COLUMN | PROMOTION

Market Yourself at Low or No Cost

Promoting your business is a way of life. It's not something you turn on and off during your day. It's easy!

by **Debbie Madiou**

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So what *can* you do to market your business at a low cost or no cost?

Here are a few ideas:

Make sure you you have some professional business cards with your logo. Then you can comfortably give them to the people you do business with, Hairdressers, kids school, etc.

Put business card ads in church bulletins, college newspapers, town newspapers, etc.

Attend meetings of professional groups, such as the Chamber of Commerce, Rotary Club, or civic associations.

> ***Have your business cards in a place where you can easily reach them. Every time someone asks your name, just give them a business card! By the time you get to tell them what you do, your business card will be in the hand of the person you are chatting with.***

Ask what the people you are with do, and listen and as questions. They'll be honored by your interest, and remember you. If you become

actively involved in some of these groups the members will get to intimately know your business. It might take time but it is well worth it financially.

Offer to speak at non profit/profit association meetings utilizing your expertise on your product for free. Demonstrate your product and ask follow up questions. Ask for referrals. Follow up with a thank you note to every guest for coming and listening to your talk.

Ask permission of the association to write an article in their monthly bulletin. Reprint the article and use it for credibility in your community.

Professional speaking will build your confidence exponentially. Speaking at your opportunity meetings will give you enormous credibility with your guests.

Send out sales letters to everyone you think might be able to use what you sell. Be sure to describe your business in terms of how it can help the prospect. Direct them to your website for more information.

Offer a free, no obligation consultation to people you think could use your services. During the consultation offer some suggestions on how your product will change their lives.

Use an internet sales system that can get your visitors contact information. Send them a free gift for doing so and follow up immediately.

> ***Promoting your business is a way of life. It's not something you turn on and off during your day. It's easy! Everyone can learn to do it!***

As of May 2010 **Debbie Madiou** has accepted the position of President of The Network Marketing Magazine, taking over the day to day responsibilities from George Madiou, the CEO and founder. This is an exciting move for the magazine because with over 100,000 members of The Network Marketing Magazine, Debbie will be able to spearhead new benefits to our members continuing with our mission statement of helping ALL networkers, world wide, to gain hope and freedom through their home-based business in the network marketing industry.

Debbie has been a leader in the Network Marketing industry for years. Debbie also brings experience in successfully running the operations of a number of businesses in the non MLM world. We are excited to have Debbie Madiou at the helm of The Network Marketing Magazine as we enter our next 5 years to reach and serve our goal of over 1 million networkers.