

GETTING BUSINESS TO COME TO YOU

Everything You Need to Do Your Own Advertising & Sales Promotions

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Main Theme

The only truly essential element for a successful business is having enough people to buy your product or service week after week. In other words, marketing is the life blood of any business.

Marketing does not necessarily require you to be on the road. The strategies of this book suggest there are effective ways of maintaining a business profile, so that people come to do business with you on their own account. This requires an effective, high profile strategy that any business can develop for themselves if they use the right techniques.

There's no single magic strategy that works for every business. Marketing will always be an ongoing, experimental process that in the final analysis must stand or fall on its own merits. The key is not to rely on any one method exclusively, but to have a wide range of marketing activities underway all the time.

1. Word Of Mouth Advertising

- 2. Networking - Contacts For Business
- 3. Referrals
- 4. Word of Mouth Multipliers

Networking is the building of personal business alliances. Alliances = business.
Generating referrals makes a business self sustaining.
Establishing an image that generates business contacts increases the amount of word-of mouth business that will come.

2. Public Relations: Establishing a Reputation That Means Business

- 5. Publicity: Your Passport to Recognition
- 6. Building a Publicity Kit
- 7. Getting Media Attention
- 8. Speeches and Seminars

People like to do business with someone they know or like. A good public profile can be developed and enhanced over a period of time.
An effective way to present the facts about your business.
Media attention depends on use of a unique business angle.
Generates excellent publicity and business introductions.

3. Direct Marketing: Getting Your Message Across One-on-One

- 9. Promotional Techniques
- 10. Direct Mail

Promotional techniques include sampling, incentives, giveaways, newsletters, circulars, trade shows and seminars.
Useful for generating sales, creating awareness, building credibility and reinforcing the business reputation.

4. Incentive Advertising: Cementing Your Name In Their Brains

- 11. Advertising
- 12. Traditional Print Advertising
- 13. Creative Advertising

Needs to be customized, personalized and inventive to offset budget limits.
Classified advertising, yellow-page listing and directories.
Bulleting boards, radio or TV shows, on-line computer services, fax transmissions and direct-response advertising.

5. The Technicalities Of Producing Marketing Materials

- 14. Writing and Designing
- 15. Turning Interest into Business

Think in terms of benefits, not features. Be creative and always look from the customer's perspective and needs.
Finding ways to meet customer needs with your service or product.
Tips on closing the sale.

1. What Works: The Marketing Strategies of Successful Home-Based Businesses

Main Idea

Over the long haul, having plenty of business is not a matter of luck or chance. It simply comes down to an ongoing, effective marketing program. Anyone can get into business, but if you want to stay in business, you need customers on a regular basis, and in sufficient volume to generate the revenue levels you require. This is the essence of marketing.

Supporting Ideas

The marketing strategies of successful home-based businesses generally include;

1. Getting people to come to you, rather than having to be approached and sold. This happens if you offer something unique, establish a visible reputation as an expert that people flock to use your services or if you perform a valuable service so well that your customers become your sales people.
2. Establishing a niche, a highly specific product or service geared to a specific market segment. Requires discipline to avoid jobs outside your area of expertise.
3. Using key business contacts, who can pass on referrals and leads.
4. Positioning yourself as pre-eminent in your business area. This means that people think of you first whenever that field is mentioned.
5. Becoming effective in a variety of marketing methods, so you can put together a mix of the best strategies for the circumstances.

Since home businesses usually offer personal services or products, the best marketing methods typically involve a personal approach. Most successful businesses act as their own best promoter, and don't leave anything to chance. You need a marketing mindset - a way of thinking from your customer's point of view and enthusiasm to find creative ways to let people know about your business.

Marketing requires you to focus on three questions;

1. How does your business benefit your customers? From their point of view, what are the benefits?
2. What do you offer that is special or unique? How are you different from your competition?
3. How can you spread the word about the benefits you offer to those who need them? A passion to succeed can more than offset lack of funds for marketing.

Four low-cost but effective marketing methods are;

1. Word-of-mouth or networking. Professional business contacts designed to contact people who can refer potential (and qualified) customers to you.
2. Public relations. That is, establishing a reputation that draws people to your business. This involves media coverage, authorship of articles or books and taking seminars or courses.
3. Direct marketing. Might involve samples of your service or product, promotions, discounts, extra service.
4. Inventive advertising in publications read by your target market. Offset the lack of a large budget with increased amounts of creativity.

Marketing is an ongoing, experimental mix of all available methods. Several activities should be underway at any one time, all designed to supplement and strengthen the achievement of the overall objective. The particular combination you choose is called a promotional mix. The measure of success of any marketing campaign is the extent to which it reaches at the lowest possible cost the greatest number of people who can and do buy your product or service.

Some guidelines in developing a promotional mix include;

1. Choose methods you look forward to trying. Don't include anything you dislike.
2. Use marketing ideas that provide the easiest, least costly access to the people you want to reach.
3. Never rely on only one method at a time. Marketing is always an experiment. Offset capital limitations with time - the more time injected, the less money required.
4. Select marketing methods that compliment each other.
5. Review the methods your competition are using, and find out what seems to be working best for them.
6. Track the results of all marketing efforts. Increase investment in areas that are working.

As a rule of thumb, new businesses need to spend about 40 percent of their time and capital on marketing.

The best time to market is when business is flourishing. If you wait for slow times before starting marketing, you may have a long lean period to overcome. Most businesses start with methods requiring little money but considerable time and energy. As the business grows, activities costing more but requiring less time tend to be used.

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