

10 Short Marketing Quotes To Add Punch To Your Ezine, Newsletter Or Website.

By Noel Peebles

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Sell Your Business The Easy Way <http://instantsellbusiness.com>

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1. Marketing

"You can have the best product or service in the world, but if people don't buy - it's worthless. So in reality it doesn't matter how wonderful your new product or service is. The real question is - will they buy it?"

Noel Peebles, Author "Sell Your Business The Easy Way"
<http://www.instantsellbusiness.com>

2. Change In Business

"Without change a business will become sluggish, even bureaucratic. It will lose its sharp edge and become slow at making decisions and taking action. It will avoid any situation that might hold even the slightest element of risk. I'd love to compete with a company like that!"

Noel Peebles, Author "Sell Your Business The Easy Way"
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3. Markets

"Make no mistake; there are literally thousands of potential tightly niched markets out there. Markets abound! Your first job is to find one, and discover what it is the market wants. Then, and only then, do you consider what kind of products or services you might be able to supply to that market."

Noel Peebles, Author "Sell Your Business The Easy Way"
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4. Needs/Wants

"If only searching for 'needs' motivated us humans, then our world would not have advanced beyond a primitive state of hunting and gathering. Progress comes from our 'want' for more and better things."

Noel Peebles, Author "Sell Your Business The Easy Way"
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5. Market Positioning

"What's the ONE WORD or phrase that comes to mind when customer's think of your business? Is it service, price, selection, convenience, quality or something else? Do you really 'own' that word or phrase in the customer's mind?"

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6. Market Positioning

"Positioning is the marketing tool that helps prospects and customers identify what's unique about your product, service or company. Use positioning to give your advertising purpose, to give it a message, and to give it the appropriate tone. Then and only then, are you on your way to developing a good advertising strategy."

Noel Peebles, Author "Sell Your Business The Easy Way"
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7. Advertising Techniques

"The problem is that most ads just aim to get attention by using bold or unusual graphic gimmicks. It is a bit like walking up to a customer and grabbing them by both shoulders, staring them in the face, and shaking them. You may get their attention, but will they buy?"

Noel Peebles, Author "Sell Your Business The Easy Way"
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8. Marketing Perceptions

"Marketing is not a battle of products, it's a battle of perceptions. It doesn't matter if you have best product or service, it's what people think that counts. That is not to say, you shouldn't have a good product or service - it is a prerequisite of doing business these days. Customers expect it."

Noel Peebles, Author "Sell Your Business The Easy Way"
<http://www.instantsellbusiness.com>

9. Marketing Perceptions

"Once people perceive you one way, it can be very difficult and expensive to change their perception. They file you away in their minds as a certain type of business offering a certain type of product or service."

Noel Peebles, Author "Sell Your Business The Easy Way"
<http://www.instantsellbusiness.com>

10. Change In Business

"It's easy to form habits and become set in our ways. If we resist change, then so will our staff. The company might plod along okay as everything steadily changes around it. Then, day-by-day business will get a bit tougher. Customers will become more demanding. Competition will increase and it will become harder to make ends meet. It may take a few years, but eventually the company will become another business statistic - one that didn't need to happen."

Noel Peebles, Author "Sell Your Business The Easy Way"

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