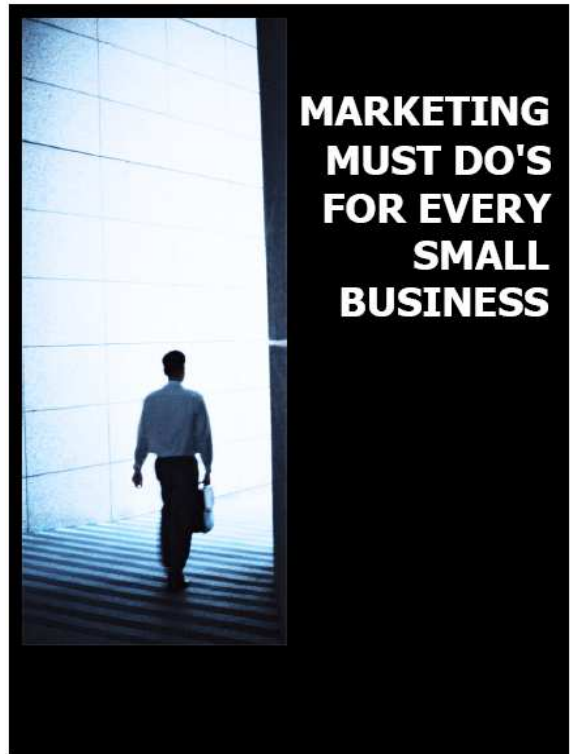


MARKETING MUST DO'S FOR EVERY SMALL BUSINESS

TABLE OF CONTENTS

(EXTRACTED FROM FULL EDITION)

- ✚ INTRODUCTION
- ✚ MARKETING ON THE CHEAP
- ✚ BARGAIN! BARGAIN! BARGAIN!
- ✚ RESISTING TEMPTATION
- ✚ THE ADVANTAGES OF BEING SMALL
- ✚ SPEED THRILLS
- ✚ SWEET FREEDOM
- ✚ FINDING YOUR USP
- ✚ MARKET RESEARCH
- ✚ FINDING MARKETING INSPIRATION
- ✚ GETTING THE WORDS RIGHT
- ✚ YOUR LOGO IS YOUR FACE
- ✚ OLDIES AND GOODIES
- ✚ PRESS RELEASES
- ✚ GUARANTEES
- ✚ BLOGGING
- ✚ MAKE IT EASY TO SPREAD THE WORD
- ✚ CREATING A MARKETING PLAN CONCLUSION
- ✚ APPENDIX: SMALL BUSINESS INTERNET
- ✚ MARKETING AND THE LAW



YOU MAY PASS THIS FREE MINI E-BOOK ON TO A FRIEND OR FAMILY MEMBER TO HELP THEM GET THE MOST OUT OF THEIR SMALL BUSINESS AND SETUP A BETTER AND BRIGHTER FUTURE.

YOU ONLY HAVE THE RIGHT TO READ AND ENJOY THIS EBOOK AND ASSOCIATED AUDIO PROGRAM FOR PERSONAL USE ONLY.

This FREE mini guide includes just a few of the great insights from our brand new 76 page e-book release "Marketing Must Do's for every Small Business" – available at the New Release price of just \$17. Give Your Business a fighting chance by getting your own copy NOW only at <http://WomensLifestylePublications.com/business/marketing>.

INTRODUCTION

This eBook is aimed at small business owners. For the most part, it's designed for very small businesses. It was written with small operations in mind because good marketing is essential to their survival, even though they may be functioning on a shoestring budget. This eBook is not industry specific. The basic principles underlying the recommendations here should be applicable to most situations. Although the eBook isn't aimed exclusively at online businesses, much of the material does relate to ways to improve your marketing efforts using the net. That's because the web offers so many awesome opportunities and because your purchase of an eBook indicates at least a rudimentary understanding of internet usage. We've tried to write an eBook from which anyone can benefit. This isn't a text for marketing pros with years of experience, but it isn't written for a child, either. Hopefully, we've managed the right balance.

We'll be covering a number of marketing strategies and although some prior knowledge of some very basic principles is assumed, we tried to make things friendly for everyone. All of these strategies have been used successfully by a variety of small businesses. However, we make no warranties that the ideas outlined here will produce any certain outcome. We have intentionally omitted a number of subjects that couldn't be adequately covered as part of a "survey" piece of this sort. For instance, search engine optimization is a critical aspect of online small business marketing and should be of interest to all small business owners. We, however, felt it was too expansive to cover within the confines of this book. However, we did include an extensive appendix outlining legal obligations for those doing business marketing online. We do cover blogging, but we do not include affiliate marketing. We discuss business cards as a small business marketing tool, but didn't try to cover the ins and outs of buying radio time. We tried to focus on maneuvers that match the small business advantage, but did so knowing that no book of this sort will ever be comprehensive.

Nonetheless, the end result offers some fantastic information and perspective. There are too many variables for us to guarantee your financial success. However, if you can't find at least one good idea in here to help improve your marketing efforts, you probably weren't trying very hard!

MARKETING ON THE CHEAP

Most small businesses are operating on limited funds, at least in the beginning. Slender budgets combine with unforeseen expenses. Keeping the doors open at all (whether those doors are attached to a storefront or purely virtual in nature) can be tough enough. Affording a great marketing plan at the same time might seem impossible.

This eBook focuses on affordable marketing methods. Not all of them are free, but most of them are not bank-busters. The goal is to get your name out there, to promote your produce effectively, and to develop a customer base without spending yourself into bankruptcy. Some of the costs are unavoidable. If you are lousy with words, you will eventually need to purchase the services of a copywriter. Unless you know graphics and combine that technical understanding with some great marketing knowledge, you will need to hire someone to help with logo design.

This FREE mini guide includes just a few of the great insights from our brand new 76 page e-book release "Marketing Must Do's for every Small Business" – available at the New Release price of just \$17. Give Your Business a fighting chance by getting your own copy NOW only at <http://WomensLifestylePublications.com/business/marketing>.

The old adage says that you “have to spend money to make money” for a reason. It’s true. The trick, of course, is not spending too much of it. That’s why you need to develop a “filter question” that you will apply to every marketing decision you make. That question will help remind you to seek out the most efficient possible means by which to effectuate a successful marketing strategy. The question? “Can I get this done for less without sacrificing quality?” You need to ask yourself that every single step of the way as you promote your business.

THE QUESTION EMBODIES TWO IMPORTANT ELEMENTS.

First, it will help you maintain your focus on the immediate bottom line and will discourage overspending. You will always be thinking in terms of price tags as you market your product.

Second, it reminds you that although keeping limited red ink on the ledger is important, you cannot sacrifice quality or effectiveness to save a nickel here and there.

Most marketing experts will tell you that you that a big advertising spend is pure investment and that if you can adequately predict a net profit as a result of the effort you should go for it. That makes sense. If spending ten grand will make you twenty, you’d be a sucker not to do that. However, the decision calculus is never that simple. You can never be sure that an action will result in a profitable reaction. It may look like spending that money will be a sure thing, but when the marketing’s over and there are fewer customers than anticipated, things start to look ugly. Taking calculated risks is essential, but the amount of risk one can bear is always directly related to their overall financial stability.

This ebook assumes that the small business owners reading it have a little money to invest in their marketing but that they are not yet in a position where they can make a significant gamble on any one move. If you want to learn how to spend a fortune to make a fortune, you need a different eBook. However, if you want to learn how to responsibly pursue your marketing goals while limited your exposure and risk, you are in the right place. Which brings us right back to the question that’s going to get the job done. “Can I get this done for less without sacrificing quality?” Rehearse it. Memorize it. Use it

BARGAIN! BARGAIN! BARGAIN!

So, are you the kind of person who never seems to get a great deal? Some folks just seem to have a knack for finding great ales and low prices. Those bargain hunters always have a smile on their face, too. Even if you haven’t been a member of the El Cheapo Club before, as a small business owner, you will learn to fall into the group quickly. Finding a good deal is one of the best ways to save money. And, as we all know, saving money is a great way to make even more of it.

.....*To get the full rundown, get it here at <http://WomensLifestylePublications.com/business/marketing>.*

This FREE mini guide includes just a few of the great insights from our brand new 76 page e-book release “Marketing Must Do’s for every Small Business” – available at the New Release price of just \$17. Give Your Business a fighting chance by getting your own copy NOW only at <http://WomensLifestylePublications.com/business/marketing>.

RESISTING TEMPTATION

Therefore, you have devised a budget for your marketing and you have a good idea of what you will be doing. Now, brace yourself for an endless series of temptations designed to tear that plan apart. As a small business owner, people selling advertising on everything imaginable will attack you. They will find you, call you, visit you and try to get you to buy ad space from them. It might be a high school fund raiser. They just need a few more advertisers to fill out their programs at the Friday night football games.

THE ADVANTAGES OF BEING SMALL

It's easy to see your small business status as a disadvantage. Whether you are a one-person show or have a handful of employees, life may seem tougher for you than the CEOs of Fortune 500 companies. If you need market research, you can't just tell your secretary to call Jones and have him put his crew on the job. When you need new advertising copy, you can't speed dial that firm with whom you have a standing relationship or kick it to your in-house team with a brief email. No, more often than not, you get to do it yourself.

SPEED THRILLS

Let's make believe that you are that big company CEO again for a moment. You've been doing some skiing in Aspen or lounging on a beach on the Riviera when you have an epiphany. A moment of absolute clarity. Boom! Just like that, you have figured out how to boost your sales figures by at least twenty percent by implementing a simple change on a few of the websites you operate. So, you reach for your phone and place the call to your loyal servant, er, administrative assistant, Earl. You tell Earl what to do. He understands. You hang up. A few days later, you return to the office to discover that everything remains the same.

SWEET FREEDOM

Larger businesses have many people to whom they must answer, with whom they must interact, and upon whom they must depend. In some ways, that is wonderful. In others, it's a drag. One of the first things to disappear as an operation grows to a larger scale is creativity. Out of necessity, things become more regimented, organized and controlled. Order is seemingly the only antidote to all-out chaos and restrictions on a variety of things become a normal part of the work day. Eventually, this suffocates creative instincts.

FINDING YOUR USP

Finding your USP isn't a strategy. It's a necessity. It's also a prerequisite for everything else you'll do. Every bit of promotion will depend on isolating your USP. The USP is your unique selling point. It's that special something that makes your product stand out among competitors. It's the one thing that really defines what makes your product or service so special. No matter what you're doing, someone else is probably doing it, too.

This FREE mini guide includes just a few of the great insights from our brand new 76 page e-book release "Marketing Must Do's for every Small Business" – available at the New Release price of just \$17. Give Your Business a fighting chance by getting your own copy NOW only at <http://WomensLifestylePublications.com/business/marketing>.

MARKET RESEARCH

What's market research? According to the American Marketing Association, marketing research is the systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services. Before you decide how to sell, you need to know if anyone wants to buy the product. The art of finding the answer to that question and as much additional valuable information as possible is known as market research.

FINDING MARKETING INSPIRATION

On Madison Avenue, they search out the best and the brightest creative minds to work in advertising agencies. They look for people with a knack for finding a new or different way of looking at the world and products. They hire specially-trained professionals who keep one finger on the pulse of the nation while the other hand churns out compelling storyboards for a television spot. If you are like most small business owners, you are not a Madison Avenue-caliber sales expert.

GETTING THE WORDS RIGHT

If you haven't already, you will eventually notice that there is a common theme running through most of the small business marketing tactics we're discussing. Words. And not just any words, the right ones.

YOUR LOGO IS YOUR FACE

What's the most immediately recognizable part of a person? In most cases, it's their face. We even refer to whole human beings as "faces" from time to time (as in "faces in the crowd," etc.). When we close our eyes and think about people, we usually remember their face. You have a face. Your business doesn't.

OLDIES AND GOODIES

Here we are in the 21st century. You are reading an electronic book that you downloaded via a home computer system. Much of your business may occur in a concept known as cyberspace. We are a high tech bunch, aren't we? Although technology has changed the world in millions of ways, some of the tried and true marketing strategies from days gone by remain very powerful.

.....*To get the full rundown, get it here at <http://WomensLifestylePublications.com/business/marketing>.*

This FREE mini guide includes just a few of the great insights from our brand new 76 page e-book release "Marketing Must Do's for every Small Business" – available at the New Release price of just \$17. Give Your Business a fighting chance by getting your own copy NOW only at <http://WomensLifestylePublications.com/business/marketing>.

PRESS RELEASES

The big boys have been using press releases to their advantage for years. All of the major companies have people dedicated to handling media relations and one of the most important parts of that job is overseeing the production and distribution of press releases. Unlike many of the marketing and PR strategies used by the mega-corps that would never work for the little guy, press releases are non-discriminatory.

GUARANTEES

If you live in the United States, you can't hear the words "I guarantee it" without thinking of the guy from Men's Warehouse. The men's clothier has made its name on the back of a strong guarantee policy. People love the security a guarantee provides and it is a great way of announcing your credibility in a very loud and clear way. A strong guarantee about your product or service communicates a few things.

BLOGGING

All small businesses need a web presence of some sort. It's become as expected as a telephone number and can be remarkably valuable even in industries where you wouldn't think high-tech efforts would work. One can create a web presence with little more than a single page, static site in some cases. On the other end of the spectrum, some businesses will need extensive, professionally designed sites with every new bell and whistle in order to succeed.

MAKE IT EASY TO SPREAD THE WORD

"Viral marketing" is one of the marketing business' most popular buzzwords right now. Everyone wants to "go viral" and small business owners are spending a great deal of time concocting their plans to create something so irresistible that others will share it without seeking anything in return. That's really the basic premise behind viral marketing.

CREATING A MARKETING PLAN

You could just decide to take a shotgun approach to marketing. Flying by the seat of your pants and making adjustments and new plans as you go. Not only would this be hard to manage, it would also risk forgetting critical processes. Being a small business is all about flexibility, speed and creativity, but that doesn't relieve a smart small business owner from developing a strong marketing strategy.

.....*To get the full rundown, get it here at <http://WomensLifestylePublications.com/business/marketing>.*

This FREE mini guide includes just a few of the great insights from our brand new 76 page e-book release "Marketing Must Do's for every Small Business" – available at the New Release price of just \$17. Give Your Business a fighting chance by getting your own copy NOW only at <http://WomensLifestylePublications.com/business/marketing>.

CONCLUSION

We hope you've found this eBook enjoyable and valuable. We didn't try to offer a comprehensive look at every aspect of marketing's huge world, but we do hope we have shed the light on enough important individual topics to be of assistance. Small business marketing requires a combination of large company know-how with a willingness to be creative and to act quickly. That speedy, smart, on-the-go attitude, however, must be tempered with a very solid commitment to good decision-making based on past experience and observations. Good luck growing your small business. If you stay fast, stay creative and stay smart, you will soon find yourself doing more business than you would have ever imagined.

APPENDIX: SMALL BUSINESS INTERNET MARKETING AND THE LAW

This appendix features the text of a U.S. Federal Trade Commission document entitled: "Advertising and Marketing on the Internet: Rules of the Road"

YOU MAY PASS THIS FREE MINI E-BOOK ON TO A FRIEND OR FAMILY MEMBER TO HELP THEM GET THE MOST OUT OF THEIR SMALL BUSINESS AND SETUP A BETTER AND BRIGHTER FUTURE.

YOU ONLY HAVE THE RIGHT TO READ AND ENJOY THIS EBOOK AND ASSOCIATED AUDIO PROGRAM FOR PERSONAL USE ONLY.

THIS FREE MINI GUIDE INCLUDES JUST A FEW OF THE GREAT INSIGHTS FROM OUR BRAND NEW 76 PAGE E-BOOK RELEASE "MARKETING MUST DO'S FOR EVERY SMALL BUSINESS" – AVAILABLE AT THE NEW RELEASE PRICE OF JUST \$17. GIVE YOUR BUSINESS A FIGHTING CHANCE BY GETTING YOUR OWN COPY NOW ONLY AT [HTTP://WOMENSLIFESTYLEPUBLICATIONS.COM/BUSINESS/MARKETING](http://WOMENSLIFESTYLEPUBLICATIONS.COM/BUSINESS/MARKETING).

This FREE mini guide includes just a few of the great insights from our brand new 76 page e-book release "Marketing Must Do's for every Small Business" – available at the New Release price of just \$17. Give Your Business a fighting chance by getting your own copy NOW only at <http://WomensLifestylePublications.com/business/marketing>.