

Your Business Deserves a Second Chance!

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By Al Hanzal

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When you started your business, you dreamed your customers would love your products and services. They would be excited. You would make money doing what you love.

Then reality set in. You put lots of time in your business. You got fewer profits. Now you compete with every Tom, Dick and Harry to sell your product or service. The future is not secure.

Today, you get a second chance to change your business picture. A fresh start! In this article, you will focus on the second of five critical issues that influence how customers come to your business. Last issue we focused on your target population. This time, you can complete an exercise to clarify your marketing message.

The Need to be Different

The only way to be successful in our new economy is to be different, be unique and special to your market. When you separate yourself from your competitors, you can get back to the original dreams you had about owning your business. Over 3000 impressions bombard your customer every day, asking them to buy. How are you going to make yourself different from the 2999 impressions that he or she ignores each day?

Stake Out a Position

Complete this exercise to carve a position for your business and to clarify your marketing message. Start by answering the following questions:

- What are the three biggest problems your customer want solved when they come to your business?
- What are three gaps or complaints customers have about your industry?
- What positions do your competitors take in addressing customer problems?

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·What three things could you do that are different from what others are doing in your industry?

You create a marketing position by staking out one piece of your target market. It could be a place where no competitor goes. It could be a place where others are now but you can do it different or better. Here are some other ways to carve out your position.

- Can you add or subtract something from your industry standards?
- Can you make it bigger or smaller?
- Can you customize?
- Can you make it last longer?
- Can you combine it with something else?
- Can you make it more portable for your customers?

For example, your industry standard offers a one year guarantee on a product. You could offer an 18 month guarantee. You could be known as "the business with the best guarantee".

From the above process identify at least two potential positions you can take in your target market that will make you unique, different or special to your customers.

Testing Your Position

Now you want to put your potential "positions" through a test. Ask the following three questions of each potential position.

- Is this position truly unique for your customer?
- Is the position valuable to your customer?
- Is the position easily communicated to your customer?

If you cannot honestly answer "Yes", "Yes", "Yes" with each of your potential positions, you must reexamine the positions you are considering. If the position is not unique, not important to the customer and cannot be communicated to the customer, it will never be a powerful marketing message. Continue this exercise until you find a position that passes the three question test.

Write Your Marketing Message

Now write your marketing message in 60 words or less. Your marketing message is going to be 2–3 sentences long, 20–30 words per sentence. It should indicate how you are different. It should indicate the benefits for your customer—what's in it for them? It should have attention getting power—to create a reaction from the customer.

Keep writing it until it makes sense to you. Then bounce it off your friends to get more input. This message will now become the foundation of your marketing efforts.

Conclusion

You have a second chance to realizing your original dream. You have more experience now than when you first started. Use your experience to complete this exercise. You will produce a marketing message

that is clear and powerful because it says exactly how you stand out from your competitors and why a customer should buy your product or service.

For a special report that shows how all five critical pieces work together to get you more customers for your business, send an email to al@hanzal.com. I will send a copy of the report to you. Or click on www.innovativesellingskillsforsmallbusiness.com.

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Why One Should Chose A Network Marketing Home Based Business

By Jack Foley

There are many advantages for having one's own business but I believe a network marketing home business has to be the crÃ©me de la crÃ©me. Network marketing above any other online business will continue creating the most online entrepreneurs. Firstly ask any of the successful online entrepreneurs are they happier with the amount of time they spend with their families and the answer will be predominantly yes. That has to be the biggest advantage.

Other business people will spend long hours at work away from their homes, away from their family, friends etc. Traffic, business meetings, travel, are going to be significant factors in any other business. These factors keep you occupied which in turn alienates you from the things you enjoy in life. With a home based business, your time is your own. You make the rules and all work is done online, no commuting, no "dressing for the office" etc. You getting the picture yet?

Another huge advantage is your taxes. Every democratic government is crying out for entrepreneurs like you to go and do their own thing. Unemployment is a huge factor on which governments are judged by year in year out. If you can make it on your own without working for a public or private body, your going to make a lot of politicians happy. Basically now you are off the grid, able to "earn your own crust", not having to work for someone else that the government also lured into the country/state.

So you might ask, what is my government going to do for me in return? Well, by filing your taxes efficiently and by claiming for anything and everything that is related to your own home business, you should in effect pay at most half if not much lower that a regular person who is paying government taxes. This "unwritten rule" really irritates the people who pay government taxes but in my opinion, it is correct. Any individual willing to take a chance deserves to succeed and deserves the perks for doing so.

Finally, the most rewarding advantage of network marketing is that you are helping people achieve their dreams. This in my view is the biggest difference between a conventional company and network marketing. Anyone who has had experience working in a small business will tell you that the goal every month was to sell as much as possible at all costs. Customer relationships came second to the bottom line sales figure every month.

In network marketing, itâ€™s all about relationships. They are paramount to the success of your business. You must think in this manner as your downline are much more important to what you make

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this month. Your downline are your long term business builders. Look after them and they will make you very successful. But isn't it rewarding to know at the end of it that all, the people that made you successful were the very same people that you guided to success. These scenarios are happening every day in network marketing. If you want to become one of these people give your home based business a try, you have nothing to lose only a regret that you didn't start it sooner!

For more articles and information about Jack's home business, visit Jack's website:

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