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# GROWTH Strategies

## Advisory Minute

Your Business Partner for Success

September 2006

**Realize YOU ARE In The Business of Marketing  
Your Products and Services!**

in this article

- **Marketing Your Business**



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### *Marketing Your Business*



**Any fool can make soap, but it takes a clever man to sell it!**

There is an old advertising quote that makes that statement. It is as true today as it was when it was first uttered many years ago.

In fact, someone might make a soap so advanced that it's even self-rinsing! Even if it's the most *advanced* soap on the planet, it won't matter if NO ONE buys it!

**Failing to understand or accept this principle is so poisonous that it can kill any business, or dramatically underutilize the efforts of any business owner!**

As you know - to make a small business successful, you need cash flow. To get cash flow, you need customers. To get customers, you must sell your products or services.

You might be a fantastic realtor or a genius at computer repair, but so are the fifty other realtors and computer technicians IN YOUR CITY. **No matter how GREAT your technical skills are or how innovative your products are, your business will wither away and die like 80% of all small businesses if you can't effectively sell it!**

Let's suppose that you sincerely believed that your most important function was the **marketing of your products and services**. What would you do differently tomorrow morning?

- Would the contents of your daily to-do list change?

- Would you change the criteria and process with which you screen new employees?
- Would you consider changing your role within your company?
- Would you allocate and prioritize your time differently?

Here are just a few strategies for activities you'll want to consider in order to begin effectively marketing your business...

**(Now don't just read these and say, "Those are nifty ideas" and do nothing with them, but take one or two (or three or four) and begin to implement them into your business *right away!***

1. Create or develop something unique in your product or service.
2. Attend direct response marketing conferences, workshops or bootcamps.
3. Meet with (or start) your Mastermind Marketing Group.
4. Find low cost targeted advertising opportunities.
5. Establish multiple referral generating systems that you and your employees constantly use.
6. Network and build cross-beneficial relationships with owners and representatives of businesses that target your same market.
7. Study and learn from marketing strategies of your competitors and other businesses outside your industry.
8. Test your advertising and marketing to improve your current response rates.
9. Write articles for trade journals, local newspapers, magazines, industry newsletters, etc.
10. Write sales letters and manage your direct mail marketing campaigns.
11. Train employees on current offers and how to effectively present them to your customers.
12. Regularly educate and communicate with your customers and potential customers.

I can hear you saying right now, "But I'm already doing those things." My response is, "How much time are you devoting to those **High Value** things?"

One of the worst mistakes you can make as a small business owner is to be misled into thinking that you are in the business of producing and delivering products and services. Not So!

**You're in the business of marketing your products and services.** The faster you realize this - the *faster the cash flows!*

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Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

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