

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**The Marketing Recipe: Money, Marketing and Me - 3 Keys For Success**

**By Ana Greco**

**The Marketing Recipe: Money, Marketing and Me - 3 Keys For Success**

by: **Ana Greco**

You have a great product or service... Now, how should you market it?

You have to make others know about what you have to offer. There is no good in having a great idea if you don't know how to sell it, right?

Your motivation is financial independence (MONEY); you establish a quality product (your service), and you go out into the harsh competitive world and sell it (MARKETING) while you also sell yourself (ME)!

Here are a few tips and a real example which you should keep in mind in order to prospect.

**MONEY:** Let's admit it: Money makes business and business makes money! If you are looking for venture capital, try to get investors interested in your product/service by attending venture capital forums such as "Keiretsu" or "Angel". Do your homework: look for the best bank loans and compare them all before you finally choose one. Procurement sessions (one-to-one meetings with big Corporations) could also be beneficial for your business. Take advantage of the fact that you are a woman and that you own a business; find procurement contracts for women and minority owned business. Find a strategic partner who you can do business with: together you will be stronger.

**MOTIVATION / ME:** It's not what you know that counts... but WHO you know! Always update yourself and your knowledge, so that your Competitors don't win the race. Be part of Committees with which you may feel identified with (e.g. National Latina Business Women Association) and learn from other people's experiences. Get connected to your community and gain exposure. Be detail oriented, show your customers that you care. Do a good job with follow ups and remember people's names when you first meet them. Remember that all leads count; be there for your clients 24/7... don't make them play telephone tag with you. Always take care of their calls and needs. Feedback: listen to what your customers suggest. Never imprison yourself at your office and never forget that there are no

physical limits: internet!

**MARKETING:** Take great care and time in building your webpage. Make attractive business cards and brochures. Display your brochures on a display-table from where people can pick up some literature regarding your Company. Attend all the networking sessions that you can, and try to be the speaker in some of them. Attend expos and shows where you can get to talk personally about your product/service with your customers. Try to get business mentoring.

After taking in mind these tips, a cheap and effective way to market your business could be to organize an educative seminar related to your business where you could get to speak to an audience of potential customers (e.g. a financial planner who gets to talk about retirement). Your motivation and attitude will be crucial to your seminar's success, make them trust you. After all, you want to make business with them, but you also want to help their own business grow thanks to your product/service.

Get the most out of your seminars by having all the data of the people who are going to attend, so that you will have quality leads. In order to prospect some more, you will need a web-based appointment scheduling tool. You could advertise your current phone number to which potential clients could call to and book into a seminar reservation on a given day to come and listen to you speak on how you could for example, plan a retirement if you were a financial planner.

To sum up, Money, Marketing & Me is real easy:

Be Motivated

Be prepared, and always

Be hands on.

Hi! My name is Ana Greco and I'm with Almond Hill Enterprises. We are a web-based appointment scheduling and answering service all in one. I have come all the way from Spain to California for this three month internship. I am currently a business management and marketing student who still has 2 years to finish College. I am trying to make my best out of my stay here in USA, and I am trying my best to prospect and learn sales techniques before I return back to my home in Spain. I am 23 years old and I love this country...!

## **Defining Success: What Does it Mean to You**

**By Tyler McKinna**

We have all heard success stories, success quotes, and seemingly endless gurus touting how they have achieved success in life.

What is interesting about all of these success stories is that very few of them are ever the same. There are various traits, success factors and keys to success that are shared by those individuals. However, each individual has achieved success in life through a success pattern unique to them.

## The Marketing Recipe: Money, Marketing and Me – 3 Keys For Success

This is why we must spend time with ourselves defining success and developing our own personal meaning of success. We must each develop our own recipe for success, steps to success, and understanding of how to measure success.

It is only when we develop our own meaning of success that we can start to develop success strategies that will lead us to our ultimate goals.

The following are a few questions that can help determine your personal definition of success:

1. What risks would I take if I knew there was no chance for failure?
2. What do I want out of life?
3. What is my ultimate career goal?
4. What would I most like to do, but can not?
5. What does a perfect relationship feel like?
6. On a perfect day, what would I do?

What we doing in this exercise is customizing our own strategy for success. This is by no means a comprehensive list of questions to ask yourself. This is a sample of questions in order to ignite the thought of personal success within you. Just like all other successful individuals, you have the ability to achieve success. However, you must carve your own path and seek your desires. Your personal desires will inspire you and lead you to develop your own strategies for success.

In the next post we will explore answers to these questions and begin to shape our definition of success. We will also begin a base of how effective communication with others can be a catalyst in your rise to success.

Tyler McKinna is a Marketing and Communications Consultant. More great articles from Tyler McKinna can be found at [talksuccess.blogspot.com](http://talksuccess.blogspot.com)

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**