

HOW TO BE A BIG FISH IN ANY POND

Memorable Marketing Strategies
for Micro-Business and Entrepreneurs

Developed by
Nancy Michaels

A 50-Page Resource Guide
for Micro-Business Owners, Employees,
Entrepreneurs, Consultants, and
Anyone Wanting to Work for Themselves



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Nancy Michaels

Nancy Michaels . . .

...is the author of four books on marketing for small businesses, including *Off The Wall Marketing Ideas*, (Adams Media 2000), *How To Be A Big Fish In Any Pond*, *Media Madness*, and *A to Z to Visibility*

...has spoken in 42 states to more than 20,000 entrepreneurs on behalf of such clients as Office Depot, Merrill Lynch, Fleet Bank, Indoor Tanning Salon Association, Benjamin Franklin Plumbing, among many others

...is the first recipient to win the **Tom Peters WOW! Project Personified Award** (2002) that hails individuals who take on WOW! projects. The WOW! Project was a recent cover story for *Fast Company* magazine

...received the highest number of attendees at her breakout session on "Back On Track America" tour for *Creative Marketing During Challenging Economic Times*

...has been featured in *Home Office Computing*, *Success*, *The Wall Street Journal*, *Entrepreneur* magazine, *Costco Connection*, *BJ's Journal* and will be appearing in future issues of *Franchising Magazine*, *Franchise Update*, and *Entrepreneur* magazine

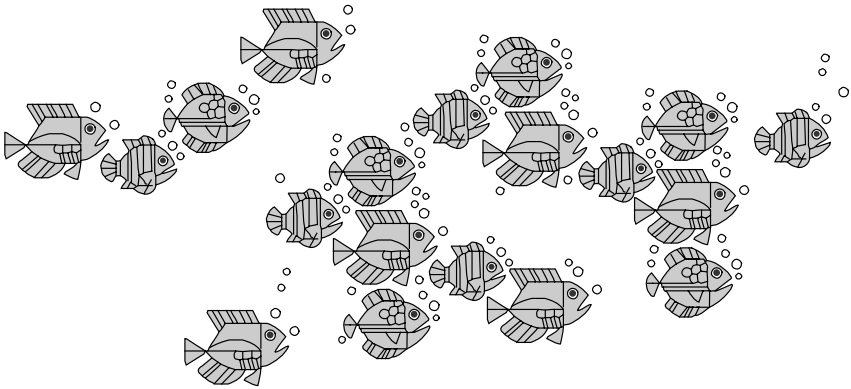
...was a nationally syndicated newspaper small business columnist for Scripps-Howard News Service (1999 – 2000)

...was the publicist for Matt Lauer (currently co-host of the *Today* show)

Nancy is the President of her marketing company, Impression Impact, which she launched in 1990 in Concord, MA. You can visit her at www.impressionimpact.com.

HOW TO BE A BIG FISH IN ANY POND

Memorable Marketing Strategies
for Micro-Business and Entrepreneurs



1st Big Marketing Hook: YOUR QUINTESSENTIAL SELF

How do you want to be remembered?

Quintessential adj. The essence of a thing in its purest and most concentrated form.

That's what it means. Now what does it mean for your business?

Your quintessential self is the foundation of all of your marketing decisions. When you define the essence of your business, you create a core that is consistent yet flexible enough to respond to an ever-changing climate. Without this insight into your business, you flounder, eating up valuable resources and time.

According to the Commerce Department, 3.5 million jobs were created in 1994, marking the biggest yearly increase in a decade. The majority of these were created by micro-business, which is defined as very small companies employing four or less people. The success of these businesses hinges on their ability to know their quintessential self and to translate it to their customers with effective marketing strategies. With small budgets and fierce competition, this type of understanding can help make the competitive difference.

Defining your quintessential self is the first step toward creating a successful self-marketing program. Start by deciding how you want to be known. Then think of the type of customer you are trying to reach and what they need. Now visualize virtually everyone you come in contact with, including clients, prospects, colleagues, competition, vendors and your community. Who do you want to be of service to and what are you trying to accomplish? What are you communicating to them, directly and non-verbally? What do you want peo-

ple to say when they speak of you to others?

Once you have answered these questions and defined your quintessential self, start promoting it. This means putting aside any tendencies to downplay your strengths for the sake of appearing modest. There is no place for modesty in self-marketing, especially when your budget is small, and competition fierce.

When developing your marketing strategy, consider the following:

As a micro-business owner or entrepreneur, you are your business. When you market your business you are marketing yourself.

Your market will not know about you unless you tell them.

Your security is in your ability to readily adapt to the changing marketplace.

Be ambitious and independent, but not at the expense of your community. Since the end of the 1980's, people have relearned that survival is dependent on a strong professional connection to our communities.

Stay connected to survive. Maintain connections to your prospects and customers, to the talent of your colleagues, to your community and to your quintessential self. The connection you make is called marketing.

Finally, remember that your quintessential self will evolve over time. It should be constantly responding to and adapting to a changing marketplace. Your business identity will become increasingly focused; new ideas, services or products will emerge to keep you a dynamic, growing force in an ever-changing marketplace.



① The First Big Marketing Hook

Your Quintessential Self — How Do You Want To Be Remembered?

Quintessential is defined as the essence of a thing in its purest and most concentrated form. Being quintessential requires honesty about who you are, and what your appeal is to others. To market your business effectively requires changing the way you think about promoting your quintessential qualities.

- A. Define Your Quintessential Qualities
 - What is your business?
 - What is unique about your business?
 - How do you want to remembered?
- B. Who Are You Appealing To?
 - Past, current and prospective clients
 - Vendors
 - Media
 - Colleagues
 - Others
- C. Non-Verbal Communication = Quintessential Self
 - Body language
 - Clothing, physical appearance
 - Voice
- D. Change Your Thinking
 - Past experiences are not your future experience
 - Cultural climate will support your efforts
 - Self-marketing is essential to your success

So, what is your Quintessential Self?

Are you representing your Quintessential Self the way you want to?



2nd Big Hook: MEMORABLE MARKETING MATERIALS Your Distinctive Image

It's lunch time and you're in the mood for a burger. Two fast-food restaurants just opened up across the street. At one, the employees wear tidy uniforms and serve the burgers in wrappers bearing the restaurant's logo. At the second restaurant, the employees wear torn jeans and stuff the food into plastic bags from the supermarket down the road. Where would you eat?

Most of us would be put off by the carelessness of the second restaurant, and head over to the first one. Both places may serve excellent food, but what does that matter if people aren't willing to come inside to taste it?

In business, as in other areas of life, image is important. Savvy business owners cultivate a professional appearance for their signage, decor and business-related materials. But they shouldn't stop there. The corporate identity should be extended to marketing materials, as well.

We form up to 11 different opinions about a person within the first minute of meeting him or her. The same holds true for businesses. When a potential customer or client first learns of your company, they make assumptions. When you market your business, you want to make sure these assumptions are positive ones.

Everything from your logo design to color choice visually identifies you and your business. Therefore, stick to a single logo and identifiable image for all of your materials, such as letterhead, business

cards and promotional materials. Hire a top-notch graphic designer to create your company's identity. If you have already been doing business with an inconsistent image, it's not too late to change. When you have your new materials, mail them with a letter introducing your new look to colleagues, friends, clients and prospects.

When your clients see your marketing pieces, they should immediately know they're yours. My corporate colors, for example, are teal and purple. I send all of my marketing materials in a purple envelope. This makes my mailings easy to identify, and importantly, makes it easy for clients to pull my material from the pile of mail on their desk when I make a follow-up phone call.

Another way to make your marketing materials work harder for you is to make each collateral piece do double-duty. In addition to printing your company name and logo on your business cards, include a description in five words or less of your company. This will help people remember what you do when they are in need of your services.

Creating a professional look for your marketing materials is a sure-fire way to build credibility. When you follow through with competence and quality, that credibility will grow, right along with your business.



② The Second Big Marketing Hook

Memorable Marketing Materials — Your Distinctive Image

Your marketing materials give meaning to who you are and what you do. They speak for you when you are not present. You want your marketing materials to project a memorable and consistent image about you and your business. Avoid standardized identity packages.

A. Hire A Professional Graphic Designer and Printer to:

- Create a distinctive logo design and identity
- Develop multiple uses and applications for logo design
- Choose consistent and appropriate colors for all of your marketing materials

B. Logo should be used on:

- √ Letterhead
- √ Business cards
- √ Envelopes
- √ Mailing labels
- √ Invoices and order forms
- √ Advertising specialty items
- √ Signage
- √ Trade show booth
- √ Presentation materials
- √ Promotional kit
- √ Professional portfolio

What colors and images represent your business in a memorable way?

Do you have a graphic designer and reliable printer?

If not, whose materials do you like? Call them and get referrals.

Now, go hire a graphic designer to put on paper your quintessential self!



3rd Big Marketing Hook: YOUR PROMOTIONAL KIT

No More Brochure!

As small-business owners, we're always being told how to save, earn, and stretch our dollars. Now I'm going to tell you how to waste yours: print a brochure.

Sure, the brochure is the most common type of promotional material, but it's also the most useless, especially for newer businesses that are still evolving. The minute the pamphlet comes off the press, it is outdated. Soon, you'll want to change it, and if you do, you're stuck with stacks of obsolete material.

A far better option is the promotional kit. It is flexible and can be easily customized for prospects, clients, and the press.

A promotional kit generally consists of a two-pocket folder that holds information about your business. To avoid the eighth-grade book report look, use high quality paper for your printed materials inside, and paste a label of your logo to the front. For an even more professional appearance, you can have your logo printed right on the folder. The color of the folder should match the colors you use to identify your business.

The items inside your promotional folder should reflect your quintessential self, meaning, the essence of your business.

Include:

- 1 Your biography. This is like a resume, but written in the third person, in paragraph form. Don't be modest. This should read as though your mother wrote it.
- 2 The history of your company. This should contain a description of the qualities that make your company unique as well as any personal stories about how you decided to start the business. For instance, if you're a third gen-

eration cobbler, include this fact because it shows longevity, it has a family business feel to it, and it separates you from the pack because it has reader interest and appeal.

- 3 A press release. This can be about a new product or service, or it can be a statement of your position on an issue related to your industry or clients. If your views veer from traditional thinking, you are more likely to attract the attention of the media. Other ways to grab attention in a press release are to be timely and piggyback off the news. If you own a limousine company, use the press release to announce you will offer free transportation on prom night as a way to show your concern with the safety of the teen-agers in your community.
- 4 A list of services that is clear, succinct, and easy to read. Mention results that your clients or prospects will receive from your product or service, rather than benefits or features.
- 5 Client testimonials. Your best marketing tool is the quality of your work. When a client gives you a compliment, thank her and ask permission to use the comment in your marketing materials. Most freely agree, but then it's up to you to follow up. You might want to speed the process by writing the testimonial yourself and getting their approval.
- 6 A list of references with their addresses and phone numbers. Your references should be clients. Including these in your promotional materials demonstrates self-confidence. This gives you instant credibility because it allows the prospect to feel comfortable contacting a client or past client directly without tipping you off to the fact.



③ The Third Big Marketing Hook Promotional Kit — No More Brochure!

If you're thinking about going to press with a brochure — stop dead in your tracks! A brochure, most definitely, will be outdated and obsolete long before you need to reprint it. Instead, think about producing a Promotional Kit to hold information about your company.

A. Benefits of Using a Promotional Kit

- Flexibility — you can customize each one
- Cost-effective — no extras to warehouse
- Stays current — you can customize as your business develops
- Multiple uses—
 - Sales kit for clients & prospects
 - Pitch kit for speaking & writing opportunities
 - Press kit for media

B. What to include in your Promotional Kit

- √ Biography
- √ Backgrounder/company history
- √ Press release
- √ List of services
- √ Product information sheet
- √ Client testimonials
- √ Reference list
- √ Client list
- √ Photo (head and action shot)
- √ Article reprints (by-lined/quoted)
- √ Advertisement reprints
- √ Newsletter
- √ Question and answer interview
- √ Pitch letter



Sample Backgrounder

(On letterhead)

TieTrap® Company Background

Darlene Robertson, listening intently to Bruce Campelia at a company board meeting, noticed as he leaned forward to make a point that his tie took a dive into his coffee. At that moment, Darlene recognized the need for an accessory that would solve this all too common problem.

During the winter of 1990, Darlene and Bruce, both entrepreneurial spirits, brainstormed together to create a product that would offer the ultimate in tie restraint. Although neither Bruce nor Darlene had any experience in retailing, they realized after four years' experience together at Wavetracer, a startup supercomputer company in Acton, MA, that both possessed the initiative and mandatory skills required to bring yet another innovative and timely product to market. Their hidden desire for creativity and a start-up partnership was born in early 1991.

They began working on the challenge of tie restraint, believing that a solution would evolve into a commercial product, and then ultimately into a business with the other product ideas that were being generated. Bruce and Darlene's solution focused on connecting the label of the necktie to a button on the front of a shirt. All neckties have a maker's label in approximately the same place on the back of the large end of the tie. After knotting the tie, the thin end passes through the label, allowing the two ends of the tie to hang from the collar as one unit. During the next several months, they experimented with various ways of connecting the label to a single button on the front of the shirt.

While at Bruce's home in January of 1991, they were fitting the first prototype using Bruce as the model. Bruce's mother, an accomplished amateur seamstress who was visiting at the time, posed the question, "Why don't you just attach the fastener to the next button after slipping it through the label?" Thus was born the complete prototype of the TieTrap® — a thin strip of fabric with buttonholes at each end. In the fall of 1991, when the patent for the TieTrap® was submitted, Mrs. Campelia was listed as one of the three inventors.



The TieTrap[®] attaches to the nearest shirt button above the necktie label, passes through the label on the back of the front end of a necktie and then attaches to the next shirt button below the label. The TieTrap[®] is completely hidden from view when worn. It allows the tie to freely slide without bunching, so when the wearer is seated or moving, the tie hangs naturally.

Capriccio began as a cottage industry, with Darlene and Bruce producing the TieTrap[®] at home, all the while redefining the design and materials as they gained experience. In October 1992, Darlene left Wavetracer, Inc., and launched Capriccio's first product — the TieTrap[®].

In short order, they became regulars on the New England craft show circuit. Positive customer feedback and repeat orders through the mail and telephone moved the TieTrap[®] toward volume orders in catalogue and retail. In September, 1993, the TieTrap[®] was granted a patent from the United States Patent and Copyright Office, which provided the impetus for Bruce to join Darlene on a full-time basis to assist in the production and marketing of the TieTrap[®].

Today, the TieTrap[®] is available at major retailers, mail order catalogues and promotional vendors nationwide. Unlike tie pins, the TieTrap[®] does not pierce or otherwise damage the tie. Its manufacturing cost and selling price are significantly less than other varieties of tie restraining devices. Retail prices for other tie-fasteners which are prone to breakage, loss or damage range from as little as \$15 to more than \$1,000 (i.e., a diamond studded tie tack available from Tiffany & Co.). The suggested retail price for a package of two TieTrap[®] fasteners is \$5.95. In 1994, the company moved to St. Charles, IL. For more information call (708) 443-9476.

#



Sample Fact Sheet

(On letterhead)

TIETRAP® FACTS

- Location:** Capriccio Accessories, Inc.
Makers of the TieTrap®
1810 Forest Ridge Rd.
St. Charles, IL 60174
(708) 443-9476
- Inventors:** Darlene Robertson, Bruce Campelia
and Clarice Campelia
- Capriccio
Accessories, Inc.** A privately owned company, established 1991,
and incorporated in June, 1993.
- Description:** A tie restraining product that allows the tie
wearer to move freely with no damage to the
necktie. The TieTrap®, made of polyester or a
cotton/poly blend, fastens quickly on two con-
secutive buttons of a shirt, after it is threaded
through the manufacturer's label on the back of
the necktie. This invisible fastening method
allows maximum vertical movement when sit-
ting or stretching.
- Conception Date:** January 1991
- Employees:** Two
- Patents Held:** One
- Availability:** Mail order, retail and ad specialty or by calling
(800) 858-7540.
Visa and MasterCard accepted on phone orders.
- Publicity Contact:** _____
(xxx) xxx-xxxx

#

Sample Biography

MICHAEL D. GOLDSTEIN
CHIEF EXECUTIVE OFFICER OF EMPIRE LOAN

With more than 15 years in the pawnbroking industry, Michael D. Goldstein is leading the way in changing the image of pawnbroking. A third generation pawnbroker, Michael and his staff focuses on providing exceptional customer service, automation, more competitive loans and prices of 50 percent of retail on quality merchandise ranging from fine art, gold and diamond jewelry, TVs, VCRs, musical instruments, computers to cameras.

After working for his grandfather, Morris Goldstein, as a teenager, Michael continued to work with his father, Martin Goldstein. Today, Michael's father and cousin, Martin L. Goldstein, are co-owners of Paradise Pawnshop, Inc., the largest pawnshop in the Bronx, NY. Both own a small percentage of Empire Loan as well.

While attending college in Boston, Michael worked for Uncle Ned's (now defunct), and Suffolk Loan, currently a competitor, before deciding to open Empire Collateral Loan Co., Inc., in 1985.

Empire Loan's location at 1260 Washington Street served as Empire's original address until 1990. At that time, Michael's loan and sales business had expanded rapidly from 20 loans per day to 110. By 1990, Empire's Boston store relocated to a newly renovated 3500 square foot facility in a high traffic area in Boston's South End. Empire Loan expanded its operation in July 1989 by opening a second pawnshop, Empire Loan of Rhode Island, Inc., in Providence. Today, Empire Loan's two locations in Boston and Providence makes it the largest chain of pawnshops in New England with more than 175 loans made each day.

Goldstein is a native of New Rochelle, New York, and received his bachelor of arts degree in 1984 from Emerson College.



Sample Pitch Letter

Date

Brad Lemley
Business Editor
The Maine Sunday Telegram
xxx Prospect Street
Portland, ME 04263

Dear Mr. Lemley:

Tired of hearing that the American dream of home ownership and a one-income family is no longer within reach, my wife and I decided to defy conventional wisdom and live more frugally. On our average income of less than \$30,000 a year, we have been able to purchase our dream home — an 11-room farmhouse with an attached barn. Enough living space for our growing family of six.

We have first-hand knowledge of what frugality offers, and are currently writing about our frugal ways in a newsletter called *The Tightwad Gazette*. Our publication provides our readership with useful information on how to save money while enjoying the process.

As the spend-thrift decade of the Eighties fades into our past, tightwads will emerge with a vengeance in order to improve their standard of living. We hope that tightwads everywhere will be reading *The Tightwad Gazette*. It's about time that we tightwads were given a good name.

Mr. Lemley, we have enclosed our first three issues of *The Tightwad Gazette* for your review. We will call you on Wednesday, July 14 to further discuss the many ways our new publication would help readers of *The Maine Sunday Telegram* achieve realistic financial objectives.

Best Regards,

Jim and Amy Dacyczyn
The Tightwad Gazette



Sample Press Release

(On letterhead)

THE TIGHTWAD GAZETTE

LEEDS, MAINE 04263

For Immediate Release:

Distribution Date

Press Contact:

Elaine Briggs

(207) 524-7962

NEW PUBLICATION FOR TIGHTWADS

TEACHES HOW TO SAVE A BUCK

LEEDS, ME — If spending was the way of the eighties, then being thrifty is quickly becoming the way of the nineties. Where do you go to learn how to save a buck on everything from food to furniture to clothing and more? *The Tightwad Gazette* provides the answers.

In the nick of time, Jim and Amy Dacyczyn launched *The Tightwad Gazette*, a newsletter that promotes thrift as a viable alternative lifestyle. "Our goal in writing this newsletter is to give tightwads a good name," said Amy Dacyczyn, writer and production designer of *The Tightwad Gazette*. "Until now, frugality has been a bad word," she added. "Now though, people are beginning to see the benefits of becoming thrifty."

The Dacyczyns practice what they preach. On a single income of \$30,000 they purchased their dream home — an 11-room Maine farm house and attached barn — large enough to house themselves and their six children. They accomplished this by living frugally.

With special sections and feature stories on ways to cut corners, *The Tightwad Gazette* imparts the firsthand knowledge that the Dacyczyns acquired from their adopted lifestyle.

To subscribe to *The Tightwad Gazette*, send a check for \$12 for 12 monthly issues of the newsletter to: *The Tightwad Gazette*, P.O. Box 393-4, Leeds, Maine, 04263, or call (207) 524-7962.

###



4th Big Marketing Hook: PROFESSIONAL PORTFOLIO Your Visual Advantage

When you think of a portfolio, what comes to mind? An itemized list of investments and securities? An oversized briefcase tucked under the arm of an artist?

Wipe these images from your mind and replace them with one of yourself and your professional accomplishments.

Portfolios aren't reserved for high finance and fine art. Regardless of what you do, a professional portfolio highlighting your best work is an effective self-promotional tool.

We, as business owners, can learn a lot from artists and designers who have long used portfolios of their work to drum up business and showcase their talents to prospective clients. Our society is extremely visual. We're much more likely to remember a message when it engages our eyes, as well as our ears.

The first step toward assembling your portfolio is to document all of your work. Save original copies of reports, proposals, research findings and press clippings. Remember to record events that can't be saved on paper. For instance, if you are an interior decorator, take Before and After pictures or videos. Also, save letters from satisfied customers, special certifications, diplomas and awards.

To hold all this together, consider using a three-ring binder, which is easy to use and update. Use clear plastic inserts to protect your documents. The pages may also be added or removed when you need to tailor your portfolio to a certain client.

If you find it difficult to translate your particular business into a portfolio, try breaking down what you do. List the projects you have completed as well as the ones you are working on. Now, think of ways to document your work. If you want to open your second restaurant and are looking for backers, pull together some sample menus and photographs of meals and functions you have served. Include original copies of letters from satisfied customers as well as a list of references with phone numbers and addresses.

Here are some additional items to consider including in your professional portfolio:

- Picture of you
- Picture of your business/employees
- Biography
- List of services/products
- Client testimonials

Few business owners take time to assemble a portfolio. If you do, you'll be sure to make a positive and professional impression on your prospective customers or investors. You can't *help* but look better qualified than your competition when your presentation is so clear, concise and visual.

The thing to remember is that by creating, maintaining and consistently contributing to this work in progress, you have a living document of your professional accomplishments. The cost is minimal, but the results can be dramatic.



④ The Fourth Big Marketing Hook

Professional Portfolio — Your Visual Advantage

A Professional Portfolio is a three-ring binder that holds photographs, letters, and other printed representations of your work. Graphic designers and artists are not the only professionals who can utilize this wonderful self-promotional tool. Industries from construction to insurance to catering can use Professional Portfolios to visually tell their story. Your Portfolio can include items listed in your promotional kit as well as a photo of yourself (professionally taken head and action shot), photo(s) of your business and employees, and award certificates or diplomas for special training and degrees.

A. Benefits of a Professional Portfolio

- Credibility — you appear organized & accomplished
- Customizable — you choose what to include
- Stays current as your business grows
- Multiple Uses:
 - Office waiting room
 - Prospect/client meetings
 - Vendors who you want to work with
 - Media
 - Investors, bankers & venture capitalists

B. How To Develop a Professional Portfolio

- Invest in an attractive three-ring binder with protective sheets
- Save all of the work you value
- Keep a file of your work and testimonials for future portfolio
- Carry a camera with you to document events

What recent accomplishments can you visually document in your portfolio?

What awards or other recognition have you received within the past five years?

What future projects would you like to incorporate into your portfolio?

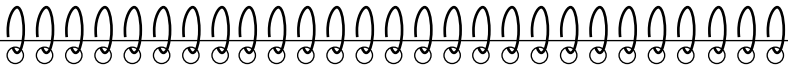


Notes for MAKING YOURSELF MEMORABLE

Big Marketing Hooks

1. Your Quintessential Self —
How Do You Want To Be Remembered?
2. Memorable Marketing Materials — Your Distinctive Image
3. Promotional Kit — No More Brochure!
4. Professional Portfolio — Your Visual Advantage





Notes for MAKING YOURSELF MEMORABLE

5th Big Marketing Hook: ORIGINAL MARKETEEER The Offbeat and Unexpected

You're the best in the business. You know it, and so do your customers. So why should you keep *reminding* them?

Mainly because there are so many things competing for our attention these days, being the best simply isn't good enough. To stand out among the others, you have to become an original marketeer. This means going beyond the expected so people will remember you.

The first rule of being an original marketeer is to break the rules. Here's an example: when we were searching for a literary agent for our book on American entrepreneurship, my co-author, Debbi Karpowicz and I sent out our proposal with patriotic symbols, including an apple pie, American flag and baseball cards. This guaranteed our package would stand out from all the others that flood the offices of literary agents. Sure enough, our proposal was read, and the following week we had ourselves an agent.

Another way to be an original marketeer is to celebrate unconventional holidays appropriate to your business. I chose Chinese New Years and the Fourth of July to send cards and gifts to my clients. Business tends to slow down during these times of the year, so I can do a mailing more easily. Also, there's no competition in the mailbox because other companies rarely send anything out in January or July.

Consider creating your own holiday, too. Do this by submitting an application to Chase's Calendar of Events, which is a book that lists every holiday imaginable.

When you give a gift, make it unique and thoughtful. For holidays, consider sending an annual subscription to a business publication or periodical that covers issues your client is interested in. Items that reflect your client's industry or hobby also make considerate gifts. Gift and specialty stores often carry merchandise that is geared toward a particular profession or hobby.

An obvious, but often overlooked way to be an original marketeer is to be generous with your thank you's and referrals. A hand-written note thanking someone who has helped you makes a lasting impression and clients will return the thanks when you refer them to others.

My final suggestion is to give yourself a visual edge by wearing specific adornments, such as consistent colors, ties or jewelry. Larry Winget, a professional speaker, does this with eyeglasses. He must have over 30 pairs, which have become part of his personal trademark. Even when people can't remember his name, they remember *him* because of the eyeglasses.

However you choose to stand out in the marketplace, be original about it. Your clients will be delighted by your creativity, and that's something they're bound to remember.



5 The Fifth Big Marketing Hook

Original Marketeer — The Offbeat and Unexpected!

The ultimate goal of an original marketeer is bringing business your way by creating and establishing unique memorable experiences with your prospects and clients. To be memorable, you must exercise creativity in your marketing approach.

A. How To Be An Original Marketeer — Don't Play It Safe!

- Differentiate yourself
- Break the rules
- Be contrary

B. Examples of An Original Marketeer

- Celebrate unconventional holidays
- Create your own holiday
- Give thoughtful, unique gifts to clients & referral sources
- Wear specific adornments, colors, pins, ties, eyeglasses for easy identification
- Acknowledge mistakes in a professional and creative way

C. Where To Find Original Ideas?

- Toy stores & joke shops
- Discount & wholesale merchandisers and retail outlets
- Media — television, radio, newspapers and magazines
- Discussion with trusted colleagues & customers

Where can you find original and offbeat ideas?

What original ways can you thank people?

What symbols or metaphors represent your business? For example, toy fish, stickers, fishing line, etc. represent my original marketeering efforts.



6th Big Marketing Hook: WRITING Publish to Flourish

To publish is to flourish.

As with public speaking, writing for publication boosts your credibility by presenting you as an authority in your field. And writing has the additional benefit of allowing you to reach a lot more people. When your article appears in print, you are essentially speaking directly to thousands of potential customers and clients. And if you photocopy your article and distribute it with your marketing materials, your words can last for years.

When you publish an article, you reinforce your company's image, obtain recognition as an authority in your field, advertise your company and enhance your credibility.

Writing opportunities exist everywhere, but the two main categories are internal and external publications. Internal publications include trade journals, school or alumni publications, and the magazines or newsletters of professional organizations. External publications include local or regional newspapers, consumer magazines and business journals.

There are several different types of articles to write. A letter to the editor or an op-ed piece is the route to take if you want to voice a strong opinion on a certain subject. You can also propose a regular column about your field, or you might propose an "ask the expert" column where you respond to readers' questions on industry-related subjects.

Your ideas are most likely to be published if you keep the following in mind:

Make your articles informative. They can't be advertisements, but must provide real value to the reader.

Before you write, ask the publication what types of articles it is looking for, how long yours should be and when it should be submitted.

It's also a good idea to propose your article or column idea to an editor in the form of a formal query letter.

If writing isn't your strong point, hire someone to do it for you.

When you publish your article, include a line at the end with your name, company and a brief description of your business, including the city or town where it is located. This way people will know how to get in touch with you.

After your article appears in print, photocopy it on nice paper stock with the masthead of the publication at the top of the page. You can mail the reprint to prospects, clients and your media contacts; include it in your professional marketing materials, and use it for handouts at meetings or speaking engagements.

A single article can be leveraged in a variety of ways to maximize the return on the time you put into it. The writing life may not guarantee instant fame and fortune, but it puts you and your business out in front of potential customers, exactly where you want to be.



⑥ The Sixth Big Marketing Hook

Writing — Publish To Flourish

Writing is one of the most cost-effective ways to reinforce your company image. Writing also helps your prospects identify your service or product, and how it may relate to their needs. When you publish, you are consistently seen as an expert and authority in your field. Reprinting your articles is a cost-effective way to develop marketing materials on an ongoing basis.

A. Where Writing Opportunities Exist

Internal Publications

- Trade publications — your own and your client's industry
- School & alumni publications
- Professional and non-profit organization publications
- Newsletters — your own, clients and associations

External Publications

- Newspapers (local/regional)
- Consumer magazines
- Business journals

B. Different Types of Articles To Write

- Letters-to-the-editor – your response to a topic
- Op-eds – opinion pieces submitted to editorial pages
- Specialized regularly featured columns – William Safire, Ellen Goodman
- Ask The Expert column – Ann Landers, Andy Pahr, “The Gadget Guru”
- Feature stories – human interest stories, not “hard” news
- Business articles – how-to articles, “Top 10” articles, or question and answer articles

C. Leveraging Your Published Articles

- Reprint articles on high-quality paper and include the name of the publication (masthead) at the top of your article reprints
- Include a professional head-shot with reprints
- Include a permission disclaimer (reprinted with permission...) and send to larger publications
- Include your byline (your name, company, brief description of business, city, and state, and phone number).

D. Useful Tips on How to Publish To Flourish

- √ Call publication for appropriate contact person
- √ Ask each publication for types of articles needed and editorial calendar
- √ Do your homework and propose a subject currently not offered, yet of reader interest
- √ Hire a ghost writer or editor
- √ Draft a query letter to the editor or appropriate contact
- √ Draft two or three *informative* sample articles
- √ Invite local newspaper or trade publication editors to lunch or coffee
- √ Follow up over the phone within three days
- √ Exercise persistence without pushiness
- √ Once published, request permission to reprint article

Where do your writing opportunities exist?

Internal publications _____

External publications _____

What information provides value to their readers?

Who can help you edit or write articles?



Sample Article Reprint



Sales & Marketing

Sales & Marketing

Pest Control

"GOOD MORNING, MR. BROWN. THIS IS FRANK, FRANK Richardson, from Hardie Inc. Financial Advisors. I'm calling to see if there's anything else I can... Oh. This isn't a good time? Well, I need only a few minutes to explain... Yes. How do you said to call back next week, but how long can you afford to operate without our service? After all, we are the best in the field. Did I tell you about our special offer for first-time clients? Don't worry, I'll be happy to mail... or fax... or... Hello? Mr. Brown?"

How to Be

Persistent Without

Being Obnoxious—

Five Tips for Walking

The Fine Line

Ongoing communication with prospects and clients establishes familiarity with and confidence in you, your business, and your service or product. But the axiom "too much of a good thing" also applies to marketing. Pesky, often gratuitous communication can grate on your prospects' nerves and lead to strained and severed relationships.

But how much contact is too much? How do you predispose prospects to being without pressuring them? And once you've made a sale, how do you keep clients interested in coming back for more? Here are five sales pitfalls—that can fuel anger, indifference, and ways to overcome them.

Problem 1: Emphasizing Features Instead of Results. Don't assume that people can translate the features you offer into benefits for their businesses. Explaining every aspect of your service or product without relating its relevance to a prospect or how it will affect their company is a big turnoff.

The more distant a client becomes, because you aren't telling how you will actually help him.

Solution. Research and qualify your prospect. You'll have to determine what his problems are before you can offer a solution. Learn to speak his language. Understand what makes him tick and figure out how to respond to his needs. Be his objective to stimulate a sale by increasing sales, for example, or by lowering overhead? How will your offering help him achieve his goal? Always market and sell specific solutions.

Problem 2: Contacting a Client Too Often

We all know what it's like avoiding a pesky caller. Each time the phone rings, you dread that it would be him. Perhaps you let the call go straight to voice mail. Although repetition helps close a sale, overzealousness kills it. Prospects may become so irritated by your frequent contact that they erect a defensive barrier. And shoppers don't buy from salespeople they don't like.

Solution. First, remember that clients are busy, too. Constant interruptions won't be tolerated. Your job is to help them become more productive, not interfere with their business day. "[Entrepreneurs] must realize that the sales cycle—the time it takes from the moment you meet a prospect to the closing of the sale—varies depending on the prospect's unique needs," says Nancy Stephens, owner of NetWorks, a Carlisle, Massachusetts, company that provides training in sales and networking. "I monitor my clients buying needs, and I specifically ask them: 'How often would you like me to be in touch with you?'" Modify the frequency of communication to reflect your clients' cycles. When you contact them within a time frame that they establish and feel comfortable with, you're less likely to offend them.

Problem 3: Calling Only to Make a Sale

Although all clients and prospects realize that entrepreneurs are in business to generate revenues, they still don't want to feel that your only interest is in their money.

Solution. Reflect an attitude of giving instead of taking. Look for ways to assist your prospect and position yourself as a resource—even if he hasn't signed on the dotted line. Mail useful information including relevant articles, reports, industry news updates, and invitations to local events that would interest the prospect. Offer referrals whenever possible. If you're conducting a seminar or workshop, ask them to stop by.

Expressing a genuine interest in your clients lets them know that your concern for them goes beyond the buck. Big benefits can surface from small talk. "I always try to personalize my interaction with clients because it helps build rapport," says Gerri Mitchell, manager of Travel Agents International in Leawood, Kansas. Mitchell keeps a database that she refers to whenever she talks to clients. She updates the file with

SANCI MICHAELS runs Impression Impact, a marketing and PR firm in Concord, Massachusetts, and hosts a weekly business radio program.

new information after each conversation. "I might ask them about their kids in college, their golf game, anything that I know they have an interest in," Mitchell also sends clients cards or gifts on special occasions.

Problem 4: Talking Too Much

Prospects are leery of fast and excessive talkers. You'll never be in a position to serve prospects' needs if you don't give them the chance to tell you what they are.

Solution. There's a common myth that people who excel in sales are those who have

*Let your clients know
that your concern
for them
goes beyond the buck.*

the gift of gab. The truth, in fact, is that the most effective salespeople have the gift of a few good listeners. "When clients are a bit slow to articulate the challenges they face, these problems soon flow take on an urgency that wouldn't exist otherwise," says Stephens. "It is also the perfect opportunity to offer specific solutions rather than take a shotgun approach to problem solving."

Problem 5: Not Handling Obstacles or Rejections

Face it. Selling isn't easy. You will, undoubtedly, face objections, postponements, and flat-out rejections. The way you handle these situations can either make or break a sale.

Solutions. The golden rule: Avoid conflict. Instead of trying to break down the prospect's resistance, work on building agreement. Be patient and listen to their entire objection. Then paraphrase it. This way you can be sure that you clearly understand the problem. It also lets the clients know you were really listening. Acknowledge and legitimize their feelings before you address their concerns. For example, the phrase "I understand how your feel" can be a good lead for your response to an objection.

Always answer objections as soon as they're presented. If you hesitate or don't address them at all, clients will think you don't have an answer. Finally, you need to recognize when the objection is final. If you back off on good terms this time, you'll still have a chance to court them in the future. ■

Sample Query Letter

November 21, 199x

Lisa Thomas
Assoc. Business Editor
Home Office Computing
411 Lafayette St.
New York, NY 10003

Dear Lisa:

It was a pleasure to speak with you today regarding the possibility of my writing articles on marketing your business for *Home Office Computing*. I'm sorry you didn't receive my last package.

I have enclosed information on Impression Impact for your review as well as bylined articles that I have written for *The Canton Citizen* and *The New England Real Estate Journal*. Recently, I have signed on as a regular contributor to *The Middlesex News* with a bi-monthly column, Market Ability. In addition, I am a regular columnist for other small business publications such as *BJ's Journal*, etc. and will be writing a syndicated column for Scripps-Howard in January.

In addition, I host a weekly radio program, *Making It In Business*, on WADN radio in Concord, MA, and host a cable television program, *In The Business*. I recently interviewed Jim Koch, president of The Boston Beer Company and maker of Samuel Adams Beer; George Naddaff, founder of Boston Chicken, and Louis Kane, co-chairman of Au Bon Pain for my television and radio programs. I'm also writing a book, *How To Be A Big Fish In Any Pond*, and recently signed with the Jeff Herman Literary Agency in New York.

I'd like to propose possible story ideas that would be appropriate for your readers such as:

- ***Becoming The Star In Your Marketing Efforts***

How have business owners used their "celebrity" appeal to increase sales of their business? From Frank Perdue to Dave Thomas, more and more entrepreneurs are getting in on the act of using themselves as



Sample Query Letter

their vehicle for promoting their products and services. Interviews with rising stars on the horizon will be included in this marketing feature.

- ***Media Madness — How To Generate Media Interest In You & Your Business***

The process of building relationships with the media is not as difficult as you might guess. Aligning yourself as a resource to a reporter, rather than working constantly to “pitch” them a story about your latest service or invention, will score your company bigger points in the long run. Suggestions from business owners as well as the media will be included.

- ***Low-To-No Cost Ways To Promote Your Business***

You don’t need to spend a bundle in order to put your best foot forward.

Learn how to:

- Create a consistent corporate identity

- Build lasting and mutually beneficial relationships

- Increase your visibility among prospects and clients

- Provide exceptional customer service

Examples of each of these marketing opportunities will be provided.

Lisa, have a wonderful holiday. I will call you next week to arrange for a mutually convenient time for us to speak or meet when I visit New York in December. Please feel free to call me if you have any questions. I can be reached at (508) 287-0718.

Best Regards,

Nancy Michaels



7th Big Marketing Hook: SPEAKING Speak and Be Known

What does public speaking have in common with air travel and dental appointments? The mere thought is dreadful to countless people. In fact, speaking before an audience ranks among the top fears of most Americans.

The advantages of overcoming a case of nerves about visiting the dentist or boarding a plane are obvious, but why force yourself to stand in front of a crowd and talk? First of all, doing so will increase your self-confidence, which naturally will enhance your performance in other areas of your life. But if that isn't convincing enough consider this: public speaking is one of the most cost-effective ways to gain visibility for yourself and your business.

When you consistently put yourself in a position of leadership by seeking out public speaking opportunities, your status is lifted to that of an authority, which gives way to increased consumer confidence and a healthier bottom line.

There are many organizations that can help you improve your speaking style. Call the National Speakers Association for information on becoming a member. Toastmasters International is another place to turn to for both practice and solid information on developing your oratory skills.

If you are already comfortable before an audience but feel you need to hone your presentation, offer to speak at your local high school or university. Teachers and professors are usually delighted to share the lectern with a guest expert. Next, you can move on to local business groups, such as the Rotary Club, Chamber of Commerce or Kiwanis Club, as well as your clients' industry organi-

zations. Conventions are also a good place to reach a large number of people. Look for gatherings of professionals whose field is outside of, but complementary to yours. For instance, an attorney may want to address a convention of corrections officers to inform them about a new law relevant to their rights. Not only is the attorney offering valuable information, he's expanding his client base by presenting himself as the authority on the legal rights of corrections officers.

Speaking does wonders for a reputation, but you can hardly consider it free publicity. After all, you're investing your time, words and wit whenever you take the stage. That's why it's important to approach each occasion as a marketing opportunity. Prior to an engagement, request that your photograph and a brief description of your topic be printed on a flyer. Text accompanied by a picture is 80 percent more likely to be read than text alone. So, doing this generates name recognition and ensures maximum turnout.

Also, send a press release about an upcoming appearance to local media and trade publications; ask the host organization to publish your speech in its newsletter; and request a list of attendees to add to your mailing list. Finally, make handouts available before the speech, including one containing your biography and photo.

The more often you gather the strength to stand in front of an audience and share your expertise, the stronger your business will grow. So, if the thought of public speaking still strikes fear into your heart, remember the words of Ralph Waldo Emerson: "All the great speakers were bad speakers at first," then start talking.



7 The Seventh Big Marketing Hook

Speaking — Speak and Be Known

Although public speaking is the number one fear of Americans, it is a great cost-effective way to market yourself and your business. Not only can you enhance your visibility at a speaking event, you can market yourself in many different ways before and after an engagement. Speaking will cost you time — not cash. Use your “non-paid” speaking engagements to increase market awareness of your business, products, and services.

A. Where Speaking Opportunities Exist

- Adult education centers and colleges
- Professional organizations and industry trade shows
- Government & non-profit organizations
- Civic clubs (Rotary Clubs, Chamber of Commerce, etc.)
- Alumni meetings
- Host your own meetings

B. How To Get “Paid” — Leveraging Your Speaking Opportunities

- Include a photo with a written announcement in your host’s publication or promotional flyer
- Request an attendees list with names, addresses and phone numbers
- Invite prospects, clients and the media
- Barter advertising space in trade publications
- Request from your host reimbursement for printing handouts
- Hand out a one-page business description that includes your biography and photo

What organizations do your clients and prospects belong to?

What topic can you speak on that is of value to the audience?

What do you want to achieve from your engagement?

How can you best leverage your efforts?

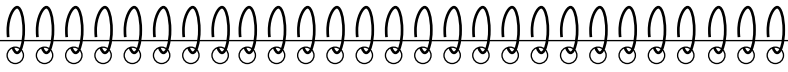


Notes for BEING REMEMBERED FOREVER

Big Marketing Hooks

5. Original Marketeer — The Offbeat and Unexpected!
6. Writing — Publish To Flourish
7. Speaking — Speak and Be Known





Notes for BEING REMEMBERED FOREVER



8th Big Marketing Hook: MARKETING CALENDAR Stress-Less with Less Mess

The calendar is an essential tool for business. We rely on it to keep track of appointments, to schedule tasks and to manage time. But have you considered using a calendar to plan your marketing efforts?

The media has always done this. Newspapers, magazines, television and radio use editorial calendars to schedule special programming and supplements to coincide with sweeps month or advertising promotions. It would be hard for them to stay competitive without an editorial calendar. Small businesses can benefit by applying this concept to promotions. By using a calendar to plot your marketing strategies, your business will run more smoothly and your efforts will be more likely to pay off.

Think of the marketing calendar as a map to guide you toward your goals - one that will get you there on time and with minimum stress. It will help you coordinate your efforts, stay organized and be pro-active. With it, you are more likely to be realistic about your time and energy, which in turn, will help you make wise decisions.

To develop a marketing calendar, incorporate it into your current time management system. Some people find it easiest to use a wall calendar, others prefer a desk calendar or a computerized program.

Plan your efforts by first identifying your market, then let *it* determine how to proceed. Which events and opportunities will

help you accomplish your goals? Is it in your best interest to attend an association meeting that your clients are involved with? Think strategically about where you need to be. Consider your type of business and the natural cycles of your industry. Once you have identified the events and activities to target, mark them on your calendar.

Now, think about the marketing ideas you want to implement. Determine how to accomplish these, assign each a date for completion, then work backward from your deadline. Also, be sure to examine your ideas to see whether any can be used to achieve more than one goal.

An example of a marketing effort for a retailer is a Thanksgiving Day card mailed to customers two weeks before the holiday shopping season. The project would begin in September, with dates marked off for meeting with a designer, updating the mailing list, and addressing and mailing the cards. The retailer will see faster and more significant results, with fewer headaches, by plotting out each step on the calendar.

Think about who you want to reach, when you want to reach them and how you're going to do it. Then mark it on your calendar. When you plan your marketing efforts and merge them smoothly with your other responsibilities and commitments, they are more likely to pay off.



8 The Eighth Big Marketing Hook

Marketing Calendar — Stress-Less With Less Mess

A marketing calendar is designed to help you in two ways: to effectively identify marketing opportunities throughout the year, and to execute your ideas in a less stressful, more strategic and pro-active manner. If used well, it can be your map and guide to reach your marketing destination, on time and with great reward.

A. Benefits of a Marketing Calendar

- Create a marketing map to guide you
- Maximize results for every effort you make
- Make pro-active, integrated, wise marketing decisions
- Accomplish identified marketing
- Less stress with less mess

B. How to Develop Your Marketing Calendar

- Visualize and brainstorm with informal focus groups
- Identify and determine the most effective ways to reach your market
- Determine target dates and work backwards to plan a strategy
- Incorporate your marketing calendar into your current time-management system
- Update your database daily

What marketing activities do you want to implement in the next three months, six months, or one year?

When do you want each of these completed?

How much lead time will you need to reach these goals?

What steps can you take on a weekly basis to make sure your ideas are implemented?

How will you track the results of your efforts?

9th Big Marketing Hook: CIVIC MARKETING

Close Encounters of the Marketing Kind

Since Ben & Jerry's appeared on the scene as the "company with a conscience," countless other big businesses have made a commitment to causes as diverse as the Brazilian rain forest and the inner city.

But you don't have to be a Fortune 500 company to make a difference in the world. Philanthropy is still philanthropy whether its purpose is to save the ozone layer or outfit the local Little League team.

As a small-business owner, you can help your community and foster goodwill among your customers by contributing to a worthy cause. Volunteering time and resources has mutual benefits: your generosity will help others, but it will also enhance your image in the community. When customers realize your business is committed to them, they will become committed to you.

The Cone/Roper Study, a May 1994 look at consumer attitudes, found that consumers have a more positive image of a company that contributes to the community, especially when youth are the beneficiaries.

When considering a cause to contribute to, look for a natural match. For instance, a sporting goods store may want to sponsor a local sports team. To get a handle on the dominant issues in your area, join a neighborhood association.

When you find a worthy cause, make a long-term commitment. A year or less

simply isn't long enough to make a real impact. Also, your involvement will become more apparent to people if you're in it for the long haul. This will strengthen customer loyalty by presenting you as a business that truly gives back.

If you can, choose several volunteer activities, preferably ones that take place at different times of the year. It's to your advantage to maintain a year-round presence in the community, so donate warm clothing to a local shelter during the winter, sponsor sports teams during the warm months and host an after-school work program in the fall.

You may have heard that the highest form of charity is that which is given anonymously. That may be true, but it's not relevant to the business world of the 1990's. People *want* to patronize businesses that are socially-responsible. If you don't tell them what you're doing, how will they know? So, cast modesty aside and publicize your good works. Tell your customers directly, or write about it in a company newsletter or in a press release to the local media.

Finally, remember that your primary objective in adopting a cause should always be for the betterment of the community. Consider the favorable publicity an added bonus.



9 The Ninth Big Marketing Hook

Civic Marketing — Close Encounters of the Marketing Kind

A company practices Civic Marketing when it contributes to its local community — as a good citizen — *and informs* the community about its genuine interest and participation. Civic Marketing is a way to give back to the community that supports your business — and unlike cause-related marketing or philanthropy, it does not necessarily involve giving money. That's one reason why it's perfect for micro-business owners and entrepreneurs.

A. Benefits of Civic Marketing

- Does not involve large amounts of cash
- Inspires customer, community and employee loyalty
- Positions you as a leader in your community
- Distinguishes you from your competition

B. How To Develop A Civic Marketing Campaign

- Align yourself with programs you genuinely believe in
- Treat time as a scarce commodity — choose your commitments carefully
- Commit to your civic program for more than one year
- Brainstorm with trusted colleagues to come up with innovative ideas

C. Leverage Your Marketing Exposure

- Put signage of Civic Marketing efforts in your windows, waiting room or office
- Mention your civic participation in company newsletter
- Invite the press to your Civic Marketing activities
- Mention your civic contributions in your advertising

What are some creative and low-cost ways you can impact your community?

What community causes can you realistically commit to in terms of your time, staff, and funds?

How can you inform the community of your involvement?

10th Big Marketing Hook: BOARD OF ADVISORS Mutual Exchange of Wisdom

Building a business can be exhilarating. When you own the shop, you're boss, chief decision-maker and primary beneficiary of all your hard work. But striking out on your own can be lonely. Sure, there's nobody telling you what to do, but there's also nobody to turn to for direction.

If you crave the freedom of owning your own business, but worry about getting along without outside support, assemble a board of advisors.

This is a mentoring group made up of former colleagues, respected community members, fellow entrepreneurs, or anyone who can assist with the development and growth of your business. Your advisors advise, obviously, but they also act as a sounding board and referral resource. The board of advisors differs from a board of directors in that it does not have voting shares in your company.

I put together such a board after I started my marketing firm, Impression Impact. My advisors helped me troubleshoot on proposals and client projects and assisted in developing new business leads. They also became my support network, and in some ways, acted as my public relations firm. They referred business my way, passed along helpful information and in one case, became my client. The board met four times during my first two years in business and its members were willing to advise me informally whenever a problem arose between meetings.

When assembling a board of advisors, seek a diverse group to ensure your board is balanced and offers a variety of perspectives. Each member should bring a different skill to the table, so choose people from fields that will complement yours and each other's. It's not helpful to have five lawyers on your board if you're an attorney opening a small practice. One may be appropriate, but consider rounding out the membership with a certified public accountant, marketing consultant, even a local physician or dentist.

Prior to each meeting, send each member a copy of the agenda. Agenda items for your first meeting may include introductions; the current status of your business and future considerations; client development; information about your industry; future projects or plans; and a review of commitments for the next meeting. After each meeting, mail a copy of the minutes to each participant.

Also give the board a list with the names, addresses, phone numbers and description of each advisor's business. You might feel less shy about asking for help if you consider the networking possibilities you are offering in return. Keep in mind, too, that your advisors' support will help you weather the rough and rocky times of new business ownership, positioning you to someday return the favor.



10 The 10th Big Marketing Hook

Board of Advisors — Mutual Exchange of Wisdom

A Board of Advisors is a mentoring group that can cost-effectively help you build your business. A Board of Advisors is different than a Board of Directors because it does not have voting shares in your company. In other words, its members have no legal obligation to you.

A. Benefits of a Board of Advisors

- Experienced sounding board
- Excellent referral resource and advisor
- Fast feedback & implementation

B. How To Develop Your Board of Advisors

- Identify people with diverse backgrounds and skills
- Establish roles and time commitments
- Organize meeting logistics
- Present a formal invitation (call, write and invite)
- Project a consistent and professional image by planning an agenda and following-up meetings with minutes

C. Items to Remember When Hosting Your Board Meeting

- √ Convenient time of day
- √ Convenient day of the week
- √ Location
- √ Parking
- √ Refreshments/light meal
- √ Agenda
- √ Introductions
- √ List of board members with addresses and phone numbers
- √ Follow-up with meeting minutes

D. Who are Seven People To Invite To Your Board of Advisors?

Person	Industry	Skill
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____

What kind of help do you need?

Do you know people who can offer you this assistance?

What can you provide them with? How will your arrangement be mutually beneficial?



Sample Letter for Board of Advisors

(On Your Letterhead)

Date
Name
Title
Company
Address

Dear _____:

It was such a pleasure to speak with you this week regarding my request for you to be on my Board of Advisors. As we discussed, my business is undergoing many positive changes and your advice and expertise in sales and marketing (or other) is just what I need at this important time.

I realize how busy you are and do appreciate your willingness to make a commitment to meet with me and other board members to discuss the development of my business. Your assistance and solid advice has been an enormous help to me in the past and I know it will be in the future as well.

Our meetings will be held on a quarterly basis at the Boston Center for Adult Education beginning on Tuesday, April 4. We will meet from 8 a.m. - 9:30 a.m. and a continental breakfast will be served. I will prepare a meeting agenda and send it to you the week prior to our meeting. After each meeting, I will send you the minutes to the meeting and what I need to do during the next three months.

_____, I will call you to confirm your attendance at the April 4th meeting and have enclosed directions and parking instructions for your convenience. Thank you again for your continued support of me and my business. Please know that I am available to assist you in any way possible. If you have any questions, don't hesitate to call me at (xxx) xxx-xxxx.

Warm Regards,

Enclosures



Sample Agenda of Board of Advisors Meeting

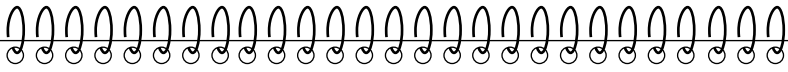
(On Your Letterhead)

Board of Advisors Meeting

April 4, 1996

- Introductions
 - List of Board Members with addresses and phone numbers
- Impression Impact's current situation and future considerations
- Client development
- Product development
 - Book
 - Workbook
 - Audio-tape series
- Trade show participation
 - Booth display
 - Pre- and post-show marketing
 - Seminar
 - Key contacts to meet
- Future projects
- Review commitments for next meeting





Notes for REMEMBERING OTHERS

Big Marketing Hooks

8. Marketing Calendar — Stress-Less With Less Mess
9. Civic Marketing — Close Encounters of the Marketing Kind
10. Board of Advisors — Mutual Exchange of Wisdom

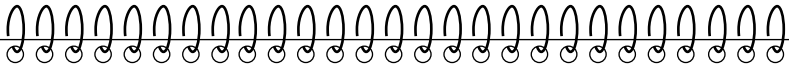
1. *What is the easiest and least offensive way to ask for client testimonials?*
 - Ask after receiving rave reviews
 - Ask them by saying “Gee, I really appreciate your saying that and I’m in the process of updating my promotional materials and I wonder if you wouldn’t mind jotting that down for me to use in my new client testimonial sheet?”
2. *Do you need permission to reprint testimonials in your promotional materials?*
 - Yes, you don’t want to surprise them
3. *What do you do if a client never seems to write the testimonial even though they’ve agreed to do it?*
 - People are busy, don’t take it personally
 - Ask them if they wouldn’t mind if you drafted a letter on their behalf
 - You could say, “Jim, I know you’ve been really busy with the development project you’re working on, would it be helpful for me to write down a couple of the comments you made and fax it over to you for your approval?”
4. *What if I’m just starting out and don’t have clients to get references from?*
 - Volunteer your time to non-profit and professional organizations
 - Join and become *active* in your industry associations or your prospects and clients professional organizations
 - Use the names of people you’ve worked with in the past from your previous employment
5. *Should I mail a promotional kit to a prospect?*
 - Not always — ask yourself if he or she qualifies as a “hot prospect” — if so, you may want to arrange a meeting and give out your promotional kit then
 - It may be more cost effective for you to send to a prospect your company newsletter or a one-sheet that outlines and explains your business
 - Follow-up after you receive requests for your information (see *Home Office Computing* Article, Pest Control: How To Be Persistent Without Being Obnoxious“)



6. *Is it more effective to call before sending something to a client or prospect , like a promotional kit?*
- Yes, it alerts them and helps to determine if they are the appropriate person
 - Saves you time and money; saves them aggravation
 - Be brief and to the point
 - Call, then mail and then call again — you always want to follow-up
 - Indicate when you will be following-up so they expect your phone call
 - It's ethical and pro-active — once again projecting a professional and quintessential image of who you are
7. *Are postcards effective in letting people know that a promotional kit is being sent or any other piece of information is going to be mailed out?*
- Yes, they are a cost-effective way to create another positive impression
 - You're perceived as being on top of things
 - Be consistent with your overall company image and identity — your quintessential self
 - Saves time and money
 - Handwritten messages are acceptable when sending postcards, however, type mailing labels, envelopes and more formal correspondence
8. *When writing bylined articles, should you get permission to reprint the article once published?*
- Rules may vary from publication to publication, or from region to region
 - Ownership rights (paid vs. non-paid writing opportunities)
 - If you sign a contract with a publication giving them the ownership rights, you shouldn't have a problem reprinting that information
 - Call the publication and ask for their permission to reprint; if you need to write a letter simply state, "I am writing to request permission to reprint (name of the article) that appeared in (name of publication) on (date) for the purposes of _____. Please send your written consent to me at (address). Thank you for your consideration.

- Print permission granted at the bottom of the article when reprinting. It should read “reprinted with permission of,” and then the name of the publication.
 - If you’ve been quoted in article the same rules apply
 - If a freelance writer has written an article call the publication and the freelance writer to get permission, then reprint the freelance writer’s byline and the name of publication
 - Reprinting articles is a great way to leverage your opportunities with writing
9. *What if you have good ideas for articles you could submit to your local newspaper, but don’t have a talent for putting it on paper?*
- Find a freelancer
 - Call the business editor of the local daily newspaper in your area and ask if he or she does freelance writing — or could they refer you to someone who does?
 - The National Writers Union has local offices in New York and Boston for example — they’re a professional organization made up of professional writers looking for work. The Author’s Guild is another association you could post a job listing with.
 - College career service centers and alumni offices could post a job for a student interested in ghost-writing articles for you.
10. *Should you expect a professional organization that asks you to speak for no fee to cover your expenses associated with a trip like travel, hotel and food?*
- Don’t refuse it but probably don’t expect it either
 - It’s not as likely to be reimbursed if your prospects are attending the seminar and you have the potential to gain clients





**Notes for MEMORABLE ANSWERS TO THE MOST FREQUENTLY
ASKED QUESTIONS**



The Third Big Marketing Hook Promotional Kit—No More Brochures!

PHOTO REPRODUCTION HOUSES

- ABC Pictures, 1867 E. Florida St., Springfield, MO 65803. Produces high quality lithographic prints, which cost less to produce than standard photographs. These are great for including in press kits and packages, although they are not suitable for reprinting in newspapers. For a brochure, price list, and samples please call toll free (888) 526-5336. Fax (417) 869-9185 Website: abcpictures.com
- Mass Photo Co., 1315 Waugh Dr., Houston, TX 77019, (800) 306-7883 Fax (713) 523-7909 Email: info@massphotocompany.com.

PRESS RELEASE RESOURCE

- How to Keep Your Press Release Out of the Wastebasket by Holland Cooke. Order from Holland at P.O. Box 1323, Block Island, RI 02807. Phone (800) 716-7662 (ext: f-y-i-h-o-l-l-a-n-d) or (202) 257-6842. Fax (720) 293-0802. Email: cookeh@aol.com. Web site: www.hollandcooke.com. Also provides material and seminars on publicity coaching and on dealing with the press interview.

The Fifth Big Marketing Hook Original Marketeer - The Offbeat and Unexpected

ORIGINAL MARKETEEING RESOURCES

- **While You Were In Message Pads**, Impression Impact, 369 Lindsay Pond Rd, Concord, MA 01742, (508) 287-0718. Pads of 50 "While You Were In" messages for people who never seem to return your call. Cost: \$9.95.
- **Party Experience**, 8 Park Plaza, City Place Transportation Building, Suite 174, Boston, MA 02116, (617) 338CAKE (2253) (phone), (781) 329-1366 (fax). Party Express is a party and cake delivery and shipping service. Contact Glynn Kalil.
- **Cookies by Miss Jackie**, 360 Salem St., Malden, MA 02148-4270. Cookies by Miss Jackie is a specialty bakery that custom designs cookie baskets and centerpieces. Delivery is available in the Boston area, and shipping is available nationwide. They carry quite a few products for different occasions, including seasonal, wedding shower, baby shower, and holiday baskets. These make great personal and business gifts. For a price list and for more information, call Cookies by Miss Jackie at (781) 322-3792 or (888) cookie-8, fax (781) 397-9972 or visit their web site: www.cookiesbymissjackie.com.



- **Barrels of Fun, Inc.**, 89 Globemills Ave., Fall River, MA 02724, (800) 5FORFUN (phone), (508) 676-7253 (fax). Custom gift barrels filled with candies, toys and trinkets relevant to holidays and special occasions for clients, prospects, employees, etc. Major Credit Cards accepted. E-mail: feedback@barrelsoffun.com, web site: <http://www.barrelsoffun.com>.
- **Chase's Calendar of Events**, Chicago, Contemporary Books, Inc., 4255 W. Touhy Ave., Lincolnwood, IL 606460. Submissions should be mailed to: Chase's Calendar of Events, Contemporary Books, 130 E. Randolph St. Suite 900, Chicago, IL 60601. Fax (312) 233-7569 Submissions deadline for 2004: April 15, 2003. Available at the library or any super bookstore. Information requested includes exact name of event; exact inclusive dates for the following year; location (site, city, and state); brief description of event; formula (if used to set date each year on an annual basis, i.e., the first Saturday in October, etc.); name, title and address of person/agency to appear in Chase's Calendar; phone number; sponsor (if any); name of contact person; signature; number of people attending the event; and a calendar with circled dates.
- **Big Ideas for Small Service Businesses** by Tom and Marilyn Ross. To order, please contact: P.O. Box 909, Buena Vista, CO 81211, (719) 395-8659 (phone) (719) 395-8374 (fax) Email: kate@about-books.com. Cost: \$15.95, plus \$3.00 shipping fee.

Sixth Big Marketing Hook

Writing Publish to Flourish

FREELANCE WRITING RESOURCES

- The National Writers Union: East (212) 254-0279 and West (510) 839-0110. Boston Local Chapter is 186 Hampshire Street, Cambridge, MA 02139, (617) 661-1476 (phone).
- The Authors Guild, 31 E. 28th St. 10th floor, New York, NY 10016 Fax: (212) 564-5363 Email: staff@authorsguild.org

MEDIA DIRECTORIES

- Bacon's Information Inc. (National and Local Directories) Bacon's provides two very complete directories:
 - 1) Newspaper/Magazine Directory –This directory includes: every U.S. and Canadian daily newspaper, all U.S. weekly and biweekly newspapers, more than 12,000 magazines and newsletters, syndicated colum-

nists by subject specialty, and news services and syndicates. Directory is listed by geography and industry topic.

- 2) Radio/TV/Cable Directory –This directory includes over 100,000 management and news staff contacts to ensure that you reach the right people. Directory is listed by geography and industry topic.

Both of these directories are available in print or on CDROM. For more information, call (800) 6210561 or visit their website at www.bacons.com. These media directories are available at most public libraries.

ELECTRONIC & PRINT CLIPPING SERVICES

- Bacon's Clipping Bureau, 332 S. Michigan Ave., Suite 900, Chicago, IL 60604, (800) 621-0561 (phone), (312) 922-3127 (fax). Website: www.bacons.com. Bacon's reviews thousands of daily newspapers and magazines to see if your company is mentioned. They also provide copies of these articles, as well as reports that demonstrate the effectiveness of your publicity campaign.
- Luce Press Clippings, 42 S. Center, Mesa, AZ 85210, (800) 528-8226 (phone), (480) 834-3821 (fax). Email: dreece@lucepress.com

Listing Resources for Experts & Authorities.

- Radio/TV Interview Report, Bradley Communications, Box 1206, Landsdowne, PA 19050. Place advertisements for yourself/business to be distributed to all talk/radio show producers & hosts. Prices vary depending upon ad size and frequency. (800) 989-1400 (phone), (610) 284-3704 (fax).
- Yearbook of Experts Authorities & Spokespersons, Broadcast Interview Source, 2233 Wisconsin Ave. NW, Suite 301, Washington DC 20007-4104, (202) 333-4904 (phone), (202) 342-5411 (fax). Contact Mitchell P. Davis (editor). Place advertisements for yourself/business to be distributed to media. Prices vary depending upon ad size.



PUBLISHING RESOURCES

- **Self Publishing Manual**, Para Publishing, P.O. Box 8206, Santa Barbara, CA 93118, (805) 968-7277 (phone), (805) 968-1379 (fax). Website: www.parapub.com Email: info@parapublishing.com Considered the “Bible” in selfpublishing advice. Contact Dan Poynter.
- **Ad Graphics**, 5829 S. 81st East Place, Tulsa, OK 74145, (918) 252-1103. Book design, layout, and other graphic related work. Contact Jim Weems.
- **Tom & Marilyn Ross**, *About Books*, Box 1500B, 425 Cedar St., Buena Vista, CO 81211-1500. (719) 395-2459 (phone) or toll-free at (800) 548-1876, (719) 395-8374 (fax). Email: kate@about-books.com About Books can help you with all aspects of publishing a book: project analysis, writing and editing, book design, production and marketing. Please call for a brochure.

The Seventh Big Marketing Hook Speaking—Speak and Be Known

PROFESSIONAL ASSOCIATIONS

- **National Speaker’s Association**, 1500 S. Priest Dr., Tempe, AZ 85281, (480) 968-2552 (phone), (480) 968-0911 (fax). Website: www.nsaspeaker.org
- **Toastmasters International**, World Headquarters, P.O. Box 9052, Mission Viejo, CA 92690. Please call (800) 993-7732 and leave a message to be referred to a Toastmaster club in your area, or call (949) 858-8255 to speak directly to a Toastmaster representative. (949) 858-1207 (fax). Website: www.toastmasters.org

PRESENTATION MATERIAL PRODUCTIONS:

- **ImageAbility**, 1 Action Blvd. Londonberry, NH 03053, (800) 253-1920 (phone), (603) 432-4800 (fax). Email: support@imageability.com A highquality company that can produce overheads, 35mm slides, trade show displays, transparencies, prints, and a host of other presentation materials.

The Eighth Big Marketing Hook Marketing Calendar—StressLess With Less Mess

DIRECT MAIL RESOURCES

- **Pages**, Pages Editorial Service, 113 E Old Kokomo Rd., Marion, IN 46953. Pages is a monthly magazine targeted at producers of newsletters. It con-

tains twenty-eight pages of articles and art that you may reproduce in your newsletter *without fear of copyright infringement*. This is great in those cases when you need an extra article or some additional art. The magazine is available on both paper or computer disk. The subscription costs \$195 per year, and you can contact them for a free sample. (765) 677-0486 (phone), (765) 677-0486 (fax), website: www.pagesmag.com.

- **Cartoons by Johns**, P.O. Box 1300, Pebble Beach, CA 93953, (831) 649-0303. Email address: johns@redshift.com Cartoons by Johns is a husband-wife team based in California. They produce high-quality cartoons that can be customized for different companies and different situations. They generate full-size 8 1/2x11 cartoons, which are camera-ready for your printing materials. Prices are extremely fair, especially considering the professional work they generate. When you receive a cartoon, you are paying for one-time use rights. Prices are based on distribution, but range from \$25.00 (for up to 25,000 pieces) to \$100.00 (for 75,000 to 100,000 pieces). There is no additional charge for customizing any of their cartoons: they are willing to change the caption or signs in the cartoon.

POSTCARD RESOURCES

- **Modern Postcards**, A quality, affordable company that will design and print high-quality color postcards to be used as direct mail pieces, with copy printed in black and white on the back. They can produce 500 full-color photographic postcards for only \$95. Their phone number is (800) 959-8365 fax (760) 431-1939. Please call them for a brochure and samples or visit their web site at www.modernpostcard.com. Email: customerservice@modernpostcard.com
- **ABC Pictures & Mass Photos Co.** are all capable of producing photographic postcards.

The Ninth Big Marketing Hook

Civic Marketing—Close Encounters of the Marketing Kind

TRADE ASSOCIATION RESOURCE

Visit your local library to research professional associations and nonprofit organizations in the following directories:

- **Encyclopedia of Associations**: The Gale Group, 27500 Drake Rd, Farmington Hills, MI 48331-3535.



GLOSSARY OF TERMS

Advertising: the action of calling something to the attention of the public, especially by paid announcements; to call public attention to, especially by emphasizing desirable qualities, to arouse a desire to buy or patronize

Public Relations: the business of inducing the public so as to have an understanding for and goodwill toward a person, firm, or institution

Marketing: the act or process of selling in a market; the aggregate of functions involved in moving goods from producer to consumer

Promotion: the act of furthering the growth or development of something

Expert: experienced; having, involving, or displaying special skills or knowledge derived from training or experience; having mastery of a particular subject

Authority: power to influence or command thought, opinion or behavior

Mastery: the authority of a master; the upper hand in a contest or competition; superiority, ascendancy; possession or display of great skill or technique; skill or knowledge that makes one master of a subject

Quintessential: the essence of a thing in its purest and most concentrated form

Self: the union of elements (as body, emotions, thoughts, and sensations) that constitute the individuality and identity of a person

Source: Webster's Ninth New Collegiate Dictionary



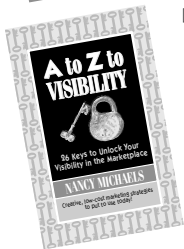
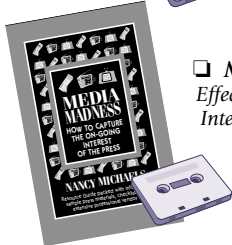
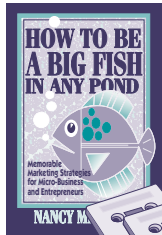
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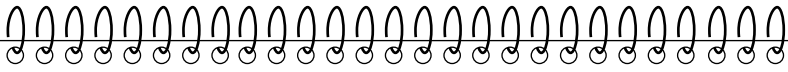
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Notes for VENDOR RESOURCES

