

FREE REPORT

Free Marketing Tips for Growing your Business



By Taylor Ellwood, Business, Writing, and Social
Media Coach 503-869-0163

<http://www.imagineyourreality.com>
imagineyourreality@gmail.com

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IMAGINE YOUR REALITY

Business, Writing and Social Media Coaching

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By Taylor Ellwood, Your Business, Writing, and Social Media Coach

If I were to walk up to you and ask you, “Would you like to increase your business?”, would your answer be “Yes”? You might think the answer is obvious, but even if everyone I asked that question said “yes”, I’m willing to bet most of them actually wouldn’t do what they need to do in order to increase their business. And the reason they wouldn’t do that is because they probably don’t even know where to start on increasing their business.

In this article, I offer you five free marketing tips that will help you define your business and attract more clients! These tips only work when (and if) you devote time toward applying them to your life. Let me explain:

To increase your business, you must first be prepared to actively work on increasing your business. This means you have to understand who/what your market is. Using the five tips below, you can make a good start on connecting to your market.

The First Principle – Define who your market is

For any business to have clients, you have to know who and what your market is. If you’re a small press that produces books for a niche market, you need to know who your clients are, so that you can sell your books to those clients. The same applies to any business. Not just anyone will be your client, though each person has the potential to be your client dependent on the circumstances in that person’s life.

To figure out who your market is, think about the kind of service you are offering. Are you helping somebody get in touch with his or her creativity? Or are you offering a service such as editing or

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web design? By knowing what service you can offer to potential clients, you have begun to define your market.

Knowing the type of service you offer isn't enough. You also need to know who the type of person is who needs your service. For instance, if you are a web designer, you might need to ask yourself if your client is someone who is starting up a small business, as opposed to a small, medium, or large corporation. Also you might find yourself specializing in certain types of websites. Maybe you help coaches, such as myself, build websites, or maybe your focus is on that small press which needs a website to show off their books. You want to be able to identify the service you offer to the people who need that service. In short, in defining your market you are really answering the question, "What do you do?"

I connect who to what service.

I help who get what service.

When you can concisely define your market you know who your market is and what you offer to your market.

The Second Principle – Your Attitude

Your mental attitude or philosophy determines whether or not you are aligning yourself with the clients and market you want to serve. The people who are genuinely successful in a business are people who chose to visualize who their market is and what they offer to the market. They then use that vision to shape their attitude toward their market and the clients they want to serve. While mental attitude alone doesn't guarantee clients, when it's used to inspire action and plans, it generally goes a long way toward determining if a person or business will be successful.

How many people do you know who spend a lot of time complaining about how unhappy they are with life? The main reason they are unhappy has little to do with all the things that seem to go wrong for them, and a lot to do with the mental attitude they have about the situations. A person who consistently complains is generating misery for him/herself because s/he is focused on what is going wrong, instead of recognizing what is working. This kind of person has a scarcity mentality, a mentality of focusing on what that person doesn't have, instead of recognizing what s/he does have. When your attitude is a scarcity attitude it is much easier to find what you don't have and dwell on that, then find what you could have and enjoy it.

A person who is focused on building a business and serving the clients in his/her market is a person who has an upbeat attitude when it comes to opportunities for that wealth. That person invites opportunity into his/her or life and is willing to follow up on the opportunities that will bring clients into his/her life and business.

Your attitude toward life determines the success of your business. Do you want to be the complainer, who is always focused on scarcity, or the winner, who focuses on abundance? Of course attitude alone isn't enough, which brings us to the third tip of marketing your business.

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The Third Principle – Discipline

You know what your market is and your attitude is focused on realizing the vision of that market. However knowing your market and having a good attitude alone are not enough to connect to your clients. You also need discipline. Can you devote time each and every day toward growing your business? For instance, part of growing my business through marketing is answering questions each day on LinkedIn and Biznik. I discipline myself to answer questions each day because it's a helpful way to serve others who may need my services and also promote my business.

Disciplining yourself means consciously setting aside time each day to accomplish steps that help you grow your business. Whether it's making time to write an article about your business, or setting up a speaking engagement, or calling your network to check in on them, it's important that you make time for what will grow your business each day, and that you hold yourself to that routine. By using discipline, you keep yourself focused on realizing your vision through concrete actions. What aids discipline is organization.

Principle Four – Organize yourself to succeed

If you can't organize your actions or your resources, then success in marketing your business will continue to elude you. You don't have to base your ability to organize off someone else's definition of organization, but you do need to create a system of organization that allows you to find what you need as well as coordinate what you'll be doing on a given day. Whether you use a planner and sets of folders to organize your resources or develop a unique approach of your own that allows you to find your resources easily and plan your days, weeks, and months, being organized allows you to find the path of least resistance to marketing and building your business.

Part of organizing your resources also involves being able to organize your finances. By knowing where your money is going and the relative value of that money, you can plan for your future as well for the present. Being organized is a key foundation stone of creating a successful marketing plan for your business. While organizing your day to capitalize on your marketing in the present is important, organizing your resources for the future is equally important to sustain the effectiveness of that market. This brings us to the fifth and final principle.

Principle Five – Create a strategy and follow it

You have a definition of your market, which is also your vision of who your clients are and how you can serve them. You have a healthy attitude which motivates you to put your marketing plan into action. You have discipline to do whatever actions are needed to pursue your marketing plan everyday. You have a system of organization that you can use to organize your activities and your finances. Now you need to create a strategy to bring the other principles together. A strategy utilizes your attitude, organization, and discipline to define the actions you take to connect with your market and build your business, while also making sure it's sustainable for both the present and future.

A strategy is partially created by organizing your resources. When your resources are organized you know what you have and how you can use it to help you create and sustain your wealth. However, while knowing what you have available to use is good, what's even more important is knowing what actions you should take for both the short and long term plans. A strategy defines what the problem is as well as what actions can be taken in order to either mitigate or resolve the problem. Strategies

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need to be flexible so that you can adapt to changing circumstances. An example of a strategy is planning what stocks you'll invest in, in order to capitalize on the money you put away for retirement or other purposes. Another example of a strategy is writing a marketing plan where you not only define your clients and how you help them, but also define your time and goals and how you will know you have achieved those goals.

Ask yourself: When do you want to accomplish specific goals? Within a year, two, years, five years, etc.? By knowing when you want to accomplish a goal, you can use that to define your strategy as well as shape the vision of your market with specific results to measure that vision by. Taking the time to develop a strategy will help you plan how to connect to your market and how to change your actions if you know they aren't bringing in specific results for you. A strategy takes all the other concepts I mentioned above and put those concepts together to work for you as you market your business and connect to your clients.