

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!

Three Big Barriers To Small Business Marketing Success

By Kevin Dervin

When you feel like you're always busy working on your business, but not getting where you want to go, it can be frustrating trying to figure out how to get your marketing on track. It can easily become a "not seeing the forest for the trees" feeling.

Here are three big barriers I regularly come across with business owners and how you can avoid them.

1. No Clear Definition Of Success

For some, the word Success brings thoughts of fame and fortune to mind. But for small businesses, I'd caution against this definition being your guiding light. When clarifying your own definition of success, I suggest starting with success from your client's point of view.

What is it that you are trying to do for your clients? What is it that they'll have or be able to do as a result of buying your service from you? Match this up with what you are passionate about. What is it that you love doing for your clients? I'll know I'm successful when my clients no longer have to struggle with how to consistently attract more business.

2. Not Clarifying Who Your Ideal Clients Are

When you can clarify who your ideal clients are, you are better prepared to know where to find them and how to market to them. You can develop messages that will appeal directly to them.

What do you know about your best clients? Spend some time to put together as complete of a profile as you can on the clients you enjoy working with the most. What are the demographics and characteristics? How would you describe them to someone who has never met them?

Without clarity of your ideal clients, you're likely to waste time, effort, and money marketing to the wrong crowd(s) and/or not getting your message across.

3. Not Spelling Out Your Unique Value

Three Big Barriers To Small Business Marketing Success

You must be able to clearly define what differentiates you from your competitors. If your prospects can't differentiate you from all the competitive alternatives in the marketplace, then why would they come to buy from you?

Often for small businesses it's not that they're not unique, it's just that they haven't spent the time to evaluate and clearly describe how and why. What is it that you do better, faster, cheaper, or more effectively - whatever? Maybe it's a unique model you've developed or the unique niche of clients you serve. Maybe it's your satisfaction guarantee offered to clients.

Most important here is to spell out why your uniqueness is so important to your clients and prospects. Why should they care? What is it that they'll get by coming to you for services?

Spend some time critically looking at these items for your business. It will be time very well spent. If you find you can't see the forest for the trees, don't hesitate to get some outside help.

(c) 2004 – Kevin Dervin, KPD Marketing

Kevin is focused on helping businesses that are ready to grow, but struggle with how to consistently attract more clients. Visit

<http://www.proven-small-business-marketing-solutions.com>

for more

information you can use to grow your business. Find Kevin's Kansas City based KPD Marketing practice at

<http://www.ABCDgrowth.com>

and subscribe to his free ezine.

How Do I Build A Winning Business Plan? – Part 2

By Neil Best

Competitor Analysis – Keep it Real

Failure to identify competitors in your business plan is a warning sign to potential investors that either:– you've not done enough research; you haven't acknowledged the competition you face; or that actually the market is not large enough to support any competition. You're not going to find anyone to invest in your business if the latter is true.

It is much better if you acknowledge realistic strengths and weaknesses of your closest competitors, and how you will address those with your business model. It also acts as evidence to the potential

Three Big Barriers To Small Business Marketing Success

investor – as mentioned above – that the market is large enough to support a number of businesses. A perceived margin of safety that there's business there for the taking.

Competitive Analysis – Prove your barriers to entry

In the part in your business plan which addresses competition, you must cover the area known as competitive barriers.

Some businesses naturally have barriers that prevent upstart competitors from getting a look in.

Take the oil industry for example. The nature of the business is such that development costs are prohibitive and the licenses for exploring viable sites are already in the ownership of the oil majors. This acts as a significant barrier for anyone fancying to start up business in the oil industry.

This does not mean that new companies do not start, rather they are few and far between because the resources and expertise required to compete are high.

In your business plan you must identify exactly what the barriers to entry into your business are and knowing these how you will prevent any actual or potential competitors from taking a large part of your customers away from you.

Some examples of competition barriers include no availability of prime sites (take supermarkets for example), legal restrictions, import duties, expensive plant and machinery, exclusive distribution licenses etc.

It is also important to consider the situation very seriously if you identify few or no barriers to entry. This may jeopardize the future growth or even viability of your business. How could you make it more difficult for competitors to take your customers. What kinds of things could you do. Could you sign them up to longer term contracts for example? Can you protest legitimately at every planning application of new competitors etc.

Competitive Analysis – Demonstrate your advantage

It is convenient whilst analysing the competition, to turn the spotlight of analysis on yourself, and demonstrate how your competitive edge is truly razor sharp, to the point of being unfair.

The typical kinds of assets that show strong competitive advantage include patented technologies and processes, proven management record of success, exclusive contracts with suppliers and customers that make it difficult if not impossible for competitors to compete on the same terms.

For more great business plans information including example plans from a wide range of sample businesses visit

<http://www.smallbusinessfinancetips.com>



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!