

Marketing with Emotional Intelligence

By Susan Dunn

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Marketing with your IQ will get you with everyone else. Marketing with your EQ will get you ahead.

1. Use emotions to make your point.

No one ever convinced anyone of anything through intellect. If you don't love your product and your buyers, then you have no business marketing them. Let it show.

2. Be creative and flexible.

Use different ways and keep experimenting until you get the results you want. The Internet is still new. Keep inventing new approaches. Be open to cross-marketing. Never offer one product without giving a link to another, giving your consumer ample opportunities to buy. To see how I accomplish this, go here, the website for "Presenting on a Cruise."

3. Get an EQ/Marketing coach. Preferably one with a background in public relations.

4. Marketing with EQ (manners, empathy, interpersonal skills, creativity) is more similar to public relations than to advertising.

Hype, spam, jargon and hardsell are even more offensive now that they're more ubiquitous. Treat your potential clients with the respect and finesse they deserve.

5. Use your empathy.

Know who your potential buyers are demographically but also psychographically -- what are their problems and feelings, what are their needs? What concerns them and keeps them up at night? Offer solutions.

6. Tune in to your intuition.

If it feels right, go with it, no matter what experts say. Do your research, then pump up the volume on your intuition. It's your best guide.

7. Use your interpersonal skills.

Building referrals is the easiest way to get clients coming to you, though getting the referrals will

draw on all your interpersonal skills and take time. It's relating, i.e., public relations. Get out, build and nurture relationships, let others get to know you.

8. Resilience.

If a campaign fails, or you suffer a setback, use your resilience to learn from it and move forward.

9. Optimism.

Optimism is the facilitator of all the EQ competencies and it can be learned. It will make or break you. If you approach your marketing with optimism, creative new ideas will come to you, new approaches, and new solutions. Learn optimism.

10. Intrapersonal skills and prosocial behavior.

If you're willing to help others, they'll help you in return. Look for opportunities to share what you know with colleagues and learn from them. Join your local and national associations and contribute. Give your clients and customers values-added extras.

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