

136 WAYS TO MARKET YOUR SMALL BUSINESS

Sample Chapter

Focus Marketing Key

Business Type Key	P	Products —These methods work best if you are selling a product, business to business.
	S	Service —These methods work best if you are selling a service, business to business.
	R	Retail —These methods work best if you own a retail store selling business to consumer in the local demographic area.
	I	Internet - These methods work best if you are selling business to consumer over the internet.
Skill Matching Key	Ac	Artistic/Creative —Marketing methods in this category are suitable if you see yourself as a creative thinker. Skills such as graphics, layout, or packaging are a plus; otherwise, make sure you have access to a good creative professional.
	Ps	Public Speaking —Consider methods in this category if you have a good speaking voice, are comfortable in front of a crowd, etc.
	Rb	Relationship Building —If you are a people person, methods in this category will fit you well. You should feel comfortable talking one-on-one with people, calling on the phone, and have a genuine interest in other people.
	Wr	Writing —Good writing skills are necessary for marketing methods in this category. If you aren't a writer, make sure you have someone on your team with these skills before choosing a method in this category.
	Tc	Technology —If you consider yourself a technology wizard (or you have access to a good technical person), methods in this category are good for you. Technical skills such as web design and an understanding of the Internet fit in this category.
	Ns	No Special Skills —As the name implies, no special skills are required for methods in this category. They will work for everyone!

NETWORKING

4 Focus Networking

P S I Ps Rb

There it is again – that “focus” word. For many of us, networking is a fun, comfortable way to meet potential customers, build profitable relationships and get your business name out there. The challenge is choosing among the many existing networking opportunities and finding the ones that focus on our ideal market. First, try **making a list** of every organization you think may be a possible fit. Then ask yourself these questions about each group.

Choosing a Networking Group

- Would my ideal customer be part of this group?
- Would decision makers (if you're selling business-to-business) be part of this group?
- Would people in this group have direct access to my ideal customer?
- Would I gain useful knowledge from this group that would help me reach my goals?

If the answer is yes to even one of these questions, then consider attending several meetings and see if your assessment was correct. Below is a list of networking opportunities.

5 Trade associations for your profession

P S I Ps Rb

Trade associations are also an excellent source of ideas for marketing your business--make use of the marketing resources available from your association via conferences, training and their web site. Attending local chapter meetings can help you meet others in your profession as well as vendors that provide products and services to that industry. This is also a great way to find out how others are marketing their businesses successfully. See our [Networking Tips](#) for how to make the most of these networking opportunities.

6 Serve on a board

P S Ps Rb

Meet leaders in your profession or community; become recognized among your colleagues and practice leadership skills while supporting your organization. Approach the leadership team for your group or other board members to find out more and volunteer.

7 Serve on a panel

P S Ps Rb

Being on the panel during a conference or meeting makes you more visible among your peers, and more credible with your clients (especially if you tell them about it). Conference organizers are often scrambling for volunteers for these events so let them know you are willing.

8 Attend customers' trade conferences

P S Ps Rb

Find conferences for trade associations that your customers might attend. Explore opportunities to speak at these conferences or write for their journals.

9 Visit trade shows

P S R Ps Rb

These might be in your profession or related to your customers. Meet potential customers and competitors; pick up literature; see how others are marketing their businesses.

10 Attend workshops

P S R Rb

Look for personal and professional self-development opportunities. You will find yourself surrounded by like-minded people --some of whom could use your products or services.

11 Create a mastermind group

P S Ps Rb

A mastermind group can consist of up to ten business individuals whom you like and trust, who meet monthly to share their business goals, ideas, and challenges. These won't necessarily be a direct source of business for you, as their focus is not on passing around business. But they can be a source for creative discovery and a checking-in place for you.

12 Business networking groups

P S R Ps Rb

These groups are often formed to be a meeting and learning source for like-minded professionals. An example would be an organization for women business owners, or for salespeople. Not only can you establish relationships that may lead to business, but also you can become known as an expert in your field by providing valuable information in some form to fellow members.

13 Serving on committees

P S Ps Rb

Whether the committee is for a business networking group or another prestigious organization, serving on a committee or board gives you visibility and weight as a serious, successful professional. Meet leaders in your profession; become recognized among your colleagues, and practice leadership skills while supporting your profession. Approach the leadership team for your association, the director of the committee, or other board members to find out more and volunteer.

14 Serve on a panel

P S Ps Rb

Being on the panel during a conference or meeting makes you more visible among your peers, and more credible with your clients (especially if you tell them about it). Conference organizers are often scrambling for volunteers for these events so let them know you are willing.

15 Leads groups

P S Ps Rb

These groups have regular meetings where members share contacts and pass along leads to each other. Don't count on just the weekly meetings, however. Have lunch with someone in the group to get to know them better. Ask how you can send them business!

16 Chamber of Commerce

P S R Rb

Your local Chamber is probably a valuable source of community connections as well as a source of possible business, once you've become involved and formed relationships with key people. Some ways you can leverage your Chamber of Commerce membership:

To purchase this book (plus two free bonuses) go to:
<http://www.136WaysToMarket.com>

- **Attend Business After Hours** and similar events.
- **Give speeches** or lead discussions at meetings.
- **Organize and deliver workshops** for members.
- **Write articles** for CoC newsletters.

17 Rotary Club, Lions Club and other civic groups

P S R Ps Rb

You'll be amazed at the cross section of business people and influential community members you'll meet in these groups. Join, offer your services as a speaker (more on that later), or donate products or services to their charitable causes.

18 Church groups

P S R Rb

If you belong to a church, synagogue or temple, get to know other members. When others feel that your beliefs are similar to theirs, they are often more than willing to patronize your business or refer you to their network. As in any organization, you must become an active member and nurture genuine relationships to achieve these results.

19 Sports clubs, Country clubs

P S R Rb

Working out or playing sports can be even more fun if you're able to develop some new business relationships along the way. Leverage your hobbies and interests to form relationships with like-minded individuals. In social settings people tend to be more relaxed and open, creating a good opportunity for a new social / business relationship.

20 Online networking communities

P S I Rb Tc

There are many online communities representing different groups, industries and interests. They often offer discussion forums, and other opportunities to develop virtual relationships which may result in business or referrals

21 Topic specific chat rooms

S I Rb Tc

When you connect on-line with others who share similar interests or hobbies you may find yourself answering important questions and having an opportunity to display your knowledge, which could lead to business.

22 Re-connect with college friends

P S Rb

You know that old college buddy who now has a great job? Re-connect. Friendships formed in college often last a lifetime. Don't be shy about asking for an introduction into their organization. Wouldn't you throw some business in the direction of a fellow alumni? Or, ask someone you knew in school to introduce you to a community or business leader or other VIP that they know.

23 Travel

P S Rb

Just guess how much business has been gained by someone striking up a conversation with their seatmate on a plane trip. Also, if you have a business associate or client in the city you're visiting, set up a get together with them before you go.

To purchase this book (plus two free bonuses) go to:
<http://www.136WaysToMarket.com>

Successful Networking Tips

- Be authentic - you're not a business card, you're a human being. Care about those you meet as people and they'll care about you. Get to know something about each person other than what they do for a living.
- Don't expect instant results – think about building strong long term relationships
- Volunteer to be on a committee and you'll get to know people quickly.
- Be a source of knowledge and share pertinent knowledge with others – the latest relevant books, trends etc.
- Be a matchmaker – introduce people to others who might help them and they'll never forget you.
- Have a goal for every networking opportunity. Example: Plan to meet at least three new people in every networking situation.
- Get business cards from everyone you meet. On the back of each one, note where you met them and what you talked about.
- If you meet a potential client, even if the possibility is remote, follow up with a personal note.
- Use a 30 second “sound byte” that describes perfectly what you do.

Finally, if after spending some time with a particular networking group, you find that it's not impacting your business or personal growth, don't hesitate to move on. Your time is very precious and you need to use it wisely.