

Do People Know What You Really Do?

By Rozey Gean

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When a prospective client visits your web site, will he/she automatically be able to clearly see what it is that you actually do? Or will your prospect need to scroll through endless text and flashing graphics as they try to decipher the mass of information you have posted on each page? Chances are, this new visitor will not even hang around long enough to do so.

On the other hand, your web site may be in mint condition – very well organized and tasteful – but it lists so many products and services that there is no focus on anything in particular that designates you as an expert in any specific area. So, just what is your area of expertise – graphic design or hanging wallpaper?

Get a grip on what it is that you really do and focus your concentration on that specific area. As a result, you will discover numerous benefits:

- (1) You will be able to easily center your marketing strategies toward a specific line of products and/or services that all relate to each other.
- (2) You will spend less time trying to explain what you do.
- (3) You will become more organized in your efforts when you discover you have less to keep up with and manage.
- (4) You will designate yourself as an expert and professional in a specific area.
- (5) You will be able to generate a more consistent client base.
- (6) You will see an increase in sales and profits.
- (7) You will have more time and money to do the things you enjoy most in life.

The first step you must take in establishing yourself is to decide what it is that you do best, or what products and services you provide that are in current demand. Start by making a list of everything you offer. Group the items in categories of similarity. One-by-one mark off products and

services that do not relate to anything else you may be marketing. As your list begins to narrow, you will clearly gain a better perspective of what it is that you really do.

Next, establish who your target audience may be and think about how you can market to that particular group. If you custom design baby bibs, your target audience is naturally going to be comprised of expectant/new moms and retail establishments that sell baby products. Your marketing efforts should then be focused on reaching members of these two groups.

Thus, you will begin to concentrate on establishing your niche in these specific areas.

Go to the drawing board and write up a plan that will solely focus on marketing your uniquely designed baby bibs. Begin to implement your plan step by step, carefully taking into consideration every new avenue and lead that may open a door to opportunity within your market.

Redesign your web site so that it clearly portrays what it is you really do. Keep it simple, concise, and cohesive so that when a prospective client does visit he/she will be able to glance at it and know that you custom design baby bibs.

As your custom designed product line expands into infant apparel, diaper bags, and other related items it will be easy for you to introduce and market them to your target audience. Why? You will have already established your niche in the market, as well as relationships with satisfied clients who have come to know and trust your products!

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Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

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