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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!

Top Three Small Business Marketing Tips

By Joel Sussman, Marketing Survival Kit.com

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1)The first step to a successful marketing campaign involves planning. Know what you're going to do, when you're going to do it, what your distinctive sales message is, what your competitive advantages are (from the customer's point of view), and how you're going to combine different strategies. Possessing this knowledge will put you in an infinitely stronger position than if your marketing approach is in any way haphazard. Put your plan on paper and refine it every day.

2)Important principle: Prospective customers generally need to be exposed to your company name and marketing message multiple times before they can be persuaded to do business with you. Cautionary note: That does not mean it's advisable to make a long-term commitment to an untested advertising campaign. Reduce the risk and increase the likelihood of a successful outcome by first experimenting with different headlines, bulleted selling points, graphics, or themes to find an advertising concept or combination of elements that produces a solid response rate. Remember, though, that advertising is only a small segment of your overall marketing strategy. There are a myriad of other techniques -- many of which are inexpensive -- that can be used to effectively promote your business, increase your visibility, enhance your image, and reinforce your marketing message in the minds of your target audience.

3)Be prepared: Always have an up-to-date supply of professional-looking business cards with you wherever

you go, and hand them out at every possible opportunity. A second key element of being prepared involves knowing exactly what you're going to say when someone asks you what business you're in or what you do for a living. Think of it as sort of a 20 second "conversational commercial". You don't want it to sound like a sales pitch, but you do want to radiate enthusiasm and put your business in its most favorable light every time you talk about it. A third important aspect of being prepared is having a fresh supply of brochures at your office, briefcase, and car. When someone expresses interest in your services, that's a good opportunity to hand them

a brochure or write down their address and promise to send them some information, including a well-written sales letter.

To stay motivated and goal-oriented, think of a qualified lead as "a sale waiting to happen". While you can't convert all prospects to customers, you can continually bring in new business by acting on hidden (and obvious) marketing opportunities.

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Top 5 Niche Marketing Tips

By Mike Merz

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Defining, and targeting, specific niches to sell to is easily the best way for the online small business owner to compete ... and profit.

Here's 5 tips to making the most of your niche marketing campaigns ...

1) Define your niche market.

What, specifically, do your current customers have in common?

In what unique way do you satisfy the needs of the aforementioned, compared to your competitors?

2) Find out what your niche market buys and wants.

Top Three Small Business Marketing Tips

The best way to find out is to ... ask them!

Add a survey to your site, send one out to your lists, visit niche related forums, bulletin boards, and newsgroups and post your queries.

3) Offer the products your niche wants.

Develop your own product/service, or find existing ones, that satisfy the needs you've defined from your research.

4) Get focused!

Create your unique selling proposition, site content, and advertising campaigns based solely on these specific demographics.

5) Research, test, track ... continuously.

It's important that you stay on the cutting edge of anything and everything that appeals to your niche.

Everyone wants 'the inside line' to the latest trends, and those on the horizon ... it's up to you to deliver.

Include these five tips in your niche marketing plan, and I'm

sure you'll see positive results. ;)

For in depth discussion on niche marketing, and more, visit the [IM4Newbies Forum](#) –

Regards,

Mike Merz
Internet Marketing For Newbies LLC

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'Need To Know' Niche Marketing Strategies.

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