



101 Ways to Grow Your Business on a Budget

1. Maintain consistency in your visual image on all marketing materials
2. Develop your Major Selling Advantage
3. Target a niche market
4. Launch an endorsement campaign
5. Ask your best clients for testimonials
6. Design a referral program
7. Support a local non-profit that is a natural match for your business
8. Cross-promote with area businesses
9. Join a networking group, such as Business Network International (BNI)
10. Join associations where your clients are likely to be
11. Speak in public
12. Write a column for your local newspaper
13. Take newspaper editors out to lunch and position yourself as a resource
14. Create your own holiday
15. Send out value-rich top 10 lists
16. Send a monthly e-zine to your clients, prospects and the media
17. Utilize the rule of 6: Advertise only if you can afford to do so six consecutive times
18. Focus 80 percent of your marketing efforts on the 20 percent of your clients who give you the most business
19. Send out marketing communications at least four times a year
20. Take advantage of your email signature line to advertise products, services and special offers
21. Include your tag line and list of services on your business cards
22. Have a networking card (mini CD-rom) created to hand out at networking events
23. Remember your clients' birthdays
24. Send handwritten thank you notes
25. Call clients just to say hi
26. Become actively involved in associations by joining the board or a committee
27. Offer a money-back guarantee
28. Add value to your website by including resources, articles, and incentives
29. Create a board of advisors
30. Charge premium prices for quality products and services
31. Create a promotional kit—no more brochure
32. Celebrate non-traditional holidays
33. Offer free tele-classes
34. Establish 1-3 goals to focus on each month
35. Host a special event

36. Package your products or services
37. Place newspaper ads in the section where your customers are most likely to see them
38. Research the availability of "remnant" space, which is magazine ad space that remains unfilled by press time and is offered at discounted prices
39. If advertising on the radio, talk shows are best
40. Your time is valuable, so outsource as much as you can
41. Spend one full day each week on business development
42. Win an award sponsored by a trade association or professional organization
43. Leverage your publicity by including it on your website, in your promotional kit, and mentioning it in advertisements
44. Send out a press release to spread the word about company milestones, achievements, and awards
45. Always return phone calls and fulfill promises
46. Align yourself with cause-related programs that you genuinely believe in
47. Market through direct-mail with a three-tiered postcard campaign
48. Remember that marketing is about VCR: Visibility, Consistency, and Repetition
49. Order reprints of articles you are featured in or have written
50. Look for speaking opportunities at adult education centers and your local chamber of commerce
51. Follow the same basic rules with the press as you would with a client
52. When dealing with the media, anticipate their questions, label photographs, and explain why your story is worthy of coverage
53. Ask the media if you are calling at a good time and when their deadline is
54. Emphasize benefits of your product/service over features
55. Survey your customers to gain valuable feedback
56. If you find yourself in a crisis situation with the media, be proactive and stick to your point. If handled with finesse, your crisis could be your best publicity yet.
57. Position your product or service as one that so completely fills a need, that your customers will have a hard time imagining life before you came on the scene
58. Ask yourself, "How can I create the perception that my market simply cannot live without me and what I have to offer?"
59. Test your product or service with real people
60. Have a list of references with phone numbers on hand
61. Compile a list of frequently asked questions
62. Create a leave-behind folder
63. Do the unexpected
64. Update advertising images quarterly
65. Keep your eye on future trends
66. Define your quintessential qualities
67. Keep your identity consistent
68. Network to build your prospect base
69. Provide superior customer service
70. Implement a method for handling the results of a successful marketing plan
71. Treat every call generated as a lead
72. Be persistent in your follow-up
73. Piggyback off of existing news stories
74. Focus on local marketing

75. Establish benchmarks to measure performance
76. Conduct a competitive analysis
77. Identify the results that clients will experience from working with you
78. Work at building relationships with your customers
79. Draft a list of your dream clients
80. Create unique pitch materials
81. Leverage civic contributions through signage and press releases
82. Establish a relationship with a promotional company
83. Draft compelling web site copy that reinforces your message to your ideal clientele
84. Provide calls to action at your website
85. Promote your website on your business card, in your email signature, in article bylines, and at networking events
86. Capture leads
87. Buy lunch with an industry leader by offering to donate \$1000 to the charity of their choice
88. Employ a loyalty program
89. Sponsor a little league team
90. Carry a camera and seize the moment
91. Never send a holiday card in December
92. Create an award
93. Utilize email auto-responders
94. Use "pull" marketing to draw prospects to you
95. Have a professional appearance that makes your first impression your best impression
96. Utilize a marketing mix
97. Be aware and open to new opportunities and be prepared to pounce on them when they show up
98. Attend a marketing seminar and try to relate the situations or examples to your business
99. Work with a copywriter who can make your words sing, be easily repeatable, and succinct
100. Have a marketing calendar to identify marketing opportunities throughout the year and execute your ideas in a less stressful, more proactive manner
101. Update your database religiously

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