

Business Development Session 7 - Marketing Your Products

Now that you have gone through the basics of starting a business, it's time to determine how you want to advertise. This is the part of the business that a lot of people have a lot of trouble with. Sometimes you will advertise in a magazine or newspaper and you will receive ten times the amount you spent on the advertising fees. Other times you will receive nothing and actually lose money. So how do you know what the best avenue is for your business?

The best way to advertise your product is to become your consumer. Pretend you are your own customer. If you are your customer, where would you look to find your product advertised? Would you buy your product? Where would you look to find similar products? How much would you expect to pay for such products? This is the first most important step because if you do not know where to begin to look for your product, you certainly can't expect the general public to find your product.

Let's take dolls as an example. Let's say you are going to manufacture your own dolls. They will be homemade dolls of different nationalities. The clothing will be homemade and based on each doll's origin or country. Where would you begin to look for these types of dolls?

- Would you look in the telephone book? If so, where in the telephone book? Would you look under dolls or doll houses or crafts or somewhere else? Maybe you wouldn't look in the phone book because, like me, you hate thumbing through phone books. Then what would you do?
- Would you call 911 and see if the operator can give you telephone numbers of doll manufacturers in your area?
- Or maybe, just maybe, you've been a doll fan for ten years and you actually subscribe to a doll magazine. Would you look in the doll magazine for the type of doll you would want to purchase?
- Maybe you don't subscribe to any magazines but have been to doll shows. When you went to the doll shows, did you pick up doll manufacturer and retailer business cards and did you file them somewhere where you can find them? Have you ever contacted these doll manufacturers and retailers about their dolls to get ideas and prices on their products?
- Maybe you've never done that either, but you have surfed the web and found the perfect doll for your daughter or granddaughter and you've purchased it from the web. If you did that, do you remember if you actually ordered the doll on the web without having to phone the company or speak to a live person? Were you able to use a credit card or did you have to mail in a check or cashier's check?
- How about radio? Have you heard about this particular type of doll advertised on the radio? Did you actually listen to the radio advertisement and actually write down the contact information so you could contact the company when you had time? Or did you ignore the radio commercial figuring you would hear it again another day when you had more time?
- What about television? Have you ever seen an advertisement for the doll you are looking for on television? Did you run to your pad of paper and write down the contact information or were you too tired to jump up and write it down at the time, figuring again that you would see the advertisement again another day?
- Have you seen any fliers posted around grocery and clothing stores advertising the doll you love?
- Have you received any e-mail SPAM on this particular doll?
- What about the newspaper? Have you looked through the classified ads in the local newspapers to see if you could find dolls that match your taste?

These are all very important questions to ask yourself as a consumer. You are a consumer and probably purchase at least one item every day, such as a bottle of water, some type of food, lights in your office or home, electricity to run your washer or dryer, or any other type of consumer product. Do you ever stop to think about how you came to choose that product? Did you do research before you decided to purchase that particular product? Most people will do research to find the item they are looking for. They will look through all the local papers and phone books hunting for the closest location where the product is available, the product that can be purchased with the least hassle, the company with the best customer

service, and the lowest price possible. So, have you done this? I'm sure you have. I'm also sure you have purchased products that are just the opposite of what I've suggested a consumer would do on the average. You've probably dealt with a company that's far away from you just because they are the only one who carries the exact product you desire. You've probably been patient with bad customer service a time or two just so you could get the product. You've probably been spontaneous and not done very much research on a product a time or two just because the product seemed like something you would want to purchase. And you probably paid top dollar for something you really wanted, that you could have purchased on sale if you had waited another week for it. Am I correct?

When you set up advertising for your products you must consider all these options.

- Who is your target consumer?
- Are you targeting children, teenagers, adults, the elderly, men, women, both men and women?
- Are you targeting a specific class of people: upper, lower, middle?
- Are you targeting a specific financial range?
- Are you targeting a specific race of people?
- Who do you want to focus on?
- Who will be your customer base once you start marketing your product?

For instance, if I'm going to advertise herbs to lose weight, I'm going to target middle aged men and women who are in the mid to upper financial range correct? I would not be advertising to children if I'm selling herbs to lose weight. But if I'm advertising children's vitamins, that's a whole other story. What about advertising dolls? Would you advertise dolls to children, teenagers, adults, and elderly? It all depends on your advertising strategy.

- You can of course advertise to children because they will see the picture of the doll or hear about the doll and ask mom or dad to buy it for them.
- You can advertise to adults because they will probably buy the doll for their child.
- And elderly would most likely buy the doll for their grandchildren.
- But I would not advertise to teenagers unless the teenagers could relate to the doll. Teenagers are more into clothing these days than they are dolls.
- The other item to think about is "when" to advertise.
- Christmas is coming up very fast. If your product is a product that can be purchased as a gift for someone, then now is the time to advertise. You would need to hustle to create your ad so that people will see or hear about your product in time to order it for Christmas.
- The next thing to consider is: do you have enough time to create a lot of your product before Christmas.
- Did you set up your shipping accounts like was recommended in session 6? Did you contact UPS and Federal Express?
- Let's say you want to sell dolls for Christmas. In one of the first lessons you would be told to start to keep track of all your contacts and to put them in a database. You were told to contact people in all areas of your life and to collect names, addresses, phone numbers, e-mail addresses, and other contact information on these people. Did you do that? Now is the time when all this information will come in handy.
- You were also told to create a mailing list in Egroups and to start collecting all the e-mail addresses you receive from people who e-mail you and to put them in the egroup list. Did you do that? Now is the time when it will pay off that you've done all your homework because now you will put this into use to begin to sell your product.

- If you are behind on the lessons, don't worry. Christmas will come and go and another reason to buy your products will come and go.
- Buying and selling runs in cycles. One month will be excellent for you and another will be slow. There will not seem to be any reason for this at first. Take JLS as an example. In the past it's always been slow around Christmas, around tax time, and around the summer. This has been because people don't want to spend extra money on iridology and herbs when they need to buy their family's Christmas gifts, pay taxes, and go on vacation. So they stop their "unnecessary" spending during those months. This cycle went on for several years and during the slow months it can be very frustrating. Even though you're not bringing in the income you are still creating the monthly bills that you need to cover. Over the last few years the cycle has changed for JLS. Now it's very busy in November and December and very slow during May and October. Now why has this changed? It makes no sense and it doesn't have to make sense. That's the way business flows. Some months you will be overloaded and other months you will be praying that the phone will ring.
- This also depends on what you are selling, where you are advertising, who your client base is, and if you get new customers on a regular basis. This is also the key to a successful business.
- You must constantly be getting new customers. If you don't your business will not survive.
- You must also have repeat customers. You want to offer excellent customer service so your customers will come back. If you do not offer excellent customer service, it will only hurt your company in the long run.

Here are some ideas for you to start looking into to advertise your product/s:

1. Telephone Books: Check into your local telephone companies and find out their rates. Decide if you can afford a box ad or if you just want a bold line in the telephone book. You will also need to decide if you want your ad in more than one telephone book or in just one to begin with and if you want more than one ad in the book. You may want to put one ad in one local phone book and another ad in a different local phone book. You also will want your number listed with 411 information so people can find you without a telephone book. If you have a product that people will want when they are out-of-town, you will want to be listed. I recommend you only list your company name, your name, and your telephone number. I personally do not list my address because I don't want the whole world to know where I am. But that all depends on if you have a store front or not. If you have a store front then you will want to put your address and hours in the ad. If you are going to provide a service as well as a product you may want to set up a box ad so you can list the service/s you offer and the products as well as your contact information.
2. Newspapers: Newspapers can be a tricky thing. The first thing to remember when you advertise is that people need to see your ad over and over again before they will buy from you. Don't expect to put a very small box ad in the classified section of your local newspaper and to sell out of all your stock. It may happen, but don't count on it. Chances are you will need to run your ad for 2-3 months before you will get a phone call. But be smart. Check out all your local newspapers. Find out the rates for the various size ads. Check your cash flow and make a decision as to which paper/s you want to advertise in and what size ad you want to create. Most companies will want you to create your own ad or they will create the ad for you and you will need to approve a proof.
3. Magazines: First of all, is your product specialized? If it is, then you would most likely be better off advertising in the magazines that people would look at that are searching for your type of product. I've advertised in many magazines. Magazines don't work for me at all. However, there is a large newspaper/magazine called Common Ground that I've done very well in. It's a newspaper and magazine rolled into one that is distributed all over the Bay Area for free and at all types of health fairs and in health food stores. Find magazines that are distributed for free to hundreds of thousands of consumers. The larger the distribution, the better your chances of selling your product. Start with a small ad and see if anything happens. Don't get discouraged if nothing happens. When it's time to renew see if you can put another ad in for free if you didn't get any calls from your first ad. A lot of times you will be able to do that. If not, try to run a different ad and see what happens.
4. Radio: Radio is extremely expensive. It used to cost about \$1,000 per minute but that's probably

changed. Before you spend that kind of money on radio advertising, determine if you have the cash flow to spend and if radio is really the best place for you to advertise.

5. Television: This is another avenue that's very expensive. Do you have the cash flow to advertise on television?
6. Word-Of-Mouth: Ah, this is the very best way to advertise. As we spoke about in an earlier session, word-of-mouth is your very best friend. When you have good customer service, your customer will tell his/her friends and family all about your business and will recommend you. They in turn will contact you for business and so on and so on and so on like the energizer battery. However, if you upset one of your customers because you have not called them back within 24 hours, or you did not give them a credit within the time frame you promised them, or you sent them a defective product, or you overcharged them on the shipping, or you were in a bad mood when you spoke to them on the phone, they will go out and tell at least five people how bad your business is and that they should not do business with you. So, word-of-mouth is the very best form of advertising there is. Go out and "hit the pavement" and speak to everyone you know, everyone in your town, and everyone at your church about what you do. See what happens then.
7. Schools: Depending on your product, you may be able to advertise at schools. This would have to be approved by the administration of course. But if your product is something that can benefit children then the administration may allow you to post fliers in the cafeteria or on bulletin boards around the school. If you want to advertise at a college, there are usually public boards you can post on.
8. Stores: This goes back to word-of-mouth. Since I sell herbs, I make it a point to send literature to all the health food stores in my area and then I follow up with a visit to the owner of the store. That gives the owner time to either look at the material and create questions in their mind, or it gives them time to throw the material away and to tell me they are not interested when I walk into their store. A lot of times stores will have bulletin boards inside or outside. You can post business cards and fliers about your products on these bulletin boards. You may have to go every day and post fliers, depending on if your product competes with the store or not. The outside of the building will have posts. Staple or tape your fliers to the posts when you have time. If you really want to advertise, create a flier and spend the day outside the store handing the fliers out to every one who goes into or comes out of the stores. You should really get permission to do this before you do it or you could get in trouble and the store manager could say that you are on private property so be careful with this idea.
9. Web: Do you have a web page? If you do then this is an excellent avenue to advertise your product. If you don't then maybe it's time to put some serious thought into creating a page so the whole world will know who you are. JLS can help you create your web page through Wildfire Hosting. Let us know if you want us to help you create a web page or update your existing web page to help you advertise your product.
10. E-mail: Use Egroups now. Send an e-mail advertisement to everyone on your egroup list. Continue to add people to the egroup list. Be sure to put joyful@best.com on your egroup list so we are notified of your advertisement. JLS may want to help you out with your advertising, depending on your product and how it fits in with what we do.
11. Professional Offices: Depending on your product, you may want to advertise to chiropractors, doctors, dentists, businesses, etc. You would need to go in and meet the owners and ask them if you could place fliers in their waiting area for people to take first of course. Depending on your product, a lot of businesses would be happy to help you. You could always entice the business by offering them a free sample of the product. See how that goes.

CERTIFIED BUSINESS DEVELOPMENT COURSE - SESSION 7 – QUESTION & ANSWERS

NAME: _____

ADDRESS: _____

PHONE: _____

FAX: _____

E-MAIL: _____

Please be sure to fill out the information above, complete the test and e-mail or fax it back to us at iridology@netzero.net or 530-878-1119. We will grade your question & answer session and will let you know if we have any questions or concerns.

Pretend you are your own customer.

1. If you are your customer, where would you look to find your product advertised?
2. Would you buy your product?
3. Where would you look to find similar products?
4. How much would you expect to pay for such products?
5. Who is your target consumer?
6. Are you targeting children, teenagers, adults, the elderly, men, women, both men and women?
7. Are you targeting a specific class of people: upper, lower, middle?

8. Are you targeting a specific financial range?

9. Are you targeting a specific race of people?

10. Who do you want to focus on?

11. Who will be your customer base once you start marketing your product?