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Marketing Basics

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Marketing Basics Include:

- S.W.O.T. Analysis
- A Marketing Plan
- Building Awareness and Becoming known
- Personal Activities (don't have to cost money)



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S.W.O.T. Analysis



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A S.W.O.T. Analysis
Helps You Look at Your:


Strengths
Weaknesses
Opportunities
Threats



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A S.W.O.T. Analysis

Reminds you that you can actually control your *strengths and weaknesses, and...*



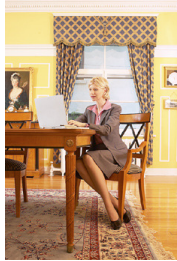
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A S.W.O.T. Analysis

You can use your opportunities and threats to your advantage

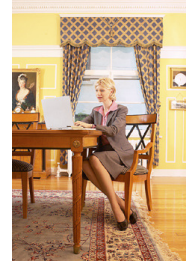


A Marketing Plan



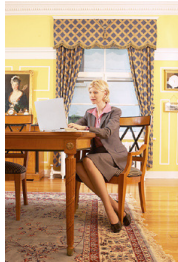
A Marketing Plan
Helps you determine

*“Who you are” in business
and who your customers are,
and*



A Marketing Plan

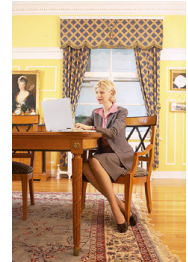
*Gives you direction for your
personal activities and
advertising efforts*



A Marketing Plan

Gives a clear picture of

- what you will sell*
- where you will sell it*
- to whom you will sell it*
- how you will sell it*
- at what price you will sell it*



A Marketing Plan

*Can be as simple as a few
pages that you write up while
enjoying a cup of tea*

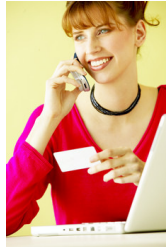


Building Awareness and Becoming Known



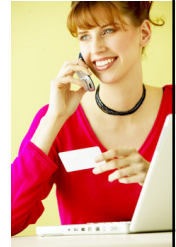
Building Awareness

*If you can connect
meaningfully within your
community, you will become
known quickly*



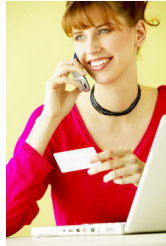
Building Awareness

*Look for creative and low cost
ways to build awareness and
get your name out*



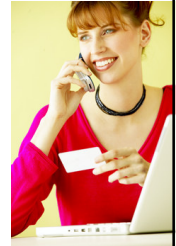
Building Awareness

*Use your local contacts and
resources to help you
leverage your efforts*



Building Awareness

*Until you become a name that
prospects will consider when
deciding who to buy from*



Personal Activities (do not have to cost money)



Personal Activities



*Are the things you do every
day to get your business into
view of potential customers*

Personal Activities



Can include distributing business cards, door hangers, and flyers within your community,

Personal Activities



Can include speaking for local business groups who are too busy to decorate their own homes,

Personal Activities



Can include partnering with other local, non-competing businesses to do events and to get the word out,

Personal Activities



Include the efforts you make to connect with others, letting them know how your products and services can help them

Personal Activities



Start with a "Who Do I Know" list. Ask each contact for their help to get the word out about what you do!

Personal Activities



Your Money or Your Time!
When you have NO MONEY, use YOUR TIME