



"Market Your Way to More Customers Than You Can Handle!"

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"Marketing Tips for
Small Businesses"



Greetings Small Business Owner:

2006 is just past half-way over. Are your sales where you want them to be? If not, could it be that your marketing isn't what it should be?

In a small business, the function of marketing can seem like a daunting process. It doesn't have to be. Getting the right message out to the right customers can be accomplished in 4 straight-forward steps. Keep reading for some tips.

• Step 1 - "Know Your Product/Service"

This may sound like an obvious statement but you must know specifically what you sell and why people buy from you.

1. Be specific about what you sell. Do you carry a wide range of products and sell whatever someone wants to buy? Or do you limit your products to the most profitable for you and what you deliver well?
2. Why do people buy your product? Know the emotion behind why they're willing to spend their hard-earned dollars. What do they hope your product will do for their overall life satisfaction?

• Step 2 - "Have a Target Market"

If you'll sell to just anybody, nobody will find you. Who are the best qualified people to buy your product? Know this group's demographics, traits,

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If you'd like to get more tips on how to fire up your marketing, join us on a free tele-call on Monday, Aug. 14th at 10am ET. Click on the link below to request the phone number for the call.

[Request Tele-class number for Aug. 14th call](#)

appeal of your product, need for your product, etc.

Most importantly, this must be a group of which you can obtain a list. In order to target them, you must be able to contact them. Divorced fathers are NOT a target market.

• **Step 3- "Know Your Message"**

What image do you want to portray? This involves developing a USP (Unique Selling Proposition) for your company. How are you different than your competition? This difference must intersect with your target market's pain and why they need your product.

• **Step 4- "Know How to Reach Your Market"**

This takes some trial and error, but figure out what message, in what format works for your market. There are many things to try: advertising, fliers, brochures, door hangers, sponsorships, radio, TV, mailings, newsletters, stay-in-touch programs, networking, industry shows, promotional items, referrals, partnerships, volunteer opportunities, web sites, search-engine hits, speaking, seminars, signs, etc.

• **Answer these questions then execute!**

If you follow these steps, you'll have a marketing plan. If you execute it, you'll have sales!

If you'd like some help getting your message out, please give us a call. Consider joining us on the Monday tele-class or call us for some coaching. We can help show your best face to the market.

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Make Your Last Half of the Year Better than the First Half!