

Top 10 Marketing Tips Submitted by Sue Wilde

Marketing guru, Lynda Varzari has some great tips on networking to promote your business. Put them to work for you!

As a small business operator, you have more opportunity to go out and meet, face to face, people who can pass your message along. Large corporations have a hard time matching that level of personal contact.

1. The first two points to focus on are trust & balance. Lack of trust leads to negative impressions. Balance means that networking is a two-way conversation: you find out about that person and they find out about you.
2. Networking is all about telling people who you are and what you do by developing your “10 second commercial”. If you take more than 10 seconds people can begin to tune out. Don’t use jargon that it will take time to explain. Inform, rather than sell. Have a non-threatening conversation, leave a lasting, positive impression.
3. When meeting people, don’t invade their personal space by stepping closer to them than 12 to 18 inches, any closer and they will step away. Keep breath mints handy.
4. At business functions wear a name tag that can be read several feet away.
5. Put a picture on your business card for people to remember you by.
6. Keep in mind, that you are there to network so don’t spend all your time visiting with your friends because it is not as scary as walking up to a stranger.

7. People are interested in solutions, not products. Tell people about what your product (or service) can do for people, not why people should buy it.
8. Smile. Enjoy the encounter.
9. Don't be afraid to spread your message. "Just do it" and do it everywhere.
10. Small businesses don't have the luxury of large marketing budgets so networking is key to your marketing.

Word of mouth is a powerful networking tool. Enjoy spreading "your" word. Sue