

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!

Market Your Way to Professional Success

By Joanne Victoria

Market Your Way to Professional Success by Joanne Victoria

Article Title: Market Your Way to Professional Success

Author Name: Joanne Victoria

Contact E-mail Address: <mailto:joanne@joannevictoria.com>

Word Count: 721 including signature box

Category: Marketing

Copyright Date: 2004 All Rights Reserved Worldwide

~~~~~  
Publishing Guidelines: Thank you for publishing this article in its entirety, including the resource box.

When possible, please notify me of publication by sending either a website link or a copy of your ezine upon publication via email to <mailto:joanne@joannevictoria.com> .

~~~~~  
Market Your Way to Professional Success

It's never too early to start saying thanks to your clients, vendors and referral sources for what they contribute to your business or practice. Everyone loves to be appreciated and acknowledged, so start now and do something every month.

Keep in contact with your clients and vendors by sending articles you have written or that would be of interest to them. Add a little "How are you?" note to these people and keep the lines of communication open. Include current information about any new value-added products or services, such as a newsletter, or tele-class you will be

presenting.

Marketing your way to success doesn't have to be expensive. You just have to do it.

Communication and relationship are the keys to marketing. Attending numerous networking meetings may be worthwhile to some, but that strategy doesn't work for everyone because, as someone once told me, the people who love you will always refer business to you.

Create a list of Advocates, or supporters, who

will think of you first when it comes time for your special area of expertise. This list could be up to, but certainly no more than, twenty-five people.

You could also have a separate organizational list, such as companies where there is more than one person you know.

The people who are your Advocates or supporters are the ones who require nurturing. Send them an e-mail, e-zine, note, or article at least once a month.

Create an external management team to help you achieve your success. This could include your attorney, your own mentor or consultant, your accountant and other like minded people who you can trust. This is the key, people you trust to tell you the truth

Gather your external management teams in an informal meeting such as breakfast or lunch. Advise them of your upcoming plans, get feedback and give acknowledgement for all their support and advice.

Check in with former clients to see how they are doing. Be willing to provide free information to these people. Generosity is its own reward. If you keep a timer on your desk, you can be sure of keeping the conversation brief as well as focused. Then, send them more information. Follow up in about two weeks to see how the seeds of your generosity have blossomed.

Information is available to everyone, through the internet, magazines and newspapers. Only you can provide customized data to your clients that will be appreciated as well as remembered.

Review your brochures, marketing letters, and newsletters in a new light. Does this information speak to your "Ideal Client"? Do you know who your "Ideal Client" is? Redefine these documents as needed after you have thoroughly defined this client. Give these documents to your management team and get their feedback.

Does your collateral material speak to what you do? Is the information clear or does it require interpretation? Spend time on this now and review it every ninety days.

If the cost of a new brochure is prohibitive, or if you think your business will be adding more products or services in the near future, create an Information Letter. With this type of document, you can update your Advocate groups as well as former and potential clients. Again, it's not costly and serves a specific purpose.

This letter can include updates on your particular industry or market. You also can advise them of your continuing education and how it will benefit them.

About those referral sources, they deserve a little extra attention. Remember, they thought of you first! Consider seasonal flowers, plants, a book or a special card.

You want them to keep remembering you! Nurture all these relationships and your business will grow and glow.

Copyright Updated 2004 All Rights Reserved Worldwide

~.~.~.~.~.~.

Joanne Victoria works with small business owners who want to be more successful and still be true to themselves. Contact Joanne about her upcoming teleclasses based on her books:

`Lighting Your Path!

How To Create The Life You Want and her

upcoming new book:

"Lighting Your Path! -

How To Create The Business You Want"

~.~.~.~.~

Sign up now for her FREE monthly e-zine

Lighting Your Path!—Discover Your Inner Truth

at: <mailto:JoanneVictoria-subscribe@topica.com>

~.~.~

Joanne Victoria Tel: 415-491-1344

<mailto:joanne@joannevictoria.com>

Author of : Lighting Your Path!

How To Create the Life You Want – Order Here!

<http://www.joannevictoria.com/book.htm>

~.~.~.~.~

How To Choose Over-The-Counter Products For Your Hair

By Jenny Andrews B

Ah, the never-ending debate over professional and non-professional hair-care products. In the past, this debate was resolved easily with a famous quote, "You get what you pay for." But today, the line between professional and non-professional products has become blurry due to the emergence of inexpensive professional products and expensive non-professional products.

You see, it used to be that you almost always paid \$10 for a bottle of shampoo from the salon. Non-professional shampoos, on the other hand, only cost a couple of dollars. Today, however, you can spend as much or more on a bottle of shampoo from your local department store as you can for a bottle from the salon. The reason that this is so is because most professional product lines have not raised their prices in years, while new shampoos and conditioners being introduced to the non-professional market have been given packaging and price tags to mirror their in-salon competition.

So, now the only thing that separates the non-professional from the professional is the quality standard by which each product line is produced. Just think about it this way: All products made to be used in salons by professionals can only be retailed in salons. That means that the products must be of the highest quality. If they weren't, beauticians simply wouldn't use them. Never will you find a professional product that causes build up or leaves the hair feeling dry and brittle. Professional shampoos will also not strip hair of color or vital moisture. If you could get these products or products of similar quality in any department store, why wouldn't your beautician use them?

While not all non-professional products are bad, you do run the risk of choosing a product that could cause problems like build up, dryness, breakage, color fading, lifelessness, frizziness and a host of other problems. That means that if you choose to use a non-professional product, you should monitor your hair closely to look for any adverse affects.

Also, keep in mind how much you are spending. While it makes perfect sense to choose a

non-professional product at huge savings over a professional one, it doesn't make much sense to spend as much on a non-professional product as you would for a guaranteed, professional product.

In the end, the choice to use professional products or not to use them is yours. Just remember to watch your wallet and most importantly watch your hair. Choose products that are kind to both.

Jenny is a hair expert, and the author of an incredible free minicourse, that explains how to find your unique style, how long or short you should have your hair, how to find the right hair color for you, how to find the right salon, and a lot more. Go to

now and get this amazing

hair minicourse - absolutely free



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!**

Market Your Way to Professional Success

