

MEDIA KIT

Author: Rachel Allan

Category: Business Marketing

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Publisher:Rachel Allan

Author Bio

Rachel Allan has 25 years' experience as a marketing professional.

Rachel's super power is listening and helping owners think outside of the square.

She has consulted with, coached, and mentored hundreds of businesses during this time.

Experienced in both online and offline marketing, Rachel has helped business in numerous industries. Rachel runs a successful strategic marketing business with clients around Australia.

She lives in the regional city of Ballarat with her partner and their daughter.



 Rachel Allan
Your Strategic Marketing Partner

Book Bio

Does marketing drive you dotty?
Would you like to take control of your
business and create real results?

Then there is only one solution: follow the
trusted advice of experienced marketer
Rachel Allan.

Look, inauthentic old-school marketing just
doesn't work these days. You need modern
marketing. In fact, you need a ground-
breaking system that blends proven,
cutting-edge marketing strategies with
potent mindset work.

Rachel has created this innovative system,
and she shares it with you in Authentic,
Dynamic, Savvy.

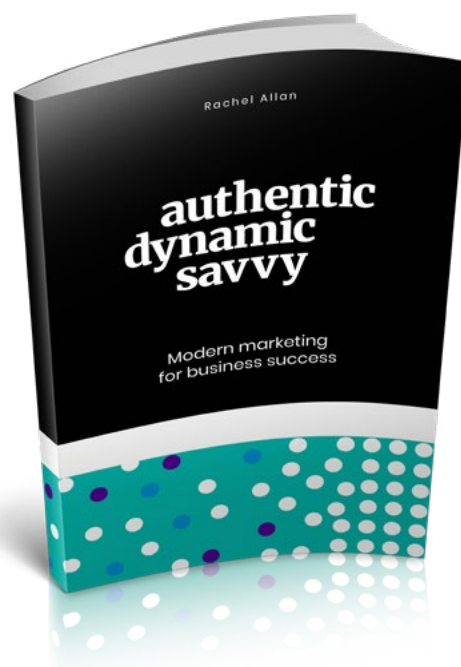
She recommends closing your ears to all the
well-intentioned (but misguided) advice
and marketing gobbledegook being offered
up on the internet, and instead focusing on
three core elements:

- Authentic campaigns
- Dynamic strategy
- Savvy research

But wait! There's so much more!

If you are serious about creating holistic
life and business success, you need to know
about – and implement – three other cru-
cial elements. The details of all six elements
are revealed in this refreshing guide to
results-
focused marketing.

Get ready to become one of the new
generation of business owners who are
creating success on their terms. Take con-
trol, and make the leap from chaos to clarity
– without going dotty!



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Endorsements

“Marketing is a process that is fluid, ever-changing and essential to business – and not all business owners are gifted with the “marketing gene”. So, Authentic, Dynamic, Savvy: Modern marketing for business success is here to help. Rachel Allan walks her talk, and in this book she walks you through the world of marketing (and provides advice from experts like me), sharing with you systems and processes that will help you become authentic, dynamic, savvy and in charge of your marketing journey.”

Linda Reed-Enever

PR & marketing strategist
www.lindareedenever.com.au

Being in business can be difficult in an ever-changing landscape – especially when it comes to marketing. This book offers fresh insight into the world of marketing, along with really practical tips. I recommend everyone having a read.

Jemimah Ashleigh

Positioning expert
www.jemimahashleigh.com

“Most business owners are great practitioners – they’re outstanding at what they do, but most are NOT great marketers. This is likely to be one of the primary factors in the failure of so many businesses in their first year! Through this book Rachel teaches great strategy and simple steps for implementing successful marketing, but she also gives you permission (and actions to take) to create a life of freedom. It’s simple to read and well laid out, and you’ll be able to pick it up at any page and take a positive action that will yield results in your business. May you bloom where you are...”

Rebel Black

Founder, THE Rural Woman
www.theruralwoman.com

“Marketing has changed so much in the last decade. In the old days it was about using the psychology of fear to try to make people buy things. Now it’s all about the psychology of connection. Fear-based and fake advertising doesn’t work anymore. People want truth, authenticity and genuine connection. They want to feel the real passion, see the real person and hear the real story. Rachel’s easy-to-implement framework for delivering authentic marketing is the how-to marketing guide every entrepreneur needs.”

Peace Mitchell

Co-founder, The Women’s Business School and AusMumpreneur
www.thewomensbusinessschool.com &
www.ausmumpreneur.com

“This book has everything! Rachel has done so much of the work for you, providing you with a solid business bible that walks you through the land of modern marketing. I’ve been in business for 15 years and I can’t wait to share this book with other entrepreneurs. It includes surprising tips that you wouldn’t necessarily consider when it comes to marketing strategy, but they are oh-so-relevant. This book will ignite and inspire you, and give you lots to work with to ensure your business is Authentic, Dynamic and Savvy!”

Rosie Shilo

Virtual assistant trainer & advocate
www.virtuallyyours.com.au

Target Audience

Small business owners who are starting out or who have been in business for a number of years. They find marketing confusing, time consuming, and often don't

Who Should Read this Book?

- Marketers
- Business leaders
- Business owners & entrepreneurs
- Salespeople
- Customer service representatives

Book Benefits

- Strategic Framework for Marketing
- Dynamic, Savy and Authentic approach to Marketing
- Modern Market Research
- Get Results!



Story Ideas for Reporters

How has marketing changed over the last 25 years?

What isn't working in marketing today that worked 12 months ago?

What is the biggest marketing mistake that businesses are making?

How does mindset impact business success?

What is a money story and how does it impact business success?

What is a purpose driven business?

What is a freedom-based business?

Why is it important to define what success means to us?

Why do so many businesses fail?

How is marketing a whole-of-business activity?

Why is authenticity so important in marketing today?

How do you get potential customers to know, like and trust your brand?

What sort of market research should we be doing?

What's the best way to test marketing?

What is a marketing funnel?

What are examples of 'Call to Actions'?

When should you pivot in your business?



Book Excerpt

Chapter 1: Planning for Success

Every entrepreneur wants success in their business. However, success does not happen overnight, and you will have failures along the way.

To help give you best chance of business success, it is important to understand how it is all underpinned by effective marketing. This is why I have devoted this entire book to marketing strategy.

To create effective marketing, you need planning and a positive mindset. Both of these crucial elements are discussed throughout the book, and we start out by focusing on them in this section. Remember: your business success starts and ends with you, the entrepreneur.

In this section we are going to look at:

1. Creating a flexible life
2. Designing a freedom-based business
3. Defining your success
4. Becoming self-confident

There is so much getting in the way of our success: life, other people, overwhelm, our mindset, lack of knowledge, and procrastination. Most likely the single thing stopping you from achieving success is YOU.

Take control of your life, and understand your business. Kick fear to the kerb. Stop the excuses. Understand your belief system. Seek confidence. Define what success means to you. Then live it – every day.

Effective marketing will lead you to business success. It all starts with planning., then keep them or return them, as you wish.” Makers of books, typewriters, washing machines, kitchen cabinets, vacuum sweepers, etc., send out their products without any prepayment. They say, “Use them a week, then do as you wish.” Practically all merchandise sold by mail is sent subject to return.

These are all common principles of salesmanship. The most ignorant peddler applies them. Yet the salesman-in-print very often forgets them. He talks about his interest. He blazons a name, as though that was of importance. His phrase is, “Drive people to the stores,” and that is his attitude in everything he says. People can be coaxed but not driven. Whatever they do they do to please themselves. Many fewer mistakes would be made in advertising if these facts were never forgotten.

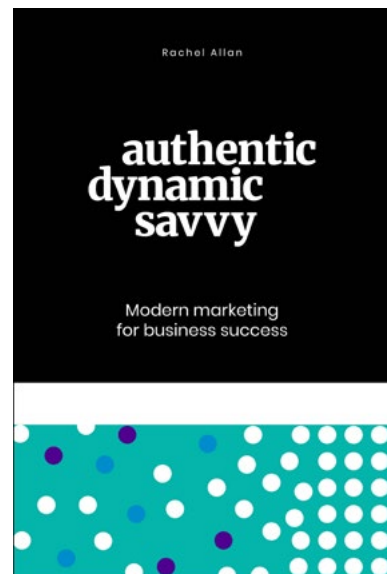
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Thank you.



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