

# GROWTH Strategies

## Advisory Minute

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Dear Stephen,

Welcome to another issue of *Advisory Minute* - just for our Preferred Network. **WARNING!** - These quick-read, meaty content, educational articles **WILL** dramatically improve the Sales and Marketing performance of your business - but only when **IMPLEMENTED!**

### Online Resources to be an EXPERT

One of your ultimate marketing strategies as a business professional, should always be educating your market and positioning yourself as the industry Expert.

**Not only will you get WAY MORE BUSINESS, but prospective clients will seek you out in order to do business with you.**

If you're looking for **INEXPENSIVE** yet **HIGHLY PROFITABLE** sales and marketing strategies - then you need to be seen, recognized, found and positioned as the Expert of your product or service.

Here's some of the best tools you'll find to help you do that:

**LearnHub:** This is a social learning network where people teach & learn online. Whether you do web development, accounting, real estate or an IT professional - here, you can interact with online communities to teach, educate and position your services.

Use this as a tool to draw your prospects to that you're trying to reach, as well as finding brand new contacts.

**BitWine:**



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Stephen H. Jones

[\(Online Profile\)](#)

### 4 Common Marketing Mistakes

Sometimes knowing what not to do is as important as knowing what to do. Use this handy list of common marketing mistakes as a reference tool to keep your business on track.

**Ready, Fire, Aim**

Connects skilled individuals with the people seeking to learn from those skills is what BitWine is all about. By offering your knowledge, experience, and guidance, each can play a valued role in a community of like-minded people, sharing our gifts and enriching one another in the process.

If you have a talent you believe someone else could benefit from, please sign up as an Advisor with BitWine.

**Rogomo:** Rogomo is a global online marketplace where you can buy or sell live advice and expertise over the Internet, including tutoring, counseling, computer help, music lessons, personal advice and much more.

Unlike other solutions, Rogomo does not require you to use any specific communication tool - in other words, you can buy or sell services over the phone, Internet video (e.g., AIM Video IM, Skype video, etc.), instant messaging, or even in person. Rogomo gives you the freedom to buy or sell services in the way that works best for you.

**VibStars:**

Vibstars is a social network of socialbuzzing that lets you easily spread your ideas and discoveries on the Web. Vibstars is not a digg-like or a platform of miniblogging but paves the way for buzz2buzz.

You propose an idea, a link to an article, a video of youtube or the images found on the Web at all your contacts and your friends can with one click send your news to their own networks and so forth.

The best buzz appear on the homepage.

**Industry Player:** Create and manage your own company. In real-time, you experience a multiplayer competition within a simulation of real world economy.

IndustryPlayer and IndustryMasters are immersive online business games which uniquely combine the entertainment dimensions of "massively multiplayer" online games with the educational value of business simulations.

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***Stephen Jones operates GROWTH STRATEGIES and provides "Hands On" Sales & Marketing Consulting with a GUARANTEE for small business owners.***

***For questions, or a free NEEDS ANALYSIS - call directly to 770.601.0949 / 800.261.5034 or via e-mail at [SJones@GrowthStrategies.us](mailto:SJones@GrowthStrategies.us)***

***Please visit us on the Web at [www.GrowthStrategies.us](http://www.GrowthStrategies.us) for assistance with your business.***



This Educational E-Zine was edited and proofread by LeAnne McDaniel with the professional services of **Write On Communications** at [Write On](http://WriteOn.com)

In this approach, you have no marketing plan. You leap at promotional opportunities in the hopes of getting the desired results. Step back for a moment and plan.

Set objectives, identify the audiences you want to reach, decide on a budget, and determine strategies and tactics. Following a charted course of action is much easier on your time and your wallet.

### Not Tracking Results

You need to know where you get the most bang for your buck so that you can reinvest in efforts that work.

Activities as simple as asking customers where they heard about you or how satisfied they are with your product or service will go a long way toward generating new and keeping existing customers.

### Making It Easy for People Not to Remember You

When you think about a soft drink or automobile, what comes to mind first? Typically, it's the name of your preferred brand. That's because the company did a good

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Feel free to Forward this on to 5 of your **Clients, Partners, Prospects or Networking Contacts** if you find it to be helpful.

They'll thank you for thinking so highly of them!

Sincerely,

**Stephen H. Jones**

GROWTH STRATEGIES



job of stamping its brand into your mind.

You're no different. Whatever business you're in, your goal is get people to think of you first.

### Letting Marketing Go When Cash Flow Slows

Marketing activities often go on the chopping block first when times get tight. Not a good idea. These activities are ones that help you bring in business. Rather than cease and desist in the marketing area, make adjustments.

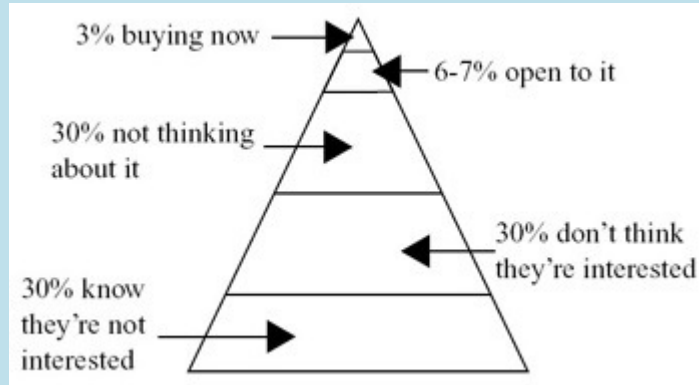
You might be surprised at what you can accomplish even on a "shoestring" budget.



## Did You Know...?

**On average, only 3% of your market is looking to buy your product or service.**

**The remaining 97% are OPEN TO IT, NOT THINKING about it, or they DON'T THINK they're interested.**



Ask about our [Executive Briefing](#) sales tool - which is **GUARANTEED** to get you *dramatically* more appointments, and *dramatically* more closed sales!

E-mail us **TODAY** at [Info@GrowthStrategies.us](mailto:Info@GrowthStrategies.us) or call 770.601.0949 / 800.261.5034 to schedule a **Discovery Session** for your sales needs.

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