

Marketing for a Man: It's not what you think.

Interview Q&A

Q: What is Marketing for a Man all about?

A: Marketing for a Man is not what you think. It's not a dating service or a way to get a man by manipulation. Marketing for a Man is a business concept based on four key marketing principles to help women attract healthy relationships and to learn how to be successfully single and date without manipulating, undermining, or freaking out.

Q: What are the four marketing principles you mentioned earlier?

A: The four principles are:

- **Understanding Your Target** - Men are your target market and the first thing to remember is that they do not think like women. Don't attempt to understand them primarily from your female psyche. That's a prescription for disaster. Get to know them by asking strategic questions that get to the core of what makes them tick. Your goal is to uncover what matters most to your "potential client" and to provide you with the information you need to make the right choices for any new relationship.
- **Branding Yourself** - You are the product. Let this become your daily mantra. As the product, how are you going to position and present yourself to your target market. Do you have the look, the style, or even the posture? Are you positioning yourself to get noticed by your ideal clients by attending certain social functions or engaging in extracurricular activities where you can get noticed?
- **Communicating** - Communication is key. Become a fascinating, compelling and engaging conversationalist that others will remember and want to be with. This skill will add great benefit to your life, career, and relationships. If you are uncomfortable conversing in social situations, consider joining a group such as Toastmasters to develop your public speaking skills.
- **Selling the Appeal** - When you market for a man always be yourself and allow him the same courtesy. You've attracted him with how you branded yourself and with your communication skills, including the art of listening. Make it to

the three-month mark and you are ready to “close the deal” to move your relationship to the next level.

Q: How are you getting this information to women?

A: There are two resources to help women more successfully market for a man. The first is the book, *Marketing for a Man*, released in January 2008. The other is the website www.marketingforaman.com.

Q: What will women get from the book?

A: The book is a unique, fun, and practical guide that shows women how to take control of their lives and become a sophisticated single at any age. Following a recent divorce, I knew that I wanted to find love again. I decided to apply my more than 20 years of marketing experience, to my private life and after great success, *Marketing for a Man* was born.

Q: Who is the target audience for your book?

A: The book is for women of all ages. However, as I wrote the book I did have in mind women, who were just like me - a recently divorced mother of two who is financially independent and in her mid-forties.

Q: Have women applied your *Marketing for a Man* principles with any success?

A: Yes. I test marketed my approach with several friends and they too experienced dating success. I've been told the book helps to take the guesswork out of dating. This is really important for those of us who have not dated in some time.

Q: So, what will women get from the website, www.marketingforaman.com?

A: Marketingforaman.com links women into a community where they can get their “fabulous five” fix, which is to shop, talk, listen, laugh, and love. The website offers a variety of forums where women can discuss their dating and relationship challenges and successes in order to help themselves and one another. Marketingforaman.com

will have guest coaches, beauty and fashion professionals providing insight on how women can improve both their professional and personal image, but more importantly their lives. As for the shopping, women will be able to purchase designer jewelry, natural and organic products and other favorites from the book.

Q: In one sentence how would you describe the Marketing for a Man book and website?

A: Marketing plan for love and romance using proven strategies that really work.

Q: In one word, how would you describe the Marketing for a Man book and website?

A: Empowering.