

A Simple Strategy for Marketing Your Business

Building a successful business is hard work, much of which will be devoted to finding customers. Here are six steps that should help you to launch your new enterprise or breathe new life into an existing concept that's not as profitable as you think it could be.

1. Identify your target market.

Before you can begin advertising, you need to determine who you're selling to. Who is most likely to buy your product or service? What characteristics do they have in common? What problem do they all have that your product or service solves? Next, where are these people and how can you reach them?

2. Determine what makes your product or service unique.

What are the qualities of your product or service? How do these qualities differentiate your product from that of the competition's? Identify its features and then translate those features into direct, specific benefits for your consumer. Take the time to actually put into writing these features and benefits as they will be the focus of all your advertising and sales efforts.

3. Make a compelling offer that motivates your prospect to buy now.

Procrastination equals lost sales. That is, if you get a prospect's attention but are unsuccessful in motivating him to act immediately, then there's a pretty good chance you'll never get the sale. You need to strike while the iron is hot, and the best way to do that is to make a time-sensitive offer.

4. Remove the risk.

There's always a risk on the part of the prospect when it comes to trying a new product or service. Eliminate that risk, and you take away the biggest reason prospects say "no." Offer some sort of no-lose guarantee, money back if not satisfied, or free no-obligation consultation. This type of offer shows your total confidence in the quality of your product or service.

5. Spread the word.

The best product or service is destined to fail unless you find a way to tell people about it. Launch your sales effort with well-written, lead-generating advertising. Most likely you'll want to begin with a comprehensive website, since all other advertising can refer prospects to that website for more information.

6. Get more business from existing customers.

It's always easier to get more business from your satisfied customers than to find new prospects. Be sure you take care of your customers so they'll keep coming back. Also, find ways to offer them additional products or services. Finally, look for opportunities to encourage and reward them for new business referrals.