

Are You Ignoring These Marketing Principles?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Are You Ignoring These Marketing Principles?

By Charlie Cook

Are You Ignoring These Marketing Principles?

by: **Charlie Cook**

In marketing as in science there are basic principles that govern the movement of bodies in space, or prospects and clients. Just as people instinctively know the law of gravity, they are aware of the fundamental principles of marketing. Unlike the law of gravity which is hard to deny, many small business owners often neglect to apply core marketing principles to attract clients.

Even if you've never been hit on the head by an apple, you wouldn't argue that objects fall down instead of up. Of course Issac Newton's true genius in describing the law of gravity was in realizing that the same force that attracts apples to the earth is responsible for keeping objects in orbit around other planets and moons.

Use the following marketing principles to pull in prospects the same way gravity pulls planets into orbit around the sun. (Imagine yourself as the sun, the driving force of the solar system.)

1. **START WITH YOUR CLIENTS** Client goals and concerns are the reason you are in business. Clients buy your products and services to meet their needs. You know this, but are you applying it to your marketing?

Many service providers marketing materials are little more than a laundry list of services. To attract prospects and clients, start with client problems as the catalyst for writing your marketing "meme" and materials. If you are a massage therapist you may provide "hot stone" or "deep tissue" massage but to get your prospects' attention you'll need to talk about relieving back pain or eliminating muscle spasms.

2. **TARGET YOUR MARKET** There are a finite number of people who want and are willing to buy any given product and service. Marketing to people who don't want what you provide is a waste of time and money. You know this, but are you targeting your marketing to those people who are most likely to buy your services and products?

Are You Ignoring These Marketing Principles?

Learn (if you don't already know) who buys your products and services and why. Develop a picture of your ideal buyer, their demographics, concerns and motivates. Use this information to identify marketing tactics that will attract them to you.

3. **DEMONSTRATE VALUE** Before a prospect becomes a client and a client becomes a repeat client, they need to be convinced of the value of your products and services. They need to feel confident that your products and services will do what they are supposed to do. You know this, but is your marketing built around demonstrating the value you provide?

Many independent professionals sell information and ideas. If you are a web designer, you could provide a tutorial on how to plan a web site. If you provide tangible services, you need to show people examples of your work and provide testimonials from former clients.

4. **GROW YOUR NETWORK** Lead generation is the lifeblood of any small business. The more qualified prospects contact, the more clients you'll have. Even if you don't want a thousand clients, if you have lots of prospects you can have the option of having just a few high paying clients. You knew this too, but do you have a marketing strategy which helps you grow the number of qualified prospects you market to each month?

One of your marketing goals should be to motivate qualified prospects to give you their contact information so you can market to them. If you sell information, publishing articles with a free teaser at the end is one way to do this. If you sell products or tangible services, a raffle can attract prospects.

5. **BUILD RELATIONSHIPS** People like to buy from others they know and trust. And attracting new clients takes ten times as much effort as selling to a repeat client. You know this too, but do you have a marketing strategy which helps prospects get to know and trust you?

You can assume that your prospects receive more information everyday than they can remember. Even if they need and want what you have to offer, there is a good chance they will forget an occasional radio ad or an annual newsletter. To grow your business, find ways to regularly stay in touch, educate them, and explain the ways you can help solve their problems.

You already know the law of gravity and these five core marketing principles. Become a true genius like Issac Newton, and apply them to pull prospects and clients into your orbit and grow your business.

–

2003 © In Mind Communications, LLC. All rights reserved.

The author, Charlie Cook, helps independent professionals and small business owners who are struggling to attract more clients and grow their businesses. To get the free marketing guide, '7 Steps to Get More Clients and Grow Your Business' visit

.

Are You Ignoring These Marketing Principles?

The Lies We Live By

By Olabisi(DJ)

How many times have you lied to get your way ?

Many cameras today focus automatically on things both far and near.

You are inclined to be like that. See, almost everything that you view "in focus" that is important, desirable and with some thinking is within your reach.

What are principles ?

A principle is defined as a general or fundamental truth: a comprehensive and fundamental law, doctrine, or "assumption" on which others are based or from which others are derived.

Do you think and act on the basics of principles ?

Having a firm grasp of basic principles can help you to understand and apply more specific directives, Futhermore if you do not thoroughly comprehend basic principles.

You might not be able to make sound decisions, as humans we tend to shy away from the effort required to reason on principles. We may prefer the convenience of a "Lie" when we are faced with a decision or a problem.

The anxieties of today's busy life might be distracting you from thinking and acting on the basics of principles.

How many times have you lied to yourself ?

Where does your security lie ?

Where are you going ?

I know sometimes you get so consumed by the daily grind of life that you forget to look at the larger picture.

When you put your lies aside, appraise your present situation and see what you can "Honestly" expect from the future.

You will see that you have been spinning your wheels on a very long insecure detour in an imperfect world of which you have a limited life span.

I want you to consider these ancient words of wisdom since so you do not second guess the value of principles.

Are You Ignoring These Marketing Principles?

"You become what you think"

Be Good.

Olabisi(DJ)

You have permission to publish this article in your ezine or on your web site, free of charge, as long as the bylines are included. A courtesy copy of your publication would be appreciated.

A secret I have been keeping has increased my discipline. To find out more

Olabisi(DJ) Gbayisomore is the owner of

Related Content:

The Lies We Live By

Affiliates go to school!

Why You Will Love Evolution Theory 2

Selling With Principles — NOT Plungers

Spiritual Warfare And The Deuteronomy Factor

Read more Content at

Related Products:

GUERRILLA MARKETING Volume 3

30 Powerful Business eBooks

How to Use Your Mind for Study

The Power Of Laughter

Take Control of Alcohol

: A genuine resource center for Quality Ebooks and Softwares

Are You Ignoring These Marketing Principles?



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!