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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!**

**Maximum Marketing – Minimum Budget**

**By Bonnie Jo Davis**

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Two years ago I started my small Virtual Assistant business with a non-existent marketing budget. I borrowed marketing books from the library, read countless articles on the Internet and joined a professional trade association of my peers. I learned hundreds of marketing techniques and one valuable lesson. The lesson I learned is that the financial ruin of large companies is often achieved by incredibly expensive and glitzy marketing plans that do not take into account the company's ability to earn a profit. Over time, I found that the most effective marketing techniques that allow a company to make a profit are those that are inexpensive or free. What a fantastic discovery for me at that time! This knowledge, combined with hard work and excellent customer service, enabled my small business to expand at a phenomenal rate.

When developing your marketing plan be aware that frugal marketing techniques take more time and a great deal of personal creativity but they DO produce results! Following are a few of my most successful frugal marketing techniques:

**Website**

It is not necessary to spend thousands of dollars on a beautiful website. Some of the most effective and interesting websites I have seen were built on a frugal budget. Far more important than the cost is the content of a website. At a minimum your website should include your company name, contact information, tagline or slogan, company/owner biography, a list of services, a client list or list of testimonials, articles or press releases you have written and any interesting information related to your business that might be of help to your visitors. It is essential that you use a paid web host and not a free service. Free hosting may exclude you from search engine listings and may brand you as a neophyte in your field when that impression may not be correct. Inexpensive hosting is available and many hosts provide free or low cost web templates that will give your site a polished and consistent look. For a list of affordable web hosts visit the Web Host Directory and Host Review. Having a well-developed website will help you leverage the results of your other frugal marketing techniques

and, in the long run, will save you money by reducing the overall cost and shipping of your marketing materials.

### Public Relations

Create a press release and submit it to your local newspaper. Highlight the unusual aspects of your business and educate the reader about your business and your industry. Do not simply promote your own company, but promote the industry as a whole. Position your business as unique in that industry by explaining, for example, how your company takes a novel approach to delivering products or services. Take the same press release and format it for the Internet. Submit it to as many free press release sites that you can find such as LocalBusiness.com, PRWeb.com and USA News. For added impact, search the Newslink website to find other community newspapers in your state that might be interested in your business news. Follow standard press release formatting and be sure to add that you are available for interviews in your contact information section as this opens the door for feature

interviews during slow "news" weeks for local papers. Send out a press release every quarter or at least twice a year. Always include your website's URL in any marketing materials and press releases. For more information about press releases including formatting visit the Netpreneur Exchange, Infoscavenger and Pertinent Information.

### Contests

Sponsor local or on-line contests by providing a prize. This could be one of your products or a coupon for two or three hours of your services. In return you will receive valuable free publicity. Find local contests, which would welcome your participation by scanning your community newspaper. Target on-line contests by surfing for well-established companies that compliment your own. For example, if you sell wine glasses, you should seek a company that sells wine and offer a set of wine glasses as a contest prize. Another option is to search for e-zines (on-line newsletters) that cover a topic related to your business and ask the editor about partnering to offer a contest to readers with your product or service as the prize. You can find e-zines by searching on-line directories such as BestEzines.com, The Ezine Directory or Ezine Search.

### Publishing

This is my favorite technique. Write an article about an interesting or timely topic related to your business that would be of interest to your target market. Ask a friend or loved one with editing skills to proof your article for you. Create a four or five line biography at the end of the article that includes your contact information: your company name, e-mail address and company URL. Add a copyright statement at the very bottom of the article. Then submit the article to on-line article archives, e-zines and appropriate websites. This technique helps establish you as an expert in your field, publicizes your business, and creates incoming links to your website to increase your link popularity and search engine rankings. You can begin submitting your article to: Article City, Expert Articles and GoArticles.com. These three resources will get you started but a quick Internet search will provide an extensive listing of thousands of venues on-line.

## Networking

Research your local chamber of commerce and start attending their networking events. Develop and rehearse an interesting "elevator speech" that summarizes your business and your talents in less than thirty seconds. Introduce yourself to as many people as possible, give your elevator speech and hand out your business cards and collect the business cards of prospects. Take the business cards you collected, use the back of the card to write down what you discussed or other important information about the prospect, and FOLLOW UP! Write and mail a quick note on your business stationery to say how nice it was to meet them and mention something memorable you discussed. Keep in touch with them on a regular basis.

Join on–line communities such as newsgroups, discussion boards, e–mail lists, etc. where your target market and peers congregate. Introduce yourself and your business if introductions are allowed by the community guidelines and encouraged by the list moderator. Establish your credibility and promote yourself by responding to questions in your field of expertise. Join an affordable, well–known and professional association of your peers on–line or locally. If it is permitted, announce your availability to take on sub–contracted work from your peers, but read the guidelines and do not "spam" these lists which will result in a loss of your credibility and professionalism. Become involved locally with a worthy charity by donating your time, products or services.

Over time, as your business grows, you can and should add a few paid marketing techniques to your marketing plan. But you must continue to use the most rewarding of your free and inexpensive marketing techniques to maximize your profit. Never forget that creativity, hard work and excellent customer service are the keys to growing a successful business while keeping your marketing costs in check.

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Bonnie Jo Davis is the author of a new e–book "Articles That Sell" featuring her favorite marketing technique at

## **Minimum Health or Maximum Health? That is the Question!**

**By Nick James**

Picture yourself in one of the following scenarios.

You're cruising along in your new car by the ocean or in the mountains near the ski lodge, or just a leisurely drive through a beautiful forest or in the country. You stop and smell the fresh air you hear the scenic sounds. You are at peace.

You're relaxing on the patio of your new home – you see the mountains or lake in the distance. Your friends are over as you barbecue in your new back yard. Everyone loves your new home. Or you're out on the lake in your new boat with family or friends. Feel the breeze in your face – smell the fresh scents

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in the air.

Picture yourself on vacation – you are on the deck of a cruise ship – you are on the top deck under the stars. You feel the warm tropic breeze in your face. The full moon is reflecting off the water as you are holding the one you love in your arms.

We analyze the lives most of us actually have and what our lives could be and the role they play!

The question is who would want only minimum health (or worse) when they could have maximum health!

Maximum health is like you feel when you ask that special someone for a date for the first time and they say yes!

Minimum health is when you ask that special someone out and they tell you, that is the Saturday night when they have to do the laundry and wash their hair!

Picture maximum health as cruising next to the ocean in a sport car convertible with your lover next to you..

Picture minimum health as stuck in traffic in your 10–year–old station wagon with the air conditioner broken.

Maximum health is like being on a honeymoon on your own private beach in Hawaii. Running down the beach at night with the one you love with the warm tropic wind in your hair. The huge moon shining down on the palm trees and the tranquil bay.

Minimum health is stuck working overtime in an un–airconditioned office with a huge pile of paperwork stacked on your desk. In walks your boss – the one with all the personality of a geek with BO. He can't stand going home to his abusive wife so he works 14 hour days and gives dirty looks to his employees when they leave before him. Your boss starts yelling about some stupid unfinished report...

Minimum health is like living paycheck to paycheck – just getting by, just barely having enough money to pay the bills each month. Minimum health is like Darling we have a little extra this month – would you like to go out to eat at McDonalds and get a Big Mac?

Maximum health is sailing away on a cruise ship to the Caribbean with the one you love while dining in elegance each evening!

Sure the above minimum health situations aren't going to kill you (or at least not immediately), but is this the way you want to live your life? Do you really want to just scrape by when there is an option? Let's examine the statement ...aren't going to kill you or at least not immediately.

Minimum health is simply the current absence of real illness or disease. Often people in minimum health are often too tired or sluggish to do things, they are overweight, etc. They don't feel real bad but

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they sure don't feel terrific. And what about our statement, some would argue that the above minimum health scenarios lead to premature and even a slow death!

Actually the attitude of minimum health is like too many other attitudes we have. We are always too willing to sell ourselves short. We are too willing to settle for second best even when we don't have to. Too often this attitude can flow over into our jobs and relationships. This over the course of a lifetime can cause us much unhappiness and cost us a lot of money.

But the real issue here is minimum versus maximum health and what are we doing to strive toward maximum health? For example do you take high quality nutritional supplements or are you depending on the fast and processed foods to get all your nutrients? I would encourage you to take high quality vitamin and nutritional supplements with enzymes, antioxidants and dietary fiber along with exercise and weight management on a daily basis to strive toward maximum health.

Nick James offers informative tips and information on nutrition, health and working from home. His many years of internet marketing experince he uses to help others have a successful home business. Visit him and some amazing info at

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