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Getting Started: The 8 Keys to Marketing Success

By Kim Nishida

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Are you a small business owner who's just getting started or a veteran who is eager to review the basics and generate more income through effective marketing? Walk through these 8 keys and turn your dread of marketing into a passion.

1. Craft your vision statement: Answer the question, "Why does my company exist?" This is the heart and soul of your organization and the platform from which you should make every decision be it marketing, product development, or customer service related.
2. Identify your ideal client: Take a hard look again at why you're in business in the first place. Then identify who's really going to want what you're selling. Who's going to understand exactly where you're coming from and jump at the chance to do business with you? If you can identify those quality consumers, you will have a much easier time finding them.
3. Target your SWOT (Strengths, Weaknesses, Opportunities, Threats): The first two components are internal—what's going on inside of you and your company. The last two areas are external or the outside forces you must consider. There are unlimited applications for the SWOT exercise. Email me at readytoevolve@earthlink.net for a detailed worksheet.
4. Ask, "What makes my company unique?" Why should anyone do business with you as opposed to your numerous competitors? Consider how you make decisions when faced with a choice between similar products from different manufacturers. How do you decide which car or soda to buy? Remember, each potential client asks the same question when they consider buying from you. How do you stand out? If Starbucks just sold cups of coffee, they would not be as dominant as they are today.
5. Expand your possibilities: Think BIG. A gold fish will only grow as large as its environment allows. Slip the fish into a bigger bowl and watch it grow. The same is true of your marketing plan. Think conservatively and small and your business is likely to remain that way. Dare to dream and think large. You will never reach the big goal if you think it's not possible.

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6. Hone your goals & tactics: Using your vision statement as a compass point, ask what goals do you need to achieve in order to reach your vision? Remember to set SMART goals (specific, measurable, action-oriented, realistic, time sensitive). Once you have them all listed, ask, "If I accomplish every single one of these goals, will that guarantee success?" If the answer is not a resounding "Yes!" keep adding goals until you are satisfied. Next, break each goal down into the specific steps or tactics necessary to accomplish each goal. Ask, "If I finish every listed tactic will I reach this goal?" If the answer is no, keep breaking it down to the last detail.

7. Set your priorities: Once you've got your goals and tactics in place you have got to put them in order. Write each one out on a separate piece of paper and shuffle them around. Look at each one and ask, "How important is this to my success in the next 3 months?" Use the ABCDE method of prioritization. Sort them in groups of As, Bs, and Cs, based on importance. Ds are anything you can delegate. Es are

anything you can eliminate. Next, prioritize within each group: A1, A2, A3. Finally, get to work. Even though you might be tempted, don't move on to the Bs until you have completed all the A tasks.

8. Take action: Finally, the most critical step in any marketing plan is to get your hands dirty and get started. The marketing plan that never reaches the public will net you zero sales. Learn to embrace the notion of "failure" as feedback on how to get it right. With this attitude, any setback becomes an opportunity to fine tune your plan and make it better. A parting anonymous quote: "Failing quickly is at least better than failing slowly."

Did You Know Your Mind–Set IS Your Problem?

By Kimberly Gordon

How To Save Yourself From The Pits of Marketing Cyber Hell!

"Your Mind–Set IS Your Problem!"

Did you know that the one major thing that stands between You and Success is Your Mind Set? Yes it is true. Sometimes our "Own Stinkin' Thinkin'" gets in the way of our Success, or our ability to achieve success. Try as we may, we just can't get any further ahead than we were yesterday. Frankly we have been so use to failure in our lives that failure is all we seem to attract. But it doesn't have to be this way!!!

So then WHY was I not able to prosper, why was I living in poverty? Because of my OWN Mind–Set, I was so use to it that I expected it all the time. This cycle can be broken. Now, the first step to accomplish this is the One Step that a lot of people do not pay that much attention to, yet it is one of the most important aspects of true wealth. I am talking about the mental aspect of true wealth. Hang on! I know you are tired of listening to the same psychology song over and over. Do not worry! The mental aspect of true wealth is actually very simple and easy to apply.

It is actually like a list of steps that you have to "get into your mind" before we really get to apply the

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"Mind Set Change" that I have been talking about so much. Once you know all these steps and are ready to apply them, then you will really be ready to start the journey. Please! Do not dis-regard this section thinking that you do not need any mental preparation. YOU DO!! It is very important!

Here are three "keys" to success:

Timing: Being at the right place at the right time.

Having Vision: Seeing potential in what is being presented. Having the ability to see success.

Taking Action: Going one step further than the rest. Doing instead of saying.

Those three "keys" are essential to recognize success, and to make it a part of your life.

Once you have made the decision to "Take Action," your next task would be to follow what I call "The Ten Steps To Changing your Mind-Set" As I said before, they are very simple, but extremely important if your purpose is to achieve true wealth.

Isn't it time to Save Yourself from the Pits of Marketing Cyber Hell?

Copyright 2004 Written By Kimberly "Fire-Flash" Gordon
Author of "A JV With Jesus" Marketing online with a Purpose.

Have you taken the 10 Steps to change Your Mindset?
Do so Now:

Did You Know Your Mind-Set IS Your Problem?

THE THREE KEYS TO SUCCESS

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Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

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