

A Busy Person's Guide to Marketing
25 Tips to help your Business GROW!

Why are YOU so busy?

Work? Family? Friends? Social Life?

Yes, we are a generation of a full schedule, but have you ever noticed that when something comes up that is important to us; we ALWAYS seem to find a way to fit it into our busy schedule. However, when someone speaks to us about doing something . our natural response is I am so busy, I will have to get back with you!

OF COURSE, you are busy! Everyone is busy, in their own opinion . the key element is to use your time in a way that is pleasing to you and makes your life pleasurable and/or your business is profitable.

So, this E-book was created for that purpose . to overcome the barrage of people saying, I am just too busy to make my business work..... You CAN do a little bit here and there and before you know it . you have a business and most importantly, a profitable business. The key is to take your day to day functions and find ways to do double duty. promote your business at the same time.

You can eat an elephant one bite at a time.....

1. Sponsor a sports team. No, we are not talking about Major Leagues, here . look for a children's team that needs a sponsor (in fact, they all do). In exchange . you should be able to distribute your company literature at games. Make sure you show up at the opening of the season and as often as you can! Be a financial and emotional supporter!

2. Okay . you can't commit to sponsoring a team . then buy field ads. You know those ads . they are inside the infield wall.

3. Silent Auction. This is a great way to get the word out about your business. Call around to local charities and see if they accept donations for an upcoming local auction. Provide something for the auction. If you don't have an auctionable item . find another item and have your business sponsor that product. Get it? THEN, ask if you can hand out literature, etc at the auction day.

4. White letters on the back of the car window. Better than magnets . doesn't hurt the paint and very classy looking. Put your website . that is what is most acceptable

5. Business Cards from Bulletin Boards . no, I am not talking about YOU leaving YOUR card (which you can do, of course) but take each one of the business cards and email them about your business

6. Email signature . seems obvious, doesn't it? . but a lot of business people don't do it. All you need is your name, website and phone number. Not much else. You just never know who will see it. Plus, if the same people see it over and over again . those people will eventually ask you about your business.

7. As you are walking around a store . crumble up one of your business cards and just happen to drop it by someone. NO LITERING! A person is apt to pick up an old business card . because it means someone has hung onto it for awhile = it is of value

8. You frequent flea markets and garage sales? Do double duty! As you are paying for your treasures, give them your card. You are shopping anyways, might as well do some prospecting, too!

9. Ask for Referrals. How do you ask for referrals if you don't have any customers yet? Simple . send out an email to EVERYONE you know asking them to look over your website and forward it to anyone they know who they think would be interested in your business product or business plan. This Double Duty too! Your contact list gets to see your business . without feeling pressured and they start thinking of who might be interested in your business. Afterall, friends like to help out friends!

10. Going out to eat? Tip WELL and leave your card. Tip at least 20% and leave a note on the RESTAURANT receipt thanking them for their excellent service and leave your card. If you have built a connection with your Server, go ahead and get their phone number/email address and follow up.
11. Play Golf? Get your website printed on Golf Tees and hand them out to your fellow players for free
12. Ever need a pen? Have your website printed on some pens and hand them out to businesses for their customers. I have never had a business turn these down.
13. Do you do Grocery Shopping? (of course you do!) . buy an ad on the back of the Grocery Receipts. People always turn those over for coupons and then they also see YOUR ad. Very cost effective.
14. MySpace. Regardless of your age . get a MySpace page about YOU, not necessarily our business. However, use your personal MySpace page to blog about what is going on with your business.
15. Yard Sale. Yes, YOU have a Yard Sale and be sure to give everyone who comes up your Yard/Driveway your business card
16. Have you told your friends, family and co-workers about your business? Did you know you don't even need to TELL them . with your words? Marketing a Nutritional Supplement? Be sure to have the bottle in your desk drawer and others will see you pull it out during lunch or breaks. Marketing a beauty product? Others will SEE you use the product. Sometimes the best testimony is not to say a word+. just let them watch you.
17. Yard Sign in your yard advertising your business. NOTE! People will stop by your house with this technique. Do not do this if you don't want people knocking at your door unannounced.
18. Go to the Doctor or Dentist office? Leave a few of your business materials with the magazines.

19. Set up a Daily Joke service and send out auto-responders to your contact list (of course your signature line on each email). Everyone loves a good joke!
20. Drive around town and where do you see ads? Any place you see advertising (business, benches, etc) you can advertise there, too!
21. Still shopping? Give each store clerk your card/sample . and ALWAYS be courteous to the clerk . even if the line is too long. They will remember your polite nature.
22. Sponsor a lunch! Offer to pay for a free lunch at a local restaurant (not a nationwide chain operation) . provide the fish bowl . people put their business cards in the bowl. After a winner is drawn (you do the drawing, afterall, you pay for the lunch) . you keep all the business cards in the bowl for future prospecting. Hey, even offer to call the winner and meet you at the restaurant for lunch. Make it a special event and your business is once again, promoted.
23. Give your kids your business card to give to their friends at school to set up a play date. Write a note on the back of the card asking them to call you for a play date for the kids.
24. Your Attitude! Ever thought about those times you were in a store and saw someone behind the counter you KNEW didn't want to work there. How did that make you feel? Be PROUD of your business . talk about it openly with positive words and people will be drawn to you naturally.
25. Take free samples of your products to local media stations and have them delivered to the on-air personalities. You just never know they might want to do a story on your business!

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