

PROMOTING YOUR BUSINESS

"The most important thing small business owners need to know about marketing is that it's simply about letting as many people know that you exist as possible. It's all about just making it easier for people to find you. They won't come to you unless they know you're there." — Julie Morgenstern, President of Task Masters

***Get your name in front of people as often as possible.** Repetition boosts credibility and it makes it easier for people to find you. Postcard mailings, done with frequency, for example, are a good way to reach people.

***Go for consistency.** If your material has a consistent look—whether it be your logo, the color you choose, or the paper stock you use, people will be more likely to recognize your material, and your company will start to form an identity in people's minds.

***Use many media to reach people-fax, mail, email—and don't be seduced by the ease of email.** If you rely exclusively on email, it's harder to create an identity in people's minds because you won't have a "look." In addition, junk email has become a big problem. If you simply email promotional material to strangers, you're wasting your time and theirs. Email works best to reach people who already know you.

***Be focused on value.** Don't just focus on getting your name out there, give your potential clients something of value—show them you have something to offer by giving them something.

***Don't be afraid to be generous.** People are afraid they're giving away all their information. But the more generous you appear—without overwhelming the person—the better. People will decide that, if they're getting so much for free, you must have even more to offer if they hire you.

***Never lose an opportunity to market yourself.** You should be marketing your company all day, every day.

***Think like a consumer.** When you are designing your marketing campaign or any piece of writing, think like the consumer who is overwhelmed and over-stimulated with too much information and too many choices. How can you stand out, how can you pack a punch? How can you be really clear about what sets you apart from your competition? When you think like this, you're most likely to find your market.

Top Of Mind Awareness (T.O.M.A.)

Once you establish your Brand's Name in a prospects mind, 2/3rds of the battle is over. Coffee News of Scottsdale can help. We offer Exclusive, Effective and Affordable advertising to the small to medium sized business.

Call Patrick Lyons today to get started advertising - 602-323-1111