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How To Advertise Your New Business in Four Easy Steps

By Kevin Nunley

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Are you starting a new business? Congratulations! Millions like you are putting up their signs and welcoming customers for the first time. With the economy swinging upward and even the smallest business empowered by the Internet, there has never been a better time to get started in your own venture.

However, without solid advertising and marketing, you won't get customers. Even worse, you can spend a fortune on advertising in the wrong places and you STILL won't get customers.

Here are four must-do things to remember when you start to promote your new business.

1. First, decide who your best customers are. Are they home owners in a particular part of town? Are they certain sized business in your industry?

Unless you have billions in investment capital, you can't afford to advertise to everyone. Even if you sell something that ANYONE would want, a limited budget means you must focus only on your best potential customers.

After all, that only makes sense. Just twenty percent of your customers will usually account for eighty percent of your sales. So focus on that special twenty percent.

2. Find out what media your customers use. If you run a nightclub, your customers probably find out about a business like yours from radio commercials and local entertainment newspaper

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listings. If you build web sites, your customers probably find someone like you with search engines, in email newsletters, or from referrals on popular sites.

Now focus only on media you can afford to use again and again. People will need to see your ad several times before they decide to buy. Far too often I see new businesses blow their entire ad budget one big newspaper ad, TV commercial, or live radio spot. They may get a flood of people in the store the first few days, but then people stop coming. Now, the business doesn't have enough money left to continue advertising, and they eventually close their doors for good.

The nightclub owner above could advertise with cheap commercials late at night on pop stations that closely target the age group and lifestyle that comes to his club. The web designer might limit his ads to a few popular ezines that provide web design tips.

3. Sell the main benefit of your product, service, or idea. Sure, people want to know how you started the business and how shiny your new gizmo 2000 is, but mostly they want to know how your product or service can **SOLVE THEIR PROBLEMS**.

Start your ad, sales letter, commercial, or web page out by briefly explaining a common problem you can solve. The web designer might start: "Website not making any sales?" or, "Is your site just a little ugly and embarrassing?"

Now she has the attention of LOTS of people who WANT and NEED her web design skills. Next, she can list the features of her service and connect them with the problems she solves or the benefit the customer gets:

- * Attractive graphics that get attention and load quickly, so your customers don't click away.
- * Professional copy to get prospects excited and ready to buy.
- * A more logical flow from page to page, leading customers directly to your shopping cart for more orders.

4. Get **FREE** publicity and **FREE** word of mouth. Nothing brings in new business like an editor or broadcaster saying, "I checked this out and thought it was important for you to know about it."

Send your press release to your local media and to trade

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publications that cover your industry. Call radio talk shows when they venture onto a topic related to your business. You can be the expert that calls in with some advice... often slipping your company name in during the call.

Offer media people free samples, free product to give away as prizes, and even free donuts or pies (it's amazing how well free food works).

And now about the FREE word of mouth. Nothing is as powerful. When one person tells another, "I found this great place with cool stuff you should try," it far more powerful than any ad you could ever buy.

Work like crazy to get free word of mouth. It usually comes when you provide more than the customer expected. Give some extra free advice. Take a bit more time after the sale to make sure

the service is done just right. Encourage the customer. Give them 13 when they only ordered 12.

Don't make advertising your new business too complicated. You've got too many other things to worry about. Do these four simple steps over and over until you find a combination that works, then keep your plan in place consistently for a year or two. You will watch as your customer list and sales grow steadily.

Kevin Nunley provides marketing advice, copy writing, and popular promotion packages. See his big All-Out Marketing Program that combines a press release with your own ezine article, ezine ads, and sizzling sales copy at <http://DrNunley.com/123.htm> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

Your Own Business – If Not Now, When?

By Sheryl Clinton

You have wanted to have your own business for a long time. But, every time you sit down to write out a business plan for yourself, you end up discouraged because all you have is a list of things you know nothing about!

For example:

1) If you are going to have a business, you have to have something to sell - either a product or a service – and you do not have either one.

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2) If you have a business, you have to advertise - and you have no idea how to do that, not to mention you do not have a lot of money for it.

3) If you want to do this on the internet, you will need a website - you certainly have no idea how to make one of those or how to keep it going!

ACK! You are ready to quit now and you haven't even started! Let's go through just these three things, shall we?

1) If you are going to have a business, you have to have something to sell - either a product or a service – and you do not have either one.

Well, if you want to make any money, this part is true! BUT - the product or service does not have to be your very own. In other words, you do not have to have this product in your possession, nor do you have to be the one to perform this service! You can be the one that brings a product or service to other people - explain about it to them, highlight the benefits of it to them. You can simply use other people's products or services to make money for yourself.

2) If you have a business, you have to advertise - and you have no idea how to do that, not to mention you do not have a lot of money for it.

Yes, you are correct that you have to advertise. BUT - you can learn to do this! You can search on the web for advertising help and tips. There are many out there. You can join a group of people that know something about it and get input from them. You can join up with a company that gives you free training! For example, Strong Future International (SFI) has a free Internet Income Course that is very detailed and you can get it just by signing up with them - and it costs nothing to sign up!

There are even ways you can advertise for free! Doing free advertising takes time, but usually when you don't have a lot of money to spend, you are willing to spend your time. You can also find some low cost ways to advertise. You can get people interested in the products or services you are promoting by visiting different forums on the web and participating in discussion groups or message boards. Just be careful to always follow the rules of each forum/message board you visit - do not spam them!

3) If you want to do this on the internet, you will need a website - you certainly have no idea how to make one of those or how to keep it going!

This is very true! BUT - getting and maintaining a website is not as hard as you might think! I would never have believed that I could be a webmaster - but I am! There are many good companies that will help you get a website started - they have templates you can use, easy instructions, and many even have phone support.

So, we have been through these three steps and I have shown you how you can get started. Find other people you can learn from; join a team of other successful entrepreneurs; search the web for information.

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So now, you really only have one question to answer for yourself: If not now, when?

Sheryl Clinton is the webmaster of

. She lives

with her husband, 4 dogs, & 4 cats in SE Missouri. Visit her website to read her work at home story.

Your Own Business – If Not Now, When?

Three Planning Myths

Essential Tips on Marketing

Time Wasters and Energy Suckers

ADVERTISE!

Starting a Successful Retail Business

Instant Unzip Software

Instant Info–Product Business

The Classified List

PPC Profits



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