

CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 4:

• MARKETING VENUES INCLUDING QUESTIONS AND ANSWERS

Let's talk about marketing.

There are so many ways you can market your business. Now that you have started the client list that includes the names, business names, addresses, telephone numbers, faxes if they have one, and e-mail addresses and you have contacted all of these people by telephone, e-mail, and a note card, you are ready to move on to the next step. Just remember to put a note on your calendar that you are going to follow up with all these people in 30 days. Remember you want to keep your name in their brain. You don't want them to forget your name and the service that you offer!

Venues

1. First of all, think of the type of people you are trying to attract. What type of a business do you own? Who will be interested in the type of work you do? Make a list of the type of people you think you are trying to attract on a separate sheet of paper.
2. Now that you have made your list of the type of people you are trying to attract, think about where you can find these types of people. If you are in the health field, who could you contact to get in touch with these types of people? Make a list of the professionals you could contact to get in touch with these types of people on a separate sheet of paper.
3. Now that you have made a list of whom you can contact to reach the type of people you want to reach, what other sources could you use to find these types of people? I'll give you an example:

I'm in the iridology/alternative health business. I want to attract people who are interested in taking responsibility for their own health. I want to attract people who are interested in alternative health and who are open to using herbs and alternative therapies. Where could I find such people? Well, I might start in my neighborhood. There are a lot of health food stores in the area. I have two strong legs that can carry me from my office to the health food store. All I need to do is take a business card and a sheet of paper that introduces myself to them and lists the services that I provide. So I'll start there. Once I've worked on my immediate area I will move to the next town. There are about 12,000 people who live in Auburn and there are a lot of health food stores, Chiropractors, Massage Therapists, and other Alternative Health Practitioners in the area. All I need to do is spend the time and find them in the phone book, on the web, and by foot. Then I need to contact them on the phone, by e-mail, and on foot.

Now it's your turn.

4. Make a list of everyone in your line of business in your direct area. Include in your list the name of the person to contact, the name of the business, the type of business, the address, the telephone number, fax number, and e-mail address. You also should list the hours of operation. You can do this in an excel spreadsheet or make a table in Microsoft Word. It's doesn't matter how you do it as long as you do it.

5. Now start contacting these professionals one at a time. You can choose to do it in any way you prefer. I normally start with an e-mail and introduce myself. Then I make an appointment to meet the professional and I hand them my business card, a newsletter, and something about my services.
6. When you meet with these professionals be sure to ask for their business card so you can keep track of what they are doing for referrals. You will want to create a win-win situation with them. If you refer a client to them for their service they will be more inclined to refer their clients to you for your services. Talk to the professional about a referral program. What happened when you mentioned a win-win referral program between you?
7. Create a “Services Offered” flyer if you don’t already have one. See the example that I’ve included with this session. E-mail me a copy of your “Services Offered” flyer.

Web Advertising

We will do some advertising on the web now to help you build up your business. Do the following to get started:

1. Go to <https://about.me/login> and create an account for you and your business and e-mail me the link.
2. Go to www.alibaba.com and create a new page for your business and advertise your business on the site.
3. Create a facebook account for your business and e-mail me the link so I can link it to the Joyful Living Services’ facebook account to promote your business.
4. Create a twitter account for your business and e-mail me the link so I can link it to the Joyful Living Services’ twitter account to promote your business.
5. Create a LinkedIn account for your business and e-mail me a link so I can link it to the Joyful Living Services’ LinkedIn account to promote your business.

Name: _____

Address: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Web: _____