

Title:

7 No Cost Tips to Market Your Business

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Summary:

Marketing a business can be fun, exciting and creative. It can also be very frustrating and ex

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Article Body:

Marketing a business can be fun, exciting and creative. It can also be very frustrating and ex

Over the years people have come to know me for my unique ability to develop low cost and no co

Some of my successes have included:

- Before my last book was published I pre-sold over \$8,000 in books
- Over 250 people registered for a recent seminar in less than 2 weeks and the cost to promote
- One company used my strategies for a career expo and made over \$180,000 in consulting fees
- One speaker sold over \$23,000 in product sales back of the room at a two hour seminar with s

I don't share this to impress anyone, rather to impress upon you when using the right strategi

People have also come to know me as someone who is a stickler when it comes to putting systems

With a bit of forethought, planning and desire, you can successfully market your business in a

1. Business Cards

Business cards are often one of the most underutilized tools in one's marketing.

Use the front and back of your business card to gain full benefit. Depending on your market yo

Keep some in your wallet, your automobile, on your desk, and some at home. Be sure to carry th

Creatively distribute your card. When you eat out you can leave one with the tip.

If you borrow a library book, use one as a book mark. Hand them to clerks in stores who may kn

When someone gives you their business card be sure to enter their information in your database

2. Send a picture

A great way to keep your name fresh in a customer's mind is to send them a picture of when the

Put a picture of a buyer's auto purchase in a beautiful calendar. Likely, the proud owner of t

For specialty gift shops, when a customer makes a substantial purchase, have a picture taken w

Chances are very good the picture will be displayed proudly for friends and family to see.

A dentist who specializes in smile makeovers can easily arrange to have a professional makeup

3. Associations

Associations particular to your market are a great resource for marketing. There are associati

A major opportunity within many organizations is the chance to network. Additionally, to make

Often, when you do a presentation, you will get a mention in the association newsletter, their

In many cases, when an organization has a newsletter or Ezine, they welcome the presenter writ

They may also welcome you writing an article for their publication or website. This lends itself to pre-presentation visibility. Additionally, you will position yourself as

Most organizations have the following opportunities that can help you to gain visibility and d

- Newsletters
- Internet listings
- Links to you website
- Discounted advertising rates
- Networking opportunities
- Business referral services
- Special recognition events
- Education seminars
- Business and membership directories

In many cases you will need to be a member of the association to take advantage of the multipl

4. Committee Involvement

Committee involvement is a great way to give back to the association or community while buildi

5. Contests and drawings

Contests are a favorite for many businesses such as restaurants or those that have high foot t
You are generating very hot leads when you have a contest with people who have already frequen
You can advertise a contest to gain new foot traffic in your place of business.
Trade show booths are a great place to hold a contest. Pre-show marketing helps to generate tr

6. Cross-promoting

Join with other companies who have products or services that compliment yours and promote each

This can considerably cut down the cost of business promotion and allow each business to use p

7. Bonuses

Secure special offers from various businesses who want to share a similar market as you. When

Be aware of who you cross-promote and joint venture with. You want someone who will be equally

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