

This Straightforward System is Your Roadmap to Success

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By Andrea Susan Glass

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How to Create a Winning Marketing Plan in 6 Simple Steps

It's surprising how many businesses open their doors without a business plan. You may not have to have every element of a business plan written down to be successful, but without financial projections and a marketing plan, you have no roadmap to success.

The marketing plan section of a business plan is generally a complex document requiring many hours of thought and planning. If you're a small businessperson and need something quick to get going, the plan need not be extensive, however, it should be written down, followed consistently and updated periodically. In order to get people started and avoid overwhelm, I've devised a formula for a simple, straightforward marketing plan. It begins with a six-step outline and then progresses to a chart. Each of these can be completed in about 30 minutes and will provide the day-to-day marketing decisions every business owner needs to make.

1. Why: am I in business? What is the benefit to my customer? What is my vision?
2. Who: is my target market? Can I identify a specific niche?
3. Where: can I find them? Do they belong to certain groups, read specific media?
4. How: do I want to reach them? Will I give talks, go to networking events, do mailings, attend trade shows?
5. What: marketing materials do I need? Web site, brochure, newsletter, ads?
6. When: am I going to implement this strategy? What am I going to do and when am I going to do it?

Let's say you're opening a hair salon. The benefit to your customer is that you are open hours other salons are closed, in the evenings and on Sundays. Your target market is local professionals. You can find them in businesses in your area. You decide to reach them by holding a grand opening on a Sunday evening. You select a press release initially as your marketing material. You will send it to the local newspapers three weeks before the event.

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Although it may seem simplistic, in reality this method is highly powerful. Whether you're a new or existing business, you need to be marketing continually. This plan will keep you on track, on time and on budget.

If you have any questions about this marketing plan or would like to get a FREE e-mail consultation to Clarify Your Project or Plan, contact us at info@writersway.com. For information on more in-depth marketing plans, see our resources page.

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How Information Overload And Internet Gurus Can Sabotage Your Online Success

By Jae Taylor

If you're new or relatively new to the Internet, or if you've never owned and operated your own small business before, don't make the mistake so commonly made by many would be online business owners –

Information overload!

Information overload can be a major stumbling block for lots of people who are struggling to make money online with their internet business.

The trap is a subtle one. There's so much information rampant on the internet, that you can become overwhelmed by it all in the mistaken belief that you have to learn to do everything yourself to succeed. You don't!

A prime example from history is Henry Ford. He freely admitted he didn't have all the answers but he assembled the experts who did.

You too can follow his example and use other experts who can help you out!

To find these people you will need to do research. But, this is where you can become a victim of information overload.

It usually comes in the form of the "Internet Guru".

The internet guru can be very plausible in getting you to believe that he has the "secret" formula for Online Business Success. But first you have to buy his 300-page report to be on your way to Internet profits.

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After you've paid the fee read the report and tried to implement it, what do you find? Exactly! Nothing has changed. So, you square your shoulders and tread forward to take the advice of another "Guru". And another, and another....you get the picture!

Meanwhile, you've filled your head with a lot of conflicting and contradictory advice and formulae. The more stuff you read and try to stay current with, the more likely you are to fall victim to this self-defeating syndrome.

There's no question, you can and should benefit from different viewpoints. As a general rule, diversity is rewarding.

But you have to realize that no one has the secret formula to online business success. In other words, what works for one, worked for them? It will not necessarily work for you. Most people realize this after

a few months and certainly after a year or two online. No individual has the ultimate success formula.

What you need to do at this stage is to stop and become focused.

You need to sift through all this advice, weigh it up and decide what is likely or not to work for YOU!

If you've not yet had online business success, you do need a guide to follow. I'd suggest you invest in ONE good, tested and proven internet marketing training system to use as your online business roadmap.

Once you've chosen your ONE internet marketing training system, faithfully model that system's step-by-step action plans.

Follow the directions as if your future depended on it. It just might.

And stay away from the urge to try something new once again.

Until you're consistently making money with one online business, you don't need the distractions hidden in the internet marketing quicksands of more information from yet another internet guru.

Jae Taylor is a professional web marketer (<http://netprofits.making-money4u.com>) and is currently marketing the NPOD income-building system designed to show everyday entrepreneurs how to build successful online business models and to understand and profit from the internet. You can sign up for his personal newsletter here: alcheme@making-money4u.com

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Don't Settle For Less Than Your Personal Mission

Should I Be My Own Boss?

Systems – Marketing Your Business Successfully

Recognizing Your Success with Self Development

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Mail Order in the Internet Age
Success Secrets
Coping With Alzheimer's Disease
Clickbank Automation System
Stress The Silent Killer



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