

One-Hour Marketing Solution

By Maria Marsala

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There are people who have found ways to market with integrity and have lots of fun, too. If this describes you, then skip this article! Other people would rather be doing anything else - even getting a tooth pulled (well almost) - instead of marketing. If that describes you, then start marketing 60-minutes each day.

Now, I'm not talking about creating forms, business cards, etc. Instead, take 1 hour each day and "really" market. First use that time to design a marketing plan (review your business plan for some ideas). Make sure that your plan includes many enjoyable ways to market or ways you think you'd enjoy. Do I hear lunch? Next, spend one hour per day conducting any type of marketing! Or spend the equivalent of that time - 2 afternoons per week or whatever way works for you - as long as it equals 5 hours per week.

Over time, you too will realize that marketing is fun. Without realizing, your marketing time will automatically begin to increase. Remember, if you get stuck... go to the web or your local bookstore and check out "marketing" information. There are rows upon rows of "how to market" books. So, keep in mind, you can market your way, market with integrity, and have fun, too.

Use the books below to investigate fun ways to market:

~~"Guerrilla Marketing Handbook" (or any guerrilla book) by Jay Levinson and Seth Godin
Lots of inexpensive and great ideas to build a marketing foundation and see what enjoyable methods you can add to your marketing plan.

~~"Selling The Invisible: A Field Guide To Modern Marketing" by Harry Beckwith

Especially good if you market a service vs. a product.

~~"The Portable Coach: 28 Surefire Strategies for Business and Personal Success" by Thomas Leonard
Marketing using the 28 principals of attracting people and business to you.

~~"Permission Marketing: Turning Strangers Into Friends, and Friends into Customers" by Seth Godin and Don Peppers

~~"Integrity Selling: How to Succeed in Selling in the Competitive Years Ahead" by Ron Willingham

~~For other recommended business foundation books, visit <http://www.coachmaria.com/businessbooks.html>

~~For marketing ideas, read some low-budget marketing articles such as... <http://www.coachmaria.com/articles.html>

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