

What small business owners don't know will hurt them.

The Art of Smart Marketing: What small business owners must know to get customers and sell products

**Buy The Complete Version of This Book at  
Booklocker.com:**

<http://www.booklocker.com/p/books/2585.html?s=pdf>

# **The Art of **Smart** Marketing**

**What small business owners must know to  
get customers and sell products**

---

**By Sonya Carmichael Jones**

**The Art of Smart Marketing**

**What small business owners must know to get customers and sell products**

Copyright © June, 2007 Sonya Carmichael Jones

You have the author's explicit permission to share this material with anyone whom you think might benefit from its contents.

## The Art of Smart Marketing

What small business owners must know to get customers and sell products

### A Note to My Readers

Business ownership is an adventure, both exciting and scary.

Did you know more employees have traded steady paychecks to start their own companies in the 21<sup>st</sup> century than any other time in U.S. history? And why wouldn't they? Downsizing, increased work demands, long commutes, and less time for a life outside of work make being your own boss an appealing trade off.

But there is one caveat.

To sustain your business venture, you must be able to get customers and you must be able to sell your products.

Sound easy? That's hardly the case. According to reports by the Small Business Administration, more than half of small businesses started don't even survive a full year.

Ineffective marketing is one of the top five reasons small businesses fail.

The fact that you're reading this material proves you don't want to be part of this statistic. Before you read further I want you to do one thing: imagine what success looks like. Your visualization could include having more buying customers. Maybe you want to increase profits to afford an overdue luxury vacation. Maybe all you really want is solid, practical information that gives you marketing momentum. Whatever the picture, imagine yourself successful and stay tuned.

I'm not promising that by morning you will have morphed into a millionaire. If you currently have a day job I'm not advising you to resign. However, I am confident this information will make your marketing more effective. Here's some of what you'll learn:

- » How to assess your business and the products you sell
- » How to differentiate your products from major competitors
- » How to identify and target customers
- » How to locate customers and get them to notice your offering
- » How to build a very simple, very effective marketing plan

# The Art of Smart Marketing

What small business owners must know to get customers and sell products

## Table of Contents

<b>CHAPTER 1 » MARKETING! WHY BOTHER? .....</b>	<b>1</b>
<b>CHAPTER 2 » ANATOMY OF EFFECTIVE MARKETING.....</b>	<b>2</b>
KNOW THY PRODUCT	
UNDERSTANDING UNIQUE SELLING POINTS AND THE MARKETING MIX	
CLEARING YOUR MARKETING PATH	
TAKE A SWOT	
<b>CHAPTER 3 » TARGETING YOUR CUSTOMERS .....</b>	<b>9</b>
TEST THE WATERS BY CONDUCTING A MARKET ANALYSIS.	
WHERE TO LOCATE CUSTOMERS	
UNDERSTANDING YOUR CUSTOMER	
STRATEGIC NETWORKING	
PLACES TO NETWORK	
NETWORKING FOR SHY ENTREPRENEURS	
<b>CHAPTER 4 » HOW TO DEVELOP A SIMPLE, EFFECTIVE MARKETING PLAN... 16</b>	
THE FOUR BASIC STEPS	
MARKETING PLAN TEMPLATE	
<b>CHAPTER 5 » CREATIVE ALTERNATIVES TO ADVERTISING .....</b>	<b>20</b>
COUPONS	
DEMONSTRATIONS	
FREE SAMPLES	
GIVE-A-WAYS	
PREMIUMS	
CUSTOMER REWARDS	
<b>CHAPTER 6 » PROMOTIONS THAT PAY YOU.....</b>	<b>23</b>
TEACHING AND SPEAKING	
CONSULTING	
BLOGGING	
FINAL POINTS	
<b>CHAPTER 7 » CASH CRUNCH TIDE-OVERS .....</b>	<b>27</b>
<b>CHAPTER 8 » RESOURCES TO GROW BY .....</b>	<b>30</b>

## Chapter 1 » Marketing! Why Bother?

Now that you've got a killer product, you want everyone and their mother to buy it. You may be able to sell to your family and friends for a while without much prodding. But how do you go about finding and selling to other customers for the long term?

If you understand that the only solution is marketing, you're right on. Marketing IS what sells. It generates your business income. Marketing drives profits. Marketing is how you get paid, earn money for vacations, and create your future retirement fund.

Even though marketing is the engine behind your business, it can also be your weakest link. This is a common circumstance for small business owners. I'm told repeatedly the reason many don't market like they should is because they find the whole marketing process intimidating. I understand that marketing can seem scary to someone with little or no experience. However, many areas of marketing involve common sense. The rest comes with learning how to build and apply strategy.

When you understand basic marketing components—and yes, you'll learn the most important ones in this book—you'll see how each marketing activity integrates with the next. This alleviates some fear. Your increased comfort level and newfound knowledge will make it easier to take your ideas and transform them into profitable long-term marketing strategies. The benefit to you is that you receive better returns on your time AND your money. You'll also discover that marketing can REALLY be fun.

What small business owners don't know will hurt them.

The Art of Smart Marketing: What small business owners must know to get customers and sell products

**Buy The Complete Version of This Book at  
Booklocker.com:**

<http://www.booklocker.com/p/books/2585.html?s=pdf>