

The Four Superpowers That Make Introverts Exceptional Marketers

Writers, whether that's copywriters, content writers or direct response writers, are running a business. Our writing isn't a hobby or way to unwind after a long day at the office. It's how we pay the bills, keep a roof over our heads and feed the kids.

We can't afford to have a 'write, and they will come' attitude to what we do. We have to get out there and make it happen. Hustle, push, pitch and sell these companies into submission.

Hmmm, not sure I can do that...

As an introvert, with a side order of social anxiety; hustle, pitch, push and sell weren't words that were in my vocabulary.

Neither though, were starving, bankruptcy and divorce...

I've had to find a way to make my skills as an introvert work for me in jobs that were traditionally the territory of the extrovert.

I've owned and managed bars and restaurants, been the public face of our families outside catering company dealing with hundreds of clients each week and spent eight years as a senior financial recruitment consultant, cold calling finance directors and financial controllers to find jobs for the accountants I represented.

The only way I survived and thrived in all those high-stress environments was by using the stuff I was good at and by scheduling 'brave'. Sometimes, you have to commit to doing things that fly in the face of everything you believe you can do.

For me, that was cold calling, a part of my job that wasn't optional. Over time I became successful at cold calling by doing it the introvert's way.

Whether you are an Introvert, extrovert or ambivert (a hybrid of the other verts) marketing isn't optional. You have to get on your client's radar's, engage with them and convince them that you are the only person they should hire.

How?

Play to your strengths by using your introvert superpowers.

Leverage what makes you the person you are and then play the marketing game by your own rules.

Do introverts have superpowers?

Introverts have many skills that give them a distinct advantage over there more exuberant, confident colleagues. These characteristics perfectly align with the way your customers liked to be approached and dealt with.

1. **Empathy**

According to the psychologist Daniel Goleman, who popularised the theory of emotional intelligence, empathy can be subdivided into three types - cognitive, social and empathic concern.

Cognitive empathy is an awareness of someone else's perspective. I'm sure you heard of the phrase 'try to walk a mile in the other person's shoes' - that's cognitive empathy.

Social empathy is the ability to sense what another person is feeling. When you pay full attention to another person, you're going to have a rapport and chemistry.

Empathic concern is a need to help a person who is in distress or pain. You want to help them deal with their problem.

Introverts tend to be more empathetic than extroverts and can use these different types of empathy to effectively connect with clients and understand their problems.

2. Good listener

Introverts are great active listeners. You concentrate on what somebody is saying to you, understand their point of view and are more likely to give a well thought out, meaningful, answer or comment. Harvard Business School Professor, Carmen Nobel, found in a study that introverts can also be better leaders, as they're more likely to listen and process the ideas of an enthusiastic team before acting.

3. Analysis and Research

Once an introvert understands the problem, their sharp focus and analytical abilities mean that they will thoroughly research a solution to the problem. You love solving problems, no matter how complex and you won't stop until you have explored every last avenue and you've found not just a solution, but the very best solution available.

4. Preparation

For you to feel confident and assured in a situation, you have to be well organised and prepared. This links back to your empathetic nature and your need to help people overcome any pain or distress they may be feeling. If you are well prepared, you will be able to suggest the best solution.

So, How Do You Use Your Introverted Ways To Succeed As A Marketer?

You know that marketing isn't optional if you want your business to thrive but if you're anything like me you prefer to be writing, researching or reading, rather than out there banging the drum telling the world how amazing you are.

So, play to those strengths and focus on the aspects you excel at and enjoy.

Inbound Marketing

Turn your website into an authority site by writing long-form SEO optimized content about the different aspects of copywriting and specifically the areas that you focus

on, whether that's SEO, email or business to business copywriting. This will confirm your status as the go-to expert.

Alternatively, structure an article around an innovation that a client you would like to work with is using, highlighting how it has benefited their company.

Reach out to them by email to let them know you have written about their innovation, ask if they would share your article with their network and take the opportunity to ask whether they hire freelance writers.

If your article is well researched and professionally written, you've killed three birds with one stone. Firstly, impressed a client you'd like to work with, secondly, shown you are a great writer and thirdly, provided them with a ready-made piece of marketing you're encouraging them to share – win, win, win.

LinkedIn and Warm Email's

LinkedIn perfectly complements the research and analytical parts of an introvert's personality. With 562 million active users on LinkedIn in 2018, finding companies and people within your niche is easy.

You can follow these companies, who they interact with, what they publish, who the decision makers are connecting with and then use this information to send a warm email that gets the conversation started or request a referral from a mutual connection.

Scheduling 'Brave'

Cold calling.

To an extrovert cold calling is fun. What's better than chatting on the phone and meeting new people?

For an introvert, it can induce sweating, nervous pacing and extreme procrastination.

It doesn't have to be this way. By using your skills in research, your empathetic personality and preparation skills, you are going to be far more effective and successful than the scatter-bomb approach of an extrovert.

As a recruitment consultant, cold calling wasn't optional, it was a large part of the job that I had to learn fast. I discovered if you spend time researching the company and the person you want to speak to (company website, LinkedIn, Twitter), it gives you confidence. Combine this confidence with your natural empathy, and the stress recedes.

Set yourself a target – say ten calls a day – and do the calls every single day. Work out when you have most emotional energy, for most people that's in the morning, and just get them done. As Brian Tracey says, 'eat the frog'. When you've 'eaten the frog', reward yourself and then plan for tomorrow.

Be strategic in who you call by leveraging LinkedIn.

Be aware of what the companies in your niche are doing. Have they announced a new product they're releasing or a new area they are expanding into? These would be good companies to target as they might need new web pages, emails, landing pages product pages and much more.

Script your calls and be prepared to adapt your script as needed. Practice with family and friends until you know your script and you feel confident. Finally, aim to keep the calls short and have one specific goal for the call.

For example:

Hi [contact name] my name's Simon from Educated Communications, just a quick call to check if you ever use freelance writers for any of your marketing or web copy requirements?

{No} – thank you for your time.

{Yes} – Can I send you my information packet that will tell you about me and my experience in your market. What’s the best email to use?

{Receive email address} – Thanks for that, I’ll get the information straight across to you and follow up with you in a couple of days. What time would be best for you?

{Receive convenient time to talk} – great, I’ll call you then.

Thank you for your time

(Edited Source Joshua Boswell)

Total time – 30 seconds to two minutes.

With cold calling, the more you do, the easier it becomes, ten calls a day is fifty people you will have spoken to in a week.

To be successful, you need to market yourself every day. Don’t be disheartened if you don’t strike gold straight away. As you make more calls, you will gain confidence, and the calls you make will improve.

Marketing is a targeted numbers game. As long as you are consistently calling the decision makers in companies that align with your niche, you will be successful.

By taking advantage of the skills that you have as an introvert, you can be as good at marketing as you are in every other area of your life.

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