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

Being visible on a budget

By Claire Cunningham

Once upon a time a company introduced a new product. They didn't want their competition to know, so they didn't advertise or even send out a news release. Sales of the new product were disappointing. The manufacturer was unhappy. What went wrong? Any thoughts?

My answer is that this kind of "stealth marketing" doesn't work. You need to be visible to sell something. When this manufacturer started promoting their new product, sales picked up.

So visibility is good for business. But how do you get visible with limited resources? Here are some programs I recommend.

- 1) Postcard marketing – Use postcards to ask for referrals, announce events, build website traffic, say thanks, and more. Of course, for best results you need a good list.
- 2) News release program – Does your company bring new products or services to market? Publish literature? These are great subjects for news releases. Send releases to editors at relevant publications regularly to get more than your fair share of coverage. Public relations activities like this are time-intensive, but cost much less than advertising.
- 3) Feature coverage – Getting major coverage in the right media outlet can enhance visibility and credibility quickly. Use research and planning to ensure your topic is timely. Then target specific editors.
- 4) Case history articles – Highlight your company's capabilities with problem/solution articles. Well-written case histories are in demand -- by readers and editors alike. These stories make great website content, too.
- 5) Internet – Creating and maintaining a website is relatively low cost, especially compared to printed pieces like brochures. If you need to reach young adults, teens or business people, the Internet is where you need to be. E-mail marketing can be a good tool, too, but be sure to get the recipient's permission.

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6) Newsletters – Developing a good newsletter takes market intelligence and careful planning. Then you need discipline and skill to crank out something worthwhile on a schedule. But it's worth it! A good newsletter can gain you loyalty, credibility, and - oh yeah - visibility.

7) Identity – Maintaining a consistent identity is a low-cost way to maximize impact. Consistency and professionalism help any business over time. Consistency means repetition. That's what solidifies ideas in our brains. Professionalism is about looking good. If you want to be taken seriously, present a professional image.

Whatever you do, repeat, repeat, repeat! A single mailing (for example) may get disappointing results. Don't be surprised or discouraged. Keep at it with a consistent look, message and audience, and over time your message will sink in.

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Claire Cunningham, president of Clairvoyant Communications, Inc., helps companies jumpstart their sales with increased visibility. Claire shares her marketing communications expertise at

<http://www.clairvoyantcommunications.com>

and through monthly e-newsletters Communiqué and

Communiqué–Small Business. Avoid costly errors with Claire's "Top Marketing Communications Mistakes Companies Make." Call 763-479-3499 or e-mail

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That;s Funny, You Don't Look Like You have a Disability

By Lynda Appell

That;s Funny, You Don't Look Like You have a Disability by Lynda Appell

That's Funny You don't Look Like You Have a DisABILITY

Editorial about how invisible disabilities are just as much disabilities as visible ones.

>Th's funny, you don't look
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Any one who can see that a man, woman, boy, girl who is in a wheel chair has a visible disability. Like wise seeing some one using a cane either as a walking aid or as help for someone who is blind.

Conversely someone who has an invisible disability, be it a learning disorder, a mental illness under control with treatment, a person with chronic debilitating pain and many other examples, too numerous to mention, are seen unless their disability is known as not having anything disabling about them.

I am not implying that persons with handicaps that are not readily seen are more disabled than those with a handicap that is readily visible.

What I am saying that both visible and invisible disabilities can both be a hardship and at times even devastating to the individual.

Just because a disability can not be seen doesn't mean it's any less disabling than one that can be seen by most people.

This doesn't doesn't necessarily mean more so. It means that a visibility of disability should not be the sole criteria of who is considered disabled.

To me there is one very important exception to the above. The person with an invisible disability

has to deal with not only their disability but the public's attitude toward it. For it's easy to realize some one who is physically challenged as being impaired. It's harder to realize that a person who may look normal may also have an impairment.

Disabled disability activist for over twelve years in my local Community Support Program and Artists for Recovery.

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