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Shannon's Marketing Implementer

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Sunset in Chicago

Here's the amazing view from the apartment we stayed in when Meredith and I were in Chicago this month. Not to be confused with when I went to Chicago to attend the Glazer Kennedy Super Conference earlier in the month. When I got back from the Chicago Super Conference, Meredith surprised me with tickets to be in the audience to see one of Oprah's last shows. This was on my wish list for over a year and I was thrilled she was able to make one of my wishes come true! So we had to get plane tickets to head right back to Chicago the following week. It was indeed an experience. In fact, I wrote a long blog post about our whole "Oprah experience." Check out my blog post from May 20 for much more. **www.Shannonmcc.com**

This month was so much more relaxing than most, I only had 2 short trips to Chicago and I was home for another 3 whole weeks. It's amazing how much more I can get done when I'm home for more than 5 days in a row!

A huge win this month for me was having Bill Glazer ask to interview me, to be the GKIC Gold member expert call where we're going to be talking about how to use surveys in your business. If you're a GKIC member look out for my interview in your Gold membership package either in June or July. AND let me know what you think!

Another fun thing we did this month was we got to attend **Inside the Actor's Studio** where they interviewed the whole cast of **Modern Family**, that was so much fun! I laughed for almost 2 hours straight! Plus we got to meet the cast before the show, who were so humble, gracious, and gorgeous too. I loved chatting with Julie who plays Claire on the show. (Turn over to check out a photo of our fun experience.)

More to come in June, will be traveling to San Francisco and Carmel for vacation and to Las Vegas to run Alex Mandossian's upcoming Ultimate Internet Boot Camp 2.0. Happy Summer! Here's to Your Amazing Success!

Lessons I Learned From Oprah

Yours truly and Meredith, my life partner of 10 years, in Chicago at Harpo Studios.

Huge news this month – Oprah Winfrey, ended her daytime show after being on the air for 25 years. This got a big amount of press and there was even a countdown from the final 30 shows until they reached the last show. I was fascinated by this whole process from a personal stand point as well as a marketing standpoint. There are tons of marketing lessons in this whole process of how they documented her last days in daytime television, and I want to point out some of them to you here. Yet first, I want to talk about some personal lessons and things I learned from simply watching Oprah and her show for over the years.

I have to be honest and say I haven't always been an avid viewer of her show. I grew up watching Phil Donahue, and in fact when my mom came to visit me in NJ, we got tickets to see one of his shows. I'll never forget that, it was when he was in the NBC studies in 30 Rockefeller Center. In fact, it was so much fun, after the show Phil was waiting outside of the audience door and shook every guests hand and stood for a photo. I still have the photo of me, my mom, and Phil Donahue to this day.

I caught glimpses of Oprah's show here and there. But the real reason I didn't watch it all that much in the early years was because I never was a big TV watcher. I knew if I wanted to get ahead in life, wasting myself in front of the television was not the way to go. Then something happened… It was when I met my amazing Executive Coach and Founder of Women On Fire, Debbie Phillips, that I started to open my eyes to discovering new things that could help enhance and bring more joy to my life. In fact, I call Debbie my Oprah, because she was the one who introduced me to Marianne Williamson, not Oprah. And Debbie also introduced me to self-care and living into my true self, and all the things that eventually Oprah started talking about on her show. Then it was when I met Meredith, my life partner of 10 years, that I truly got into watching more television. (One caveat, I hardly ever watched any of it live, because I had a successful career to attend to!) The reason is because television was/is Meredith's livelihood. She started out at NBC as one of the first women editors, moved her way up to the Olympics, and eventually working in daytime television with the like's of Jane Pauley, Keith Ablow, Martha Stewart, Tyra Banks and Nate Berkus. So we watched the likes of Oprah and others to get show ideas and brainstorm, and see what others were doing in this genre.

It was then that I got hooked, and then of course the advent of TIVO and the DVR helped make it easier to record shows and watch them. Oprah has taught me many things about life, relationships, tolerance, abuse, and so much more. She's introduced me to amazing books, motivational speakers, chefs, celebrities, and causes. Yet the one thing that I will take away from her and her legacy is to not be afraid to speak out for what you believe in, to be yourself no matter what others say, no matter the cost. Life is so much more joyful and amazing when you're living into who you are, not being afraid, and choosing love over fear.

So let me just take a moment to share with you some marketing tips that I discovered from her countdown that hopefully you can use in your own business. (And for those who are curious as to Meredith and I's adventure in Chicago, we were lucky enough to see one of Oprah's last shows in person, check out my blog **www.Shannonmcc.com** .)

- **Create an event around something—** Maybe you're going to redo a product, or create a new one. Make it into an event, much like we do when we have a product launch. We create a whole event where we add value, give away free content by way of videos, pdf's, etc., and create a 10 – 15 day free online event.
- **Use scarcity**— Create your own countdown to the number of days when it will be ready, or the number of days when it's off the market, or the number of days when the sale will close, etc. Scarcity is the number one tactic that TOTALLY works. Why do you think QVC uses it all the time?!!
- **Use video, audio, photos to capture the event**— Granted Oprah is a television show, so using videos was a no brainer. Yet she did something interesting, after every show of her last 30 shows she had her executive producer use a little video camera, like a Kodak zi8, and film Oprah's after thoughts. Then she would ask Oprah a question that came in from a viewer or from their website. It was raw, real and captivating, Oprah talking right to the camera. I'd totally encourage you do something like this to connect with your list on a more personal level.
- **Connect with your audience on a personal level—**This is really a big one, because it's not all about you. Oprah so knew that and said it often, especially if you've ever seen her 25 year behind the scenes episodes on OWN. She totally took her role as someone in her audience. She always wanted to get at the truth, and ask questions her audience would want to know and could relate to. This is something you can take and run with in your business. People don't want to relate to companies, they want to relate to people! So share more about you, your hobbies, your kids, your animals, your likes, etc. And if you don't know how to connect or what they want, you can always ask them questions and do a quick survey to find out!

There are SO MANY MORE things to discover from Oprah's last days in daytime television! I hope these have been helpful. And I'd love to hear from you, so don't be shy, tell me what you've discovered! And here's to living your life honestly, openly, and joyfully!

Quotes of the Month

"Each man had only one genuine vocation— to find the way to himself..."
~ **Herman Hess**

"Enlightenment means taking full responsibility for your life."
~ **William Blake**

Lily loves her red lobster! This is her favorite toy, thank goodness it's durable and made to be chewed a lot!

Guess who this 6yr old is? Harrison my son's first day of kindergarten. He was not a happy camper. I can't believe he's going to high school come September—time flies!

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Shannon's Calendar:

May 2011

May 5 - 7 — Oprah Winfrey Show, Chicago, IL

June 2011

June 2 - 9 — Celebrate M & I's 10 yrs together in San Francisco and Carmel

June 11 - 20 — Ultimate Internet Boot Camp 2.0, running the event with Alex Mandossian, T. Harv Eker and Andrew Lock in Las Vegas

Fill Your Next Event Effortlessly & Easily

This strategy is so simple, it's basically creating a survey and sending it out to everyone who's registered for the event. You can find out some terrific insightful information that can really help simply by asking pertinent questions. Plus the answers will go a long way to planning a stellar event that your attendees asked for. In other words, you can use this fact in your marketing saying something like — "You asked for it, we're delivering the content and giving you what you wanted to create an incredibly successful business at our event...."

The real key to creating a successful survey is have a goal of what you want to accomplish for the survey. Maybe you want to get content ideas, speakers ideas, or you want to find out what to upsell them at the event, pricing, or get their feedback on extra outside activities.

After you know your goal, then you can start creating your questions. My rule of thumb is to have about 10 -15 questions. Start off with simple, easy questions, and then move into the more complex questions. I also do a variety of multiple choice, ranking, and open ended questions.

Here are a few examples:

- What is your most pressing challenge in your work/business right now? You can make up multiple choice answers for them to check off, or you can simple ask them to write down their comments.

- We are looking at the kind of training we're offering and want to provide you with the most helpful format(s) and resources to help you solve the biggest challenge you're facing right now. Please select the options MOST desirable for you. (Choose all that apply)
  - ❑ Live Audio Training (teleseminars, webcasts)
  - ❑ Listening to Audios (on your computer, MP3 player or Ipad)
  - ❑ Watching Online Video (webinars, blogs, YouTube, etc.)
  - ❑ Reading Printed Material (books, print outs)
  - ❑ Reading Online (ebooks, blogs, articles)
  - ❑ Live Events (classes, seminars, workshops)
  - ❑ Online Learning (e-courses)
  - ❑ Coaching (one on one or in groups)

- What's the single most important thing you hope to get out of our event?

Another advanced strategy is sending out a survey to EVERYONE on your list before you even launch your event to ask them pre-event questions. This is a terrific strategy because you're basically "seeding" your event beforehand. By asking them to help you answer your survey, you're also looking to get their buy in before you launch the event to raise their hand and sign up.

I've seen Bill Glazer use this strategy very successfully to fill Glazer Kennedy Insider's Circle Super Conference event. And I'm working with them to create a survey for another upcoming event they have next year. And this was cool-- Bill Glazer has asked me to do a GKIC Gold call with him next month. So if you're a member, look out for it!

Spring Photo Gallery...

Yours truly and Meredith in Chicago. We took this self – portrait. This was after our amazing day of being in Oprah's audience for her 10th to the last show. We stayed at Nate Berkus's truly amazing apartment.

Here's the incredible view of Lake Michigan from Nate Berkus's Chicago apartment. It's on the market for a mere $2.3 million – Stunning! (He moved to NYC.)

Here's the family with Jessie Tyler Ferguson who plays Mitchell on Modern Family. We attended a taping of Inside the Actor's Studio with the whole Modern Family cast. Look out for it when it airs on Bravo - was totally hilarious! And Jessie was so genuine ...

Shannon, I got to tell you that in your last issue (March) of your newsletter, you mentioned something that might have seemed insignificant to others but had a HUGE impact on me. Here's what you said, "...my awesome team actually created a schedule of what I will write about each month..." As a marketer, I often come up against "blank page syndrome" despite being engulfed in content galore! However, when I get that 'idea,' I can easily springboard into action. Scheduling content topics ahead of time will save me a considerable amount of time and head aches.
Thanks a ton. You rock!
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