

CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 2:

• MARKETING

Let's talk about marketing.

There are so many ways to market your business. Now that you have a business name, a purpose, and a mission statement, you can market yourself and your business.

How do I do that you ask? Well, let's start from the very beginning.

You have friends and family. They are the easiest people to speak with. They are the ones who are in your life all the time. Family members might be the most difficult to convince that you are running a business and that your service is needed, but they are still in your life and they have friends too.

So first of all, make a list of all your friends and family members. Write down their name, address, phone number, and e-mail address in a spreadsheet. Be sure to make 1 column a column for check marks so that you can check them off as you speak with them. Make a spreadsheet something like this:

Name	Business	Address	Telephone	Fax	E-mail	Contacted?
Brenda Generali	Joyful Living Services	P.O. Box 485, Weimar, CA 95736-0485	530-878-1119 or 800-704-9800	Same	iridology@netzero.net	Yes

You can change the chart if you wish to fit your business better but this is a good way to start. We have filled in your first contact for you.

Now you create a table similar to the one we have created and list all your friends and family members whether you have spoken to them or not. Be sure to mark on the right if you have contacted them or not. After you have written the names of your family and friends then write the names of distant family and 2nd level friends (friends of your friends whom you know) and so on. You should end up with a list of at least 50 people and some of them you will have already contacted and a lot of them you will not have already contacted.

Now what? Now that you've made your list you will need to pick up the 500 pound telephone and call each and every one of them. Even the ones you've spoken to before. I know, it's hard to pick up that phone sometimes but you've got to do it.

As you speak to each person tell them what you are doing. Tell them you are taking a course on business and that you want to speak to them about what you are doing in your business. Tell them what your purpose is and what your mission statement is. Tell them all

about your services and offer them a free consultation or a free intro and see what they say. If they say “yes” schedule a time. If they say “no” then you can mark them off your table and make a note that they said “no” and that you will need to contact them again in 30 days. Mark your calendar for 30 days to the day to contact that same person again and be sure to do that.

This process should take you a good week to accomplish. Make a goal to call at least 1-5 people per day from your list. Better yet, divide up your list into 7 equal days and then you’ll know how many people you need to call.

Be sure to find out their e-mail address if you don’t have it and enter it into your table. Tell the person when you are on the telephone that you are going to be sending them an e-mail to follow up and to thank them for their time with you.

When you have time (the same day or the next day) write the people you have spoken to that day a nice e-mail thanking them for their time and ask them if they have any questions or would like more information.

If someone does not have e-mail then write them a note. Go to Staples or another business supply store and purchase some professional note cards. Write them a note thanking them for their time speaking with you about your business. Be sure to include your business card in the note card. It’s a good idea to do this to everyone who has an e-mail as well, that way you have covered all your bases and have contacted everyone a 2nd and 3rd time. Be sure to tell them in the note that you will be in touch with them in 30 days to find out if they have any questions and/or would like to schedule a free consultation or a free demo.

Be sure to also ask them if they have any friends or relatives who they think would be interested in what you have to offer. If they do, find out all the information and fill out your table. Now you have another contact.

Collect Business Cards, Pens, Marketing Paperwork

Now I know you collect business cards, pens, and paperwork everywhere you go. Right? Every person you come into contact with, who is a professional, likes to hand out their business card, has pens printed with their contact information on them, and hands out marketing paperwork. So, get out those items and start writing notes to each and every one of them. Be sure to add all those people to your table and if they have an e-mail address, be sure to send them an e-mail just like you did before. Also call all of them. This might take you another week or 2 to accomplish. I’m not talking about car mechanics if your business does not pertain to car maintenance (unless you’ve spoke to the mechanic while you were there and told him what you do for a living).

If you have gone to fairs and expos and flea markets and other venues where you could market your business and even to classes where you met colleagues, you should have collected business cards. These are all potential clients and colleagues who can “pass the word along” about your business. These are all people who “need to know” about what you do. They are all business people who would be interested in a “win-win” situation with you because if you market to them, they can turn around and market to you.

“Win-Win” Situations and Bartering

I'm all for win-wins and bartering. I think bartering is the next best thing since PB&J and Eggs Benedict. If you've never bartered, now's your chance to really market yourself.

Let's say you collected a card from a massage therapist at a health show you attended. You call her up and tell her you went to her booth and you were really impressed with her products and the way that she runs her business. You give her your "take on your business" and explain that you would like to offer her a free demo or a free consult and that you would like to experience her services as well. See if you can do a trade. Barter! This is a "win-win" situation. You both experience each other's services and neither one of you have to pay for them. Yet you both benefit. It's a "win-win".

I can't tell you how many massages I've received over the 25 years I've been in business and I've traded them for iris readings. I have to be honest; I think I got the better end of the deal! There's nothing like a good massage in my book. But then since they do massage they probably think they got the better end of the deal and now they know more about their health.

At any rate, learn to barter if you don't already know how. It's fun and it will benefit you and the business person you barter with.

E-mail Lists

These days just about everyone has e-mail, especially business owners. What an excellent way to stay in touch with people. Remember, "out of sight, out of mind". And this is very true. Unless you keep your name in people's minds all the time, they will forget you and your business. Of course you don't want to bug them to the point that they want to be removed from your list, but you do want to write them every month at least once if not twice or three times giving them information about what you are doing and any specials you are running. Also teaching them about what you offer and how it is beneficial is useful as well.

So, if you don't have an e-mail list already created, create one. Go to your e-mail and in your address book create a group and call it whatever you wish to call it. Clients, colleagues, etc., etc. We have about 8 different groups. We have one for friends, one for family, one for newsletters, 3 for Nature's Sunshine, one for webinars, one for iridology distributors, and then several for our courses that are running.

Once you have created a group and have named it correctly then you need to add the names and e-mail addresses of the people you want in that group. These are people who you will be e-mailing every month about that particular subject.

Once your group is created and saved you can send an e-mail to the group. You want to put your e-mail address in the "to" column and put your group name in the bcc column. Then put in your subject and write your e-mail and send it.

Caution: You NEVER want to put the group name in the "to" column because every single person on that list will see every other person's e-mail address on there and they will get very angry with you.

Business Cards and Return Address Labels

If you don't have a business card we recommend Vista print. They offer all sorts of business cards and ways to advertise for good prices. You can go to <http://www.vistaprint.com> to find out more. Be sure that the logo you choose for your business matches your purpose and your mission statement. Be sure it's original and that it does not have a copy write.

While you are at it, order some return address labels as well and be sure to include the logo and the following information on your address labels:

Line 1: Company Name

Line 2: Your name with your credentials after your name

Line 3: address

Line 4: address

Line 5: if permitted your telephone or e-mail address

Line 6: if permitted your telephone or e-mail address

The other option is to use Microsoft Word and create your own return address labels using the label option in the software and then you can add whatever you wish to the labels.

Vehicle Advertising

The cheapest way to advertise is while you are driving around. Vista print has car decals that are very inexpensive. When you order your business cards and return address labels, you can also order 2 large car door magnetic decals. When you drive you advertise and this is also a tax ride off for your car for your business. More information on taxes later in the course.

CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 2 – QUESTION & ANSWERS

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP, PC: _____

PHONE: _____

FAX: _____

E-MAIL: _____

Please be sure to fill out the information above, complete the test and e-mail 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.

1. Create your table with your friends and family members. How many initial people were on your list?
2. Add the business people you have cards, pens, and marketing information on. How many people are on your list now?
3. Of the people on your list, how many people did you call? How many people did you write notes to? How many people did you e-mail?
4. Offer one of those people a barter or trade. Follow it up. Did it work out for you?
5. Create your e-mail list/s. Send them all an e-mail. Did you receive any response?
6. Do you have business cards? Please send one to us at JLS.
7. Do you have return address labels? Please send one to us as well.
8. Did you order car magnetic door decals? Keep track of how many people contact you to find out if it's worth it. You will be surprised who will strike up conversations with you at gas stations and other places you drive your car.