being yourself help your business?

Some people might worry that being themselves in business means they won't be perceived as professional.

Ever heard of Howard Stern? Has not being professional hurt him any? I'm not suggesting you act like Howard Stern **but** I am suggesting you not let ideas about how you are supposed to act stop you from acting like you would normally.

To me, here's what professional means:

- Delivering what you promised as good as or better than promised every single time while providing excellent customer service and responding to the needs of your market.



One of the biggest advantages to being yourself in business is that absolutely no one can imitate your business when it is unique to your personality.

Want an example? I was sitting at the beach one day and the idea for a marketing parody hit me. I wrote out the lyrics all in one sitting, grabbed my guitar and sang my marketing mantra.

This is GOOD advice, [have a listen on YouTube](#) if you like!

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Video Adds More Personality

Video is a great way to add your personality to your online business while marketing. It's so easy to record video these days with a multitude of devices that there's no excuse for you not to do it. Posting your video to YouTube adds extra exposure you wouldn't get if you just put it on your website.

You can check out my own YouTube channel at this link:

<https://www.youtube.com/c/AngelaWills>

As you can see my videos have gotten hundreds of views. All people getting to know me and my personality a little more each time.

Audio Let's Them Get to Know You

If you're too nervous for video you could try audio. I have hosted a couple of podcasts over the years and I intend to start another one in 2021! Eeeks! (excited). It's another way to get my personality into my business. I share my most valuable advice and give plenty of actionable content, all delivered in a format where people can really HEAR how passionate I am about the topics I'm teaching on. You could easily create your own podcast using a program called Audio Acrobat. Here's a review with more information on how to do so: www.marketersmojo.com/4009

Tell Stories In Your Writing For Making Connections

You can also add your personality to your website, your articles and anything you write. One great way to let people get to know you is to tell stories.

Share your own experience with your audience and they will remember and relate a lot better than if you just lecture them. Sharing your failures and mistakes is another great way to show your uniqueness while giving them great advice and important tips on what to avoid.

One way I infuse my personality into my writing is in my email messages out to my list. I spend a lot of time telling stories about what is going on in my life and what I feel is building a true connection with my audience.

I tell my people all the time that I like to write to my list like I'm talking to my BFF. I'm not here to preach or act like I'm better than anyone else. I'm just SHARING from where I'm at now and I think that makes me so much more relatable.

And when I share things that happen to me it's pretty awesome to get the support of those I'm connecting with. For example I shared the story of one lady who reached out to say some nasty things to me about sending my daughter back to school during a pandemic.

I made my decision carefully and because I thought it was best for my daughter but this lady



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thought she knew me enough to judge me (she didn't). I emailed my list about it and they came to my defense with kind words and disbelief that someone would talk to me in that way.

Don't Hide Who You Are

Whatever you do, don't hide who you are.

You are an amazing individual with great things to share. The world needs you and your unique business so make sure you **market from the heart** by putting more you in everything you do!

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2. Always Be Honest

"Fake it till you make it is stupid. You don't have to lie, cheat and steal to be a great marketer!"

On the internet it's easier to be a fake than anywhere else. You don't have to look anyone in the eyes and you can be completely anonymous if you want to.

Whether offline or online you're sure to have heard the term 'Fake it till you make it'. While that may actually work and could possibly make you lots of money it's highly unlikely faking it will leave you fulfilled and loving your business.

Being Fake Feels Hallow

One of the businesses I got myself into in my early years involved selling registered education savings plans to parents. My business sponsor and coach had a method she used and she was highly successful. I joined the business and believed I had to follow her system exactly in order to duplicate her success.

Problem was I wasn't being me. I was being fake. I was working a system that just didn't fit who I was and that's a big problem.

I was told to bring the people who I was visiting French Vanilla Lattes and find something to compliment when I got in their house for the presentation. I did it and it felt SO WRONG. Nothing like a made up compliment to get people to "like" you so they'll be more open to saying yes when you ask them to invest in their children's education. UGH!

I actually had a little success but I felt terrible about how I was working the business. I was technically being dishonest (I did complement something I liked) but it felt sooo icky!

It was a very pushy and fake and not fun way to run a business and it wasn't even working that well. I was following someone else's system, trying to duplicate their process AND their personality I felt like I was leaving myself behind somewhere. It sucked.

Real happiness in business comes from building strong, completely open and trusting relationships that last years after the initial meeting.

5 Ways to Build Trust In Your Marketplace

How can you create an atmosphere of trust in your own business and convince your potential customers and clients that you are trustworthy?

1. Always deliver what you promise.
2. Show integrity in everything you do.
3. Be open about your intentions in business.
4. Don't play marketing games.
5. Be consistent.



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In the end the decision to trust will come down to your potential customer. They will base that decision on the gut instinct they get when interacting with you, the proof you provide that you really are trustworthy and the fairness of the offer you make to them.



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3. Make Friends With Your Customers

"Can't take money from your friends? But they want your expert help!"

When I go to a friend and ask them for an opinion on a product I'm about to buy, I trust the response.

If the friend is an expert in, say, laptops and I need a new laptop it's very likely that I'll go grab exactly whatever they tell me is best. I have ZERO interest in pouring over information on all the parts and types of laptops so I just run with the advice.

The reason for this is my friend is a reliable source of advice and that trust is already there.

It took me quite a while to really get this in business.

Your customers don't want to look at the people they buy from as just some business with no personality and no pulse, they want to buy from someone they can have a relationship with.

I've been in business online for eighteen years now and in that time I've made a lot of friends and built a lot of relationships. Many of these people have joined my email list and get my promotions.

It sometimes surprises me how many of my 'friends' grab my recommendations when I put out an offer for a product. Of course it shouldn't surprise me because my friends are the people who I've spent the most time getting to know, they trust my opinion and would much rather buy from me than some stranger they haven't build that kind of relationship with. Makes sense!

How do you make friends with your potential customers?

- Respond to emails.
- Reply to blog posts.
- Network at various events, forums and opportunities.
- Contact owners of websites you enjoy to open a conversation or give a comment.

I initially wrote this report about ten years ago when social media was in it's pretty early stages. I didn't include it as a way to make friends at the time.

I know there are people who DO build amazing new friendships and relationships on social media these days but as I do this update I've actually decided to do a 60 day fast from social media. I can tell you I can't think of a SINGLE time in the last fourteen years that I've been on facebook where a TRUE, authentic relationship has been started!

I don't find social media to give the proper one on one attention and the authentic INTENTION of true connection. So many times people are friending me for their own business intentions and not with the plan to just meet someone new they like.

I suggest you find platforms that allow you to just meet someone new who you might like. Don't think about HOW you will work together or what they can sell for you or how they will

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partner with you.... All that needs to come at a much later date!

In terms of timeline I might be friends with someone for a year or more before the idea for an opportunity that is truly a beneficial collab between friends comes up.

Of course promoting each other's affiliate programs is definitely an easy first step... but it all needs to feel natural, not forced and REAL. That's key.

This all ties together. Creating friendships also comes from being yourself and being honest.

I'm sure you remember when you were in school and making friends came easy. Just think about the win/win that can be created when you work together with other business owners. It all starts with beginning to build that relationship.



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4. Have Fun – It's Just Business!

“Did someone tell you business shouldn't be fun? BALONEY!”

Ever been to a marketing event where everyone is so serious?

How about a wedding where they play silly games to get everyone interacting and having fun?

Which one would you choose to go to?

Business doesn't **need** to equate to boring.

How Can You Add a Little Fun to Your Business?

Well the only limit here is your imagination (or the imagination of your virtual assistant ;)!

Here are some ideas:

- Host a fun contest.
- Get silly in an interview.
- Write humorous articles.
- Look for silly mistakes you've made and blog about it.
- Add humor to your presentations.

I remember one time years ago when I was promoting my own graphics course and I invited people to participate in an “ugly graphics contest”. The contest was so on target because if your graphics are ugly then you needed my course. It was also so fun! I had people submitting ugly graphics and laughing at their attempts. So fun!

Remember though, whenever you add humor to your business always be yourself!



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5. Partner With Your Competition

"No need to stomp out the competition – Partner With 'em"

One of the toughest parts of marketing your business is getting beyond your limited reach.

There's only so many people you'll be able to get your message out to with your limited time, resources and money.

The solution: Partner with people who have a share in the same or similar market as you.

There's no need to stomp out and beat out your competition. That leads to having no one to cooperate with to make more money.

Multiply Your Marketing Power With Partnerships

When you partner with others you greatly multiply your marketing power. Now instead of a limited reach your market reach is only limited by the number of people you partner with.

In the years I've been working online I've seen many great partnerships of seemingly competitive businesses. One great example is the long time partnership between Nicole Dean and Melissa Ingold. Both ladies were running their own Private Label Rights businesses before they decided to join forces. Instead of one powerful marketer on her own, they are now two who can really KILL IT. If there were not looking for opportunities to partner with what looks like their competition, they'd never have created the powerful and awesome business they now run together, Coach Glue.

Who Can You Partner With?

Making the decision to partner with someone is a smart move. So what do you do next? The best place to start is your network. Make a list of all the people you've networked with in your business, even if they are not in the same target market. Go down your list and make note of who you can contact. Even those who are not in a similar market may know others who are so don't count them out.

Other ways to find partners might include:

- Doing Google searches.
- Searching YouTube.
- Sending an email to your list.
- Blogging about it.

Keep in mind that when you approach people for a partnership you'll need to carefully consider and describe what is in it for them. Guess who you should contact FIRST? -----.... You got it – your friends! Those relationships that you build up over time and didn't abuse or misuse. If you have something that matches you'll want to careful consider the right people for the opportunity.

Personalize each contact and do your research. The more you can show your potential partner you know about them and their interests, the better chance you have of making a

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win/win deal.

What Kind of Things Can You Do With a Partner?

Here are a few ideas:

- Guest Blog Posts.
- Interviews.
- Creating a Product Together.
- Co-Promoting to Email List With an Offer or Freebie.
- Creating an Affiliate Agreement.
- Co-Hosting an Event.
- Co-Writing a Report.

A big advantage to partnering with someone else is that you can save time.

Not only is your reach expanded but now you can share the workload with someone else. Everyone has their own unique set of skills and choosing a great partner will also allow you to use your strengths while letting someone else take care of your weaknesses.

Choose a partner who's great at what you're not and you'll have a powerful and profitable partnership.

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6. Believe In Yourself

"If you don't believe in you, no one else will."

On an episode of Dr. Phil I was watching one day the Dr. gave some advice to a lady who was looking for love that applies greatly to business as well.

He said (paraphrased): ***"You know yourself better than anyone else, if you don't believe in yourself how can you expect anyone else to do so?"***

Why in the world would anyone hand over their hard-earned money if they can see that you don't believe in what you are selling, and if you don't believe in YOU?

You can't hide lack of self-esteem or self-confidence. It oozes out of everything you do or more accurately – what you don't do.

How do I know? Well I've been there myself. At the beginning stages of my business I was feeling very defeated in my online business.

I had spent way too much time in front of the computer and I think I was in a bit of an internet marketing trance. Just going through the motions but not really moving forward. In the meantime I had family telling me to quit and I had gained about 40 lbs in 2 years working from home.

Then I decided to make some big changes. I changed my business around, I started seriously working on my personal development, I started working out daily, putting my relationships first and I started eating right.

Things like personal development, working out and eating right might not seem like they have anything to do with business but when you are a sole proprietor I can tell you they have **everything** to do with your business.

The quality of your output is only going to be as good as the quality of your input.

If you are personally, physically and emotionally drained the quality of work you produce will be seriously lacking.

On the opposite side of the spectrum if you are personally, physically and emotionally strong then you will produce high quality work.

Not only that, but you will get it done faster than every before.

How do you believe in yourself?

I know how it feels to be at the point where nothing seems to be working right, where things seem like they've gone top far and you don't even know where to start believing in yourself again.

So where do you start?

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Grab something and go for it.

Maybe you need to start with fitness. I recently bought myself a Fitbit and I've been using it to set some walking goals for myself. I have a ways to go to get back in shape but I love the motivation I get from this little bracelet. Hey!! If you have a fitbit [friend me up here](#).

Maybe you want to start with personal development. In my area I had the opportunity to take some free personal development courses at my local employment center. They were fantastic courses and really helped me understand and believe in myself more than ever before. Then I got a coach who helped me more. I read a book called "Secrets of the Millionaire Mind" by T. Harv Ecker that changed how I think and made me realize how bad complaining was for me. Make sure you check out what is available to you locally. Then start looking on the internet. Look for books. A very popular personal development blog is by Steve Pavliva here: <http://www.stevepavlina.com/blog/>

Maybe you want to start with healthy eating. What I did was just start buying from the outside isles in the grocery store. A good rule is to buy as few products with more than one ingredient as possible, I try to follow this one. So – whole foods when possible. I love having a smoothie a day. In 2020 I bought a [Tower Garden](#) and that really set me up for having an easy path to delicious, nutritious greens from tower to table every day. I'm not a big salad or veggie fan so this made it much easier. I like to buy pre-made meals, too, from local delicious and extremely nutritious chefs that I love.

Whatever you decide to work on first, remember that you should never stop learning, growing and working on being a better you.

I know for me it's very exciting to be on this journey and I'm so excited I've found others on the same journey and mission to share it, too.

I can only imagine where more personal growth can lead to!

You can do it too and create a better business that supports your life while realizing a higher quality of life than you ever dreamed possible.

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7. Do What You Love

"There's no better way to be motivated, excited, interesting & creative than to do what you love every single day!"

After my initial stint with a business that left me drained, depleted and with little to show I made the immediate decision to run a business that was all about loving your business and your life.

My motto became Life First, Then Business.

And I want you to LOVE the time you spend on both!

By now you've heard all about how I was headed in the wrong direction in my business and felt trapped, stressed and overwhelmed.

It can happen easily. You probably already know that I've worked with many clients as a virtual assistant, over fifty actually. I often saw clients who on the outside seemed to have highly successful businesses, but from the 'inside' it was a very different story.

You see, my definition of success includes time off, regular sleep, freedom, and most of all loving what I do.

Following The Money Means Burning Out & Losing Out

Some of the clients I worked with got very little sleep, ran around like crazy pulling things together and even though they had teams some of them worked almost all the time.

One of my most successful client woke up at 5 am every day and slept about 5 hours and spent her ENTIRE day working and running around FRANTIC to get all the things she needed to do, done.

I saw her business as an example of exactly what I DIDN'T want!

Most of them were single too. I never asked if they'd been married but I've heard of many an internet marketer or business owner to lose their entire family to workaholism.

Can you really say you do what you love if you never have time to do anything else or take care of yourself and you miss out on the lives of those you love?

The beautiful thing about running your own business is that you can mold it however you like.

If you don't decide from the time you start your business that you will build and grow it around your lifestyle then your business can and will grow however it likes.

Like a bad weed your business will take the path of least resistance and crowd out everything else in your life.



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If you do take control and start building in what you need then you can build a business you truly love. Let's say you don't want to work weekends. If you don't make a firm rule, make sure your clients or customers know it and enforce it strongly then you might end up working weekends and missing out on life – the thing you wanted to have more time for.

Decide what you want from your business, figure out how you're going to get it and don't compromise your life goals to get there. Your life will not wait for you while you obsess about business, it will pass you by if you're not careful.

The good news is it's never too late to build a business you love!

It might take big changes. It might take guts. It might take more planning than you're used to but you can absolutely get whatever you want out of your business and your life.



Market From The Heart by Angela Wills So I Know How to Be Me & Be Profitable – Now What?

You might be wondering how on earth you're going to put so much of YOU into your business without working day and night.

You might be thinking this is going to eat up all the time you wanted to spend getting fit, eating right, enjoying relationships and exploring life.

No, I wouldn't leave ya hanging like that!

Yes, it's so important to be you but it's also just as important to carefully construct a business you can step away from whenever you feel is right.

Taking Fast Action

That's why I'm here to help by providing you with tons of practical information on how to use the internet to build a business you love.

If you step on over to AngelaWills.com you will find what I offer, click on the “Products” page to see my products.

If you're working on building an online business in terms of creating digital products or building your own community then I can offer you 50% off my masterclass called **Start an Online Business** as a thank you for taking the time to read through this guide.

[Save 50% HERE](#) << Use coupon code: **startonline**

No matter if you take my offer or not I hope this guide has helped you.

As I mentioned at one point in this guide I first wrote it over 10 years ago. What impresses me most is ALL the advice is still valid. It STILL works to be honest, ethical, YOU. I have continued to use these guiding principals to grow my business up to six figures and beyond, which is so far beyond where I was when I first decided to create this report.

I'm excited for you! I'm so thrilled to share with you that this way is the “other way” you may have been looking for!

No sleezy, slimy, pushing, icky feeling marketing for you (or for me). No, not us. What we'll do is share who we are, what we have to offer and let our peeps decide where they want to go from there.

Cheers!

Angela Wills

p.s. Know anyone you think would enjoy this report? Please pass it along to them in full, unedited PDF format. I don't mind!