

Getting Noticed

By Chuck And Sue DeFiore

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One of the best ways to get your name out in your local community is to become a sponsor. A few hundred dollars gets your company name on little League caps; a little more, perhaps an ad at a roller rink. Donate money or materials to the local parade or a float. This buys goodwill and is great self-promotion. If you provide a service donate that. For example, when we operated a word processing business we offered to do resumes for free for those out of work. If you are a hair stylist, offer to cut hair free to senior homes, or for children. If you run a pet related business offer some free products or service. Every business has something they can provide for free, even if it is only your time.

Be sure when you do something of this type to alert the local media. They love talking about what local businesses are doing for the community. However, do this sparingly. Don't over use it or it loses its effectiveness.

In today's business arena setting up a web site is a must. For most businesses you don't need anything fancy just a couple of pages which includes contact information, location and what your company policies are. For example, some background information on you (associations you belong to, educational background, qualifications). If you have some testimonials, this helps also. If you provide a newsletter, let folks know how they can receive it. You can also provide directions to your business, put specials on your website that you are running for the month, week or any time period you choose.

Brochures are another excellent way to get your name out there. Highlight your business's benefits to create copy that sells. Be sure however to make the content interesting and draw the reader in and motivate them to do business with you.

When you combine effective content with an easy-to-read, eye-catching design, your brochure will become a hard-working partner that will help you win the customers you need to start your company out right.

Another great way to get your name out and to tell your customers what you do is to use a Newsletter. Newsletters can be wonderful tools for communicating with your customers or prospects. Because of their format, they're often infused with more credibility than traditional brochures. If your newsletter is little more than blatant self-promotion, however, it's likely to hit the wastebasket before it hits your target's desk.

We have given you a number of ways to get your name out there so start promoting yourself!

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