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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!**

**Marketing Tips – On A Budget**

**By Diana Ennen**

I don't know about you, but when I started my business and even today with a son in college and two kids at home who love to shop as much as mom, I don't have a lot of money to spend on marketing. I need to make sure that every penny I spend is spent wisely, very wisely. So when I market my business, I need to make sure that I'm creative and use all the tools I have available that don't cost money. Here are some tips that I have found that worked for me.

Radio/Media – It's not that hard. Have a plan of action and stick to it. Each week decide to send out so many press releases, contacts to radio stations, local media, etc. Look to woman's networks, work-at-home networks, and others who actively look for guests.

Stay in tune with what's currently happening and see if it's something that you can share about. I've found that having an angle works. Once you have that angle write and pitch your angle hard.

Also consider starting your own radio show. Jill Hart and I do a weekly podcast and it's a great way to network. Check it out sometime at

<http://www.cwahm.com>

Forums / Listserves – Being active in forums and listserves is so beneficial to your business. You establish yourself as an expert and also you gain friendships and alliances with others. Plus, it's a great way to promote your business. Naturally you never want to blatantly advertise your business, but when you answer questions and show your expertise, people listen. I know I've found many a subcontractor this way. Take advantage of these. Remember you also establish those friendships that can last a lifetime. And then when you get the opportunity to meet them in person, you already have a bond.

Writing Articles – Submitting articles is an excellent marketing tool and I highly recommend it. Make sure you submit to your targeted market. Write on topics that you are familiar. Don't just write for

publicity —Give something back. Make sure that your topic and information is of value. Write articles using "The Top 5 or 10" or "The Best 5 Ways To Do Something." Think about the magazines you buy at the stores, don't you normally gravitate to those articles. I know I do. Get those keywords in the title. That's where they count.

Also, plan, plan, plan. What are you going to do today that is going to gain recognition for your business?

Marketing a business doesn't have to be expensive if you just remember to network and use all the tools available to you. In fact, it can be fun as you get to meet new people and develop new ways to sell you and your business.

Diana Ennen, author of Virtual Assistant: The Series, Become a Highly Successful Sought After VA and accompanying Workbook, etc., and President of Virtual Word Publishing

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### **Does Your Organization Need a Marketing Makeover? Take The Quiz!**

**By Deborah Ramstorf**

#### **Does Your Organization Need a Marketing Makeover? Take The Quiz! by Deborah Ramstorf**

1.Does one of your employees "do the marketing" in his/her spare time?

Yes No

2.Have your customers pointed out spelling errors in your materials?

Yes No

3.Has it been more than 6 months since you read through your marketing materials or web site to check for out-of-date names, number, prices, photos?

Yes No

4.Are you having a problem finding your web site on search engines?

Yes No

## Marketing Tips – On A Budget

5. Have you added new products or services in the last 12 months?

Yes No

6. Have you run out of marketing ideas? Or the opposite, have too many ideas that don't get executed? Yes No

7. Are you satisfied with what your marketing dollars are producing?

Yes No

Scoring: Count up your number of yes responses.

0–1 Yes. You're doing great! Wise use of your marketing budget is producing the desired results.

2–3 Yes. Put more time and effort into marketing. While your budget may be tight, there are some economical ways to squeeze more out of your marketing dollars.

4+ Yes. Commit to being a marketing-driven company. There's some upfront planning involved, but in the long run, you'll have long-term customers.



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