

LOCAL Marketing OR "Selling in Your Own Back Yard" (Where it really Counts!)

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By Daniel Sage

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Here's the breakdown. You have a business. You have a business location. You have a neighborhood where that business is located. You provide a service or product that's truly valuable to the right people. Great, now how do you find them? Or, maybe the Question should be – Where? How Will the Customers you Need EVER find You? Welcome to Business Marketing 101...

FACT "But Most Consumer Purchases are Made Within 12 City Blocks."

Think about it! Most Chains and Franchises (Burger King, Starbucks, Target, Wal-mart etc...there are now thousands!) can be found wherever there is enough Market Saturation. Most National Chains, Franchises, Grocery Outlets and Even Local Banks have figured this Equation out and are using it to reap HUGE sales by Region Count. (Census Tracts) They know the 12-Block Rule and apply it vigorously in all of their Sales and Marketing Strategies!

They also know that Market Share is the most Important Term in the Advertising Game.

Let's review a few things about the world of Business Advertising.

There are more than 2 Million new businesses started every year.

(Most are these are home based; this doesn't include MLM's or Affiliate programs)

Over 500,000 of these will fail within 2 years.

The average Successful ad campaign costs about \$250,000 dollars.

The average TV commercial is \$10,000 for 60 seconds.

The average radio commercial is \$100.00 for 60 seconds. (\$5000 to Produce!)

To rent a Cab top billboard is about \$300 a week.

The average Freeway Billboard is between \$2500-\$5000 a month.

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All of these fall under the category of Blanket Advertising. (Expensive and mostly ineffective in the short run, especially for small businesses. It works for Chains and Franchises simply because of the number and convenience of locations.)

Can you even hope to compete with their Advertising Budgets or Reach?

So, now that you know how local buying habits directly affect you – how many of these people does your advertising strategy currently reach? Do you even know how many residents there are in the 12 blocks surrounding you? Let's expand our marketing radius to 2 or 3 miles or a single zip code. Do you know anything about those residents? More importantly, do THEY know about YOU? These are questions

you will need to answer if you are making your business succeed locally or at all.

The 12 Block Rule is the Secret Ingredient to Franchise and Chain Store Success.

As a small enterpriser will never beat them at this game unless you engage the customer on a more personal level. They are the big corporations but you have one Serious Advantage. You don't need 300 customers a day to meet your bottom line. This gives you the upper hand in targeting your market. You might only need 20 a day or 20 a month to meet yours and this means you can be a little more accurate in pinpointing your potential market. Smaller overhead means less mass-marketing is needed. Better to build than slowly and gradually and treat each customer as the precious commodity he or she is. You can spend less on "blanket type" advertising and be more direct in your marketing.

This also requires some degree of "intelligence" on your part to determine who the best prospects are for your business. Start by determining who is a perfect candidate for what you sell. Is it something everybody can use – or is it something that everybody needs? There is a very Big difference when it comes to marketing. Direct marketing is not just removing the middle-man from the buyer-seller equation. It's also a more hands on approach to reaching the consumer on his home turf. This means you'll need a deeper understanding of your customers and why they buy from you. Examine your business sales to date– who's been buying from you and why? Determine as much as you can about your current client or customer and you will have the basic profile of who your next one will be. Where in your own neighborhood do they live? Is there an overall demographic similarity between most of them and can you reach more of the same kind of individuals somehow? This is called Clustering and this kind of Market Research information you'll need to create a plan for of your own business marketing.

Local Marketing makes sense only because CONVENIENCE has changed ALL of our Buying Habits forever. You Must now play the game by the new rules or lose by the new Rules!

Daniel Sage is a Marketing Consultant and Entrepreneur living in Las Vegas.

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More info on Local/Neighborhood Marketing can be found on his site at <http://www.customores.com> Or send an e-mail to [sage@customores.com](mailto:sage@customores.com)

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### **Six Steps To Yard Sale Success**

#### **By Jude Wright**

It's now officially summer and for many people, that means yard sale (or garage sale) time. Have a yard sale and get rid of all those things that you have tossed during your Spring cleaning "spree."

Now that you have all of this "stuff," what do you do with it?

**Step One:** Get it organized. Put books with books and dishes with dishes. You get the picture. All like items together.

**Step Two:** Write the ad for your yard sale and get it to your local newspaper and Recycler publication. When writing your ads and your yard sale signs, remember that the words that sell the best are "Collectibles" and "Everything Must Go!" Your yard sale sign should be written with a bold black marker on a bright yellow card stock. It really catches the eye and makes it easier to read. Don't make the mistake of writing too small. Make your printing large enough that people can see it when they drive by. Add a large arrow – and don't forget to put your address on it.

**Step Three:** Price your items. Some things like books and sweaters or other clothing, will sell better if you sell them as two-for-one or three-for-one. Create small cards to place on your set of books say, "3 for \$5.00." Now, aren't you glad you already have all your books together?

**Step Four:** Set up your tables and other areas for your sale. Set up a table especially for smaller items such as jewelry. Antique dealers have a secret for selling small items: display them on a dark colored tablecloth. This shows them off better than light colors or bare tables. Also, sorting jewelry into individual baggies gives the idea that each item is special – even if it's not!

**Step Five:** Ready, Set Go! You have everything ready so now you can sit back and rake in the cash. Well, not really. If you want to really sell, you need to join the crowd and talk to your customers. Make them happy. Give a toy to a child. Dicker over the price of an item. Throw something in for free and tell them, "The more you buy, the cheaper you can get it." Your goal here (besides making money) is to get rid of your clutter!

**Step Six:** When the yard sale is over, don't put everything that's left back into your house. It's tempting to save it for the next yard sale but you'll usually just end up selling the same items over and over again. Take everything to a charity such as Good Will or the Salvation Army. That will make your yard sale a true success – cleaning out all of your unwanted stuff!

Jude Wright is the webmistress of 30 websites, most of which relate to Home Management. This Network of sites is based at

<http://housecareinfo.com>

where you'll find everything from cleaning to

gardening to money management.



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