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# But You Don't Look Gay...: 6 Steps in Creating a Successful LGBT Marketing Strategy

*Jenn T. Grace*

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# But You Don't Look Gay...: 6 Steps in Creating a Successful LGBT Marketing Strategy

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**But You Don't Look Gay...: 6 Steps in Creating a Successful LGBT Marketing Strategy** Jenn T. Grace The intention of this book is to provide a holistic approach to doing business with the lesbian, gay, bisexual and transgender (LGBT) community. Whether you are an LGBT business owner or an ally to the LGBT community, there is something in this book for you. To be the most effective in your outreach efforts to the LGBT community you must be authentic and transparent in your approach. You must also have a plan for success. A solid targeted campaign requires a solid marketing plan to back it up. This book will not only teach you successful communications strategies for getting and keeping LGBT customers, but it will also show you the first steps you can take in creating a marketing plan designed for success. The stories, advice and guidance in this book stem from my own personal experience in working with the lesbian, gay, bisexual and transgender community. You may find different pathways to a success for you and that’s amazing. Consider sharing your success story with me at book@jenntgrace.com.

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