



# **The Small Business Development Program**

**E-Book Quick Read**

*Boost Your Sales  
and Attract New Customer*

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### ***About this E-Book...***

With this ***E-Book Quick Read*** of the ***Small Business Development Program***, you get a broad overview of ways to boost your sales and attract new customers. Included are Marketing and Advertising ideas and tools that will help you understand the basic concepts and ideas.

As with most E-Books offered as components of a package, the purpose of this EBook is not to specifically reiterate the material highlighted in the **Manual**, the **Workbook**, or in the tools and interactive material from **Business Success Wheel** or **Business SWOT Analysis**.

Just as the title suggests, this is a “quick read.” However, once you’ve familiarized yourself with the basic concepts, you’ll be anxious to work through the **complete *Small Business Development Program***.

## ***So what's this Big Deal about Marketing?***

Marketing is like the weather. Everyone talks about marketing, but few do enough about it. When you ask what is the “big deal”—that’s an excellent question--and one that we’re happy to work with you to determine, because—no matter how you want to view it—there is one proven fact which is true of business owners, worldwide.

In today’s recessionary spiral, every good business owner wants to do more with less. We will help you discover new ways of doing that.

Every business owner seeks ways to increase sales and revenues. Period. There are always challenges to increase customer traffic, increase website traffic, or to increase mail orders, more effectively, for less money. Your business can be a simple mail order business, an online venture that sells hundreds of items across borders, or a multinational corporation which employs hundreds and hundreds of employees. The basis for this statement is the same...everyone needs to do more with less.

And yet, everyone seems to want to present Marketing as a nebulous and the most difficult part of running a business. You need to know what to do, you need to study how to get your marketing message right, you must focus on marketing to customers or clients in this specific way, you need to understand segmentation and market demographics, or you won’t be successful. It’s enough to make you throw your hands up in disgust!

One of the highest sales books in the world which focuses on Marketing experiences and boasts one of the key authors in the business world tells us that we must focus not on the way those who might purchase our products or services are influenced, but how WE must focus and compete on quality issues, on innovation and its implementation, and on customer service. I’m sorry—we’re taking something that is basic and easily understood and making it difficult.

**Here's the bottom line.**

What can you do to make whatever it is that you are selling, or renting, or leasing, or giving away more attractive to those who would buy it, rent it, lease it or use it?

You need to find new and additional ways to build your business at less expense. If you are reading this e-book, you are a business owner interested in finding new and exciting ways to address your needs.

We're here to help you find them.

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The old school marketing theory revolves around the 4 P's—**Price, Product, Place and Promotion**. Hold that thought, but, first, we're going in an entirely different direction—one which you will instinctively understand and one which will make you say, "Okay, I get it."

***The Sad Story of the Dead Donkey***

Young Chuck had looked everywhere for a donkey that he could afford, but every donkey that he could find available for sale cost at least \$500, and he didn't have that much money. Desperate for a donkey to do work around his farm, he bought a donkey from a farmer he didn't know for \$100. Chuck knew that the Donkey would not be much of an animal for only \$100, but figured that although the donkey might be obstinate, and he might be lazy or old, he would get some level of work around the farm.



The farmer with whom he worked the deal agreed to deliver the donkey the very next day.

Chuck was pleased.

Unfortunately, the next day the farmer searched out Chuck and said, "Sorry, son, but I have some very bad news. You know that donkey I sold you? Well, the donkey died."

“He died?!” Chuck screamed. “I can’t lose that \$100...and you have an obligation to either produce the donkey or the money.”

Chuck recognized immediately that he was already into the donkey for \$100 which he could not afford to lose, so he said to the farmer, “Give me my money back.”

The farmer said, “I’m really sorry, but I can’t do that. I went and spent the money already.”

Chuck had now lost both the donkey and the \$100. What could he do? Suddenly, he had a revelation as to how to capitalize on this catastrophe, as well as make enough money to buy a donkey that would do great work and—hopefully—live a long and prosperous life.

Chuck said, “Ok, then, just bring me the dead donkey.”

The farmer asked, “What ya’ gonna do with him?”

Chuck said, “I’m going to raffle him off.”

The farmer said “You can’t raffle off a dead donkey!”

Chuck said, “Sure I can, just watch me. I just won’t tell anybody he’s dead.”

A month later, the farmer met up with Chuck and asked, “What happened with that dead donkey?”

Chuck said, “I raffled him off. I sold 500 tickets at two dollars a ticket and made a profit of \$998.”

The farmer said, “Didn’t anyone complain?”

Chuck said, “Just the guy who won. So I gave him his two dollars back.”

Through humor, we see that Chuck was faced with catastrophe. His money was gone. His donkey was dead. Rather than succumb to a loss of funds, and to what must have seemed to him to be blind, bad luck, he determined that he would make the situation—in which he found himself—work.

We won't comment on the ethics of marketing a dead donkey. And we can't vouch for the truth or veracity of this story, because we didn't know Chuck or the farmer personally, and we never saw the dead donkey. But stories such as this create amazing learning opportunities for you as a business owner or developer to learn to view challenges in different ways in order to find ways to improve your business. This isn't some difficult theory based on Price, Product, Place, or Promotion...it's based on using your innate sense of how to make your business work for you.

As we say in the **Manual** which accompanies the complete *Small Business Development Program*, the entire concept of Marketing is predicated on the fact that you must seek out ways to create a need in the mind of the consumer or client for your products or services. Notice we didn't say that we were going to do that for you. We are going to furnish you with a set of tools, and you are going to do the work. After all, it's your business, and if you won't make it better, who will? There is no one who understands your business as well as you do. If you haven't started a business as yet, keep one critical concept in mind—you will know more about your business than anyone else.

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## ***Presentations Create Interesting Opportunities***

Several years ago, we were involved with what is called an Initial Public Offering of stock—a financing through the public sales of stock in a company for which we worked.

As one of the senior officers in a young company, it was my personal responsibility to brief those who might purchase our stock in the project and, once they purchased the stock, share how those funds would be used.

The briefing was held in the conference room of a major hotel, famous from movies and TV shows. I had a professionally prepared presentation and was to deliver the presentation from a teleprompter. All I had to do was show up, stand up, deliver what was written and played on the teleprompter screen in front of me—and not act nervous in front of about 350 different money managers and institutional



funding experts who represented a total of over \$500 billion USD in funds which could be invested. We were only seeking about \$10 million.

When it was time for my presentation, I stood in front of the group—and rather than start immediately into the presentation—I stood in front of the group and looked at them for about 10 seconds—just long enough for the CEO to start to get nervous and think that I was going to freeze up in the presentation process. There was no need to be concerned, because what I realized that day in the Conference Room at the Plaza Hotel in New York City was what you--as a business owner--know about your business right now, instinctively.

No one knows more about your business than you do. No expert can tell you things about your business you don't know. No consultant will tell you things that you can't see.

As I stood in that room, I knew more about the plan, more about the opportunity, more about the way to move the business from point A to point B than anyone else in the room. I certainly wasn't the smartest guy in the room. I didn't have a top degree from the top Business School in the world. What I knew was what I had learned by putting together all the facts about the business.

And you know that about your business.

Now, it's true that an Expert or a Consultant sees things differently than you do and presents opportunities in ways which you might not recognize, so they have their value. It's true that financial gurus may see your cash flow differently than you do, and that bankers may want to secure their investment in ways which you don't understand.

But instinctively, if you're the business owner, no one—that's right, no one—should understand more about your business than you do. The key is to take what you know and translate it into information which will let you create a compelling need in the mind of the consumer for your product or service.

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## ***Key Elements of Marketing***

Within this learning program, there are four key elements in the Marketing Planning Process which you will learn about— the process of analyzing the market opportunities, the process of developing marketing strategies, the process of planning of your marketing programs, and the management of your Marketing Process. Think of this as a cyclical process. Your needs can start anywhere in the cycle, and can be met anywhere in the cycle, but will be best met if you complete the cycle.

In the complete ***Small Business Development Program***, we will make a series of learning tools and interactive templates available to you for your planning purposes. We'll ask you to complete a workbook which parallels the **Manual** you'll be reading. We've furnished you with a **Business Success Wheel**—which, when reviewed in the context of the eight attributes of Marketing, will help you define the pathway to take your business, and which will visually give you a way to recognize the eight Marketing Attributes you will be learning and practicing.

We're a firm believer in the power of SWOT. Developed originally in the 1950's, the SWOT process has been modified and improved over the years to allow any business owner the opportunity to improve his or her business. **The SWOT Template** you are furnished with will help you to chart the strengths, weaknesses, opportunities, and threats that your business faces and put them into a context which will allow you to develop a written plan of action.

SWOT is now a process taught around the world in business schools to help define action and reaction based upon self-assessment of the business and the current "snapshot" of where your business is and what it's doing. Think of the current state of your business as a "snapshot in time." What does the picture of your business show you today?



The ideas which are expressed in this learning course will work for any business, regardless of type. You may have a small business, or you may own a very large one; following this program will help you understand more fully the key elements of marketing which transverse not only the borders of countries, but the types of business.

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## ***The Most Important Aspects of Marketing***

Barter was the initial foundation of trade.

Let's say that you have wheat which I need for flour for my bread. I have a chicken which you need to get eggs for your family. I will trade you my chicken for your 5 baskets of wheat. That type of transaction seems fairly straightforward.

But what if two people want those same five bushels of wheat? How will the wheat owner decide which offer to accept? Maybe a chicken owner decides to up the ante and make the offer two chickens for the 5 bushels of wheat. Or he gets really smart, and only offers a rooster, but no hen. All of a sudden, the concept of negotiation has arisen.

But what if there is no market for the wheat? What if no one eats bread, and so there is no demand for the wheat? The wheat farmer must find some way to make his wheat attractive as a product available, for sale or trade.

Out of this necessity, the process of Marketing was born. Marketing is creating a demand in the mind of consumers for a product or service. Advertising is using Marketing to communicate how that demand may best be met.

You may not need 5 bushels of wheat, but that's what I want to trade. I'm going to look for the best deal available for those 5 bushels of wheat. So what are the ways that we would start the process of making the 5 bushels of wheat available?

We would market the wheat to potential buyers. And in marketing the wheat, we would remember three key facts about marketing:

### **1 You must let your customers or clients know that you are in business.**

Often, we find that clients are unaware we are in the marketplace, seeking new customers. If clients or customers do not know that we are active in the trade—or, in this case, in business—they will never come to see us, or visit us online, or send us a letter asking for us to send them a catalog.

In the material presented, we share the story of the shop owner who “didn't have the money to advertise his business.” When he went out of business, the first thing that the landlord did to recover the funds he had lost in unpaid rent from the ill-fated businessman was to start advertising so that customers would begin

purchasing goods and services. The landlord recovered all his lost money, and customers were astounded at the great deals they received on brand new merchandise. The only one who lost in this venture was the shop owner who “didn’t have the money to advertise his business.”

In the wheat selling example, if people do not know that you have wheat for sale, they will not know to contact you to purchase it.

You lose, and so do they. Clients and customers must know that you are in business, otherwise you lose—and so do they.

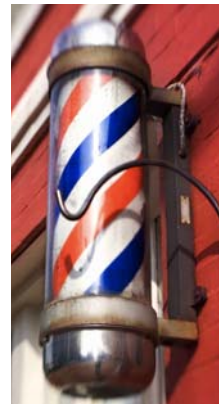
## **2 Business owners must let clients and customers know what they are selling.**

The name of your business can be one of your strongest attributes. Does it tell those you would do business with what type of business you are in? Does it let them know what you are selling or what you do? Don’t you think that might be a major aspect of getting the word out and building your business?

### ***John’s Barber Shop***

John named his business what he did for a living. He was a barber. Would one think that John’s Barber Shop sells cans of soup, like a food store, or tires for automobiles? Probably not. John is likely a barber, and cuts hair for a living. John will focus his marketing and advertising efforts on letting current customers and potential clients know that he cuts hair. Not only that he cuts hair, but—most likely—that he cuts hair very well. John probably won’t market his shop to bald men, because they have no hair to cut. He might or might not sell wigs. He probably will sell some types of hair dressing or cologne/after shave. He might offer a hot towel shave.

He will probably focus his efforts on attracting men who have hair which grows and needs to be kept trimmed and neat.



What will John charge you for your haircut? That may depend upon John’s perception of the strength of his market, the strength of his name—or brand—in the marketplace and the value component he has elected to offer.

Hopefully, the quality of his haircut will justify the cost that he charges. Hopefully, he can charge full price for his services. If he is in a competitive market, he may be tempted to reduce his prices to attract more business. One of the key attributes of marketing which we will discuss in this course is why NOT to decrease your prices.

If you are competitive and offer a great quality product or service, you should plan on selling your product or service at full price. The key is to let customers know what you are selling.

If the customer does not know what you are selling, you have no chance to market to them. Any funds you invest in marketing or advertising are wasted.

### **3 You must let your clients or customers know where or how to find you.**

Real estate salespeople have a slogan. The three most important aspects of any good placement are location, location and location. In the eyes of those who sell and lease real estate for a living, location is everything.

In the eyes of those who work with businesses on developing their sales and profits, letting clients or customers know where to find you is critical to the success of your business.

Some countries do not have common street names. In this case, businesses cannot tell their clients that they are located, for example, at 123 Main Street. They must tell their clients that they are at the Fifth Block beyond George, Building 13. It's a difficult thing to explain how this is more challenging for a business, but here is a basic guideline—for every additional explanation which must be offered, you will lose an average of 10% of your potential clients or customers. Five explanations and you've lost half your potential clients or customers—simply because they don't know where you're located. Often, a business will let customers know that they are located, "behind the Post Office" or "down Regal Road from the Hospital"—using commonly referenced points to explain positioning.

If you operate a business online, always use your URL so that people can find your website. Your URL is as important as your street address. It allows people to find where you are located, and where they can purchase goods or services.

Always publicize where your business is located or how clients can contact you easily.

**Remember these three key points:**

1. I'm in Business!
2. Here's what I'm selling or doing!
3. Here's where or how to contact me!

*Have you met all three of these objectives successfully and fully?*

## ***Your Marketing Manual***

Within Section 3 of your **Manual** in the *Small Business Development Program*, we present **51 different creative ideas for Marketing and Advertising your business**. We believe that there is nothing which will convince a reader that our ideas and programs are sound faster than presenting a series of ideas which can be implemented quickly, and—in most cases—quite reasonably in price.

These ideas are meant to motivate you to think outside of the box—think differently than you normally might think—and identify overlooked opportunities as fresh possibilities to grow a business. This is intended to impress upon you that it takes a combined, integrated and systematic approach to attract clients. These breakthrough ideas are also meant to motivate you to stretch yourself and start examining products you have never been interested in before and to get a fresh new perspective and ideas and insights into areas you have not considered previously.

We begin with the concept we believe every business owner must consider: Diversify what is being offered. There is no better way to change a business than to add additional items, expand product lines, and offer other services or additional services for your customers or clients at competitive prices.

In Section 3 of the **Manual**, you'll find a series of steps which can be implemented at low cost and which should create significant revenue if you implement them properly. Section 3 of the **Manual** offers the “meat and potatoes” of the program.

It also discusses the importance of using public relations as a key to making the public aware of your business.

**It is critical that you present your Public Relations idea in three phases:**

1. What the news about your business is—what is happening in your business.
2. How the news about your business will impact the lives of your customer base
3. How this impact can or will change the customer's life

If you present these ideas in this order, you will find that media outlets will pick up your story, and the story will be copied and distributed at no charge to you. No charge marketing and advertising is the best marketing that you can receive.

Section 3 also discusses the **use of Coupons in your business**. Coupons are one of the most successful marketing tools you have at your disposal...not only your coupons, but the competitor's coupons. Always accept competitor's coupons for your goods or services. If a competitor is offering a phenomenal offer, and you feel like you will lose money on the offer, think about this—you have gained the customer and the customer will remember where the person redeemed their coupon. If the coupon brings the guest into your business, it has fulfilled the purpose-no matter who printed it and distributed it.

Using humor to expand upon competitive challenges is an excellent way to build business.

We're reminded of the client who operated a dry cleaning store—one of our clients—who had a direct competitor open another cleaning business within sight of his business, located in a specific location for over 40 years.

The competitor said to several other businesses in the area, "His business has been so successful, and I decided this was just a good place to locate. Maybe I'll take away some of his business."

In order to do so, when he opened his business—which was a direct competitor—he charged 40% less than our client's business, which had been open for 40 years. Did the established cleaners lose some business because of the price competition?



Yes, he did...until our client started advertising a special which allowed customers to bring in the clothes cleaned at the other establishment for “recleaning” for only \$1.59 when presented with a receipt from the other cleaners.

The implication of the marketing promotion, was, of course, that the newcomer didn’t have the experience or the ability to do the job properly, and if you made the mistake of going to the wrong cleaners, you could get the job redone promptly and reasonably—in the proper manner, and with a smile and an invitation to return.

The marketing promotion was wildly successful, and our client was able to not only build upon the weakness of the competitor, but also solidify the loyalty of his current customer base.

Always accept competitor’s coupons at equal or additional value to your clients. This is a critically important idea to communicate to your employees. They should understand that any coupon brought in is always accepted, whether from your business or a competitive one. Even if expired, if the customer or client is drawn to your business product or services by the coupon, some type of accommodation should be made to illustrate the importance of the client to your business.

**Idea # 43 in the Manual is to Learn to Talk to Your Customers about Their Needs**—not what you are selling. Too many business owners are more focused on what they sell than on the needs of their clients or customers. When a Consultant is asked what he/she does, the answer should always be, “Whatever the client needs.” Business owners should also focus on selling what the customer or client needs. The astute business owner will carve a time out of his/her busy schedule to speak with as many customers or clients as possible.

What will he/she ask? It’s probably more important that they simply learn about their clients than ask a specific set of questions of each. The knowledge of the client will assist them in structuring the direction of the business. Every business owner should plan on spending at least 25% of his working time simply talking with his clients.

Within this 25% of your time, ask questions. Don’t try to sell a customer on what you have available—let them sell you on what you need to be doing.



**Idea # 48 from Your Manual is to work with your customers or clients on solving a problem that they may not even know they have.**

It's easy to recognize that businesses survive to satisfy the needs of the client or customer. But what if that client doesn't understand his needs? What is the customer does not know he has a problem?

Good business owners will investigate all the needs of the client and offer alternatives for resolution of his/her challenges faced and identify for the customer the alternatives which exist to meet his needs.

***How does this enhance marketing?***

Marketing is the influencing of decisions made in a way which sometimes is very open and sometimes even occurs below the decision-making level. If you as a business owner are able to help a client solve an issue before it becomes an issue for them, you will convert a prospect into a customer for life.

**How can you solve issues for clients which they haven't identified?**

1. Ask your clients what challenges they are facing.
2. Discuss the opportunities they face and how to resolve them.
3. Develop a multi-person group within your business to focus on their challenges.
4. Never hesitate to ask probing questions which may assist in recognition of additional challenges they face.

Let's revisit the example of the dry cleaning business we mentioned earlier.

Many of my client's customers elected to look at another option because of price, but they found out that price is not the only thing to consider when choosing a dry cleaner. They found in the new shop that quality was not as good, that service was not friendly or committed, and that they probably shouldn't have made the decision to leave my client's establishment only because of pricing considerations. Did that make me happy? Yes, for my client. But it also reinforced in my mind that we must learn what makes our customers happy and give them a reason to return over and over to our business. Part of that is the understanding of which groups make up our customers. Every business owner must understand which groups find his/her business necessary.

Let's talk just a bit about Marketing Segmentation and how it impacts your business.

Learn this term: Segmentation

### ***So what's the **buzz** about Marketing Segmentation?***

**Marketing Segmentation** is a term which marketing experts use to determine who, exactly, you are trying to reach with your marketing. It is, quite simply, who your marketing is designed to appeal to. Are you advertising to women or men, to a defined age group, to users of specific products, to proven past purchasers? There are many definite ways to address specific target markets. You can address customers by demographics—age, race, sex, family size, etc. You can address customers by socioeconomic factors—how much money they make, what jobs do they currently hold, or how much education have they had. Marketing experts define the segments by as many as 150 different variables.

Let's think about only a few of them, because, although marketing science is interesting, it's only important to you as a business owner for one reason: you must understand who your customer or client is— in order to understand how to market to them.

Descriptive demographics can be defined by ages, gender, income, occupation, education, family size, religion, nationality, geographic region, size of market base, definition by climate, definition by population density, definition by whether or not one is a current, past, or future customer, definition by type of personality, etc.

One client we had was selling a product which we defined as appealing to the following:

65% male within the age group 20-24, income level \$10,000-\$20,000, 75% white/25% non-white, with secondary purchasers 35-49, income level \$20,000-\$30,000, 60% white/40% non-white, tertiary purchasers in the income group of \$30,000-\$50,000 per year and in the age group of 50-64.

This scenario creates a marketing dilemma for you if this is your business. You are not sure if you should be marketing to the larger component of younger users, or the more affluent group of older users. Additionally, marketing—especially print marketing—which might appeal to white clients may not appeal as strongly to non-white clients.

Such is the ongoing dilemma for marketers.

You can develop a slogan, a brand, a logo, packaging, or sales technique which appeals to a broad audience, but will that broad audience overlap the specifics you know about your product and your targets? Should you market to the mass market, or should you manage your marketing to key component groups that you know will use your product or service?

Early in my career, I worked for a restaurant group. The company was always running some type of promotion, and was doing what was called Direct Mail Advertising; they would mail a coupon to your home which offered a discounted meal if you presented the coupon. This is a proven marketing tool in many countries of the world.

After running this type of promotion for some time, however, the drop-off in response led us to believe that customers were only waiting for us to do a mailing prior to returning to the restaurant. Some significant testing proved this was, in fact, the case... customers were being “trained” to wait on our promotions to run prior to patronizing our establishments. Moreover, we started understanding more and more how we could either make the cash register ring, or build a base of new users by defining we wanted to direct market to proven customers who we knew would use the coupons, or if we wanted to introduce new customers to the restaurant by defining the recipients of the coupons as only those who had not purchased from us previously.

Our choices expanded and we were able to decide—proven customers, or new potentials? Which would you choose and why?

These are the reasons that marketing and advertising are so often referred to as a science; there are specific rules that we find apply in every case; marketing is also referred to as an art because no amount of “guesswork” is ever going to meet all your marketing needs. As you follow the pathway to marketing knowledge, seeking to **Boost Your Sales and Attract New Customers**, you will find that as your knowledge of the science of marketing increases, your acceptance of your growing abilities in the art of marketing will decrease. Your confidence level may decrease, and you may find that you justifiably start to fear that you simply can’t market to everyone.

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## *Welcome to the Marketing Dilemma*

### *To whom should you market?*

Remember how we said in the initial stages of this book that we would explain how the older strategic marketing concept of the 4 P's applied? This is where we start to examine the concept of the 4 P's and how the 4 P's impact your marketing decisions.

The 4 P's, in case you have forgotten them, are **Price, Product, Place, and Promotion**.

If you think of the 4 P's as an equation, where Price is equal to or less than the other three P's—Product, Place, and Promotion—you will start to understand the pricing dilemma which many business owners face.

$$\mathbf{Price \leq Product + Place + Promotion}$$

Price is what is called elastic...which means that it can vary, based upon your product, the demand for the product, where it is distributed, and how it is promoted.

Pricing is considered to be inelastic if it does not change. What are some examples you can think of where pricing is elastic, and where pricing is inelastic?

Inelastic pricing would generally be considered to be for a product which has little or no competition. Competition generally raises the quality and lowers the price of a product or service. Many marketers, today, look at other elements not included in the 4 P's. They may look at such esoteric contributors as customer sensitivity or customer inelasticity in purchases. They may seek out customer convenience issues—are your goods or services such that you can take them to the client as opposed to the client coming to you? Are your goods and services deliverable as online offerings instead of in hard copy format? Are you selling intellectual property you have developed online?

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## *Using the Business Success Wheel*

Part of your *Small Business Development Program* centers on the Marketing Activities outlined as components of the **Business Success Wheel**. Many writers portray success in different ways, but we have identified **8 key components** we feel are essential to Business Success.

Each of these key components comprises the basis for **true Business Success**.

Let's look at each of these different attributes and just share a few comments about each one. You'll be able to address each attribute individually as you work through not only the Business Success Wheel Verbiage, but also your Workbook. The Workbook will actually allow you to create all of the bases for your own Marketing Plan for your business.



Let's think first about **Marketing Acumen**. Acumen is defined as being able to "demonstrate keenness and quickness in understanding and dealing with a situation." Acumen is a characteristic which you develop over a period of time in running your business—a characteristic which allows you to summarize and make marketing decisions quickly on several different levels, measuring your potential success against both your own expectations, and the expectations of others. Acumen is something is gained over a period of time, but is critical to your success in Business. It will help you gain a marketing edge, and it will keep you out of trouble in the various promotions that you plan.

**Marketing Analysis** can help you assess whether you should or should not introduce a product or a service into an area. If you are planning to implement a new product into your business, doing a Marketing Analysis will help you determine if it is a good idea, what the demand for the product or service in that marketplace might be, and help you gauge whether or not you will be successful. If you are planning on taking your business into unexplored or uncharted territory, you will probably develop some type of marketing analysis to help you determine it that is a

good idea. As an extension of the Analysis process, you stand to gain perspective on possible sales increases or revenue extensions.

**Marketing Insight** is related to intuition. When we say that one has Marketing Insight, we are saying that he or she has an ability to clearly understand the nature of marketing. Do you clearly have the ability to understand the nature of marketing? Do you understand the difference between, for example, marketing and advertising? Advertising is one type of marketing, but holistic marketing is considered the way in which you influence the thinking of others to encourage trial, to encourage purchase, or to encourage repurchase.

Any marketing you undertake should be designed to impact upon the thinking processes of your clients or customers. It should create a desire in the mind of your client or customer to purchase your goods or services.

Anything else in marketing leads to wasted time and money. **Anything!**

**Marketing Expertise** is important in any business. It's easy to use the word expertise, but it is sometimes quite difficult to explain what expertise is either to others, or how it is used—and why it is essential to business success. What is expertise? Expertise represents judgment. Judgment often comes from experience; hence, we can say that our experience directly influences our judgment. You may have seen a promotion in an area similar to yours that was very successful. Conversely, you may have seen promotions run for products like yours that were utter and dismal failures. It's often more constructive to learn from the failures of others than to invest our own money to lose, and it's generally much more profitable to watch others lose money as opposed to losing our own revenue line.

**Marketing Accomplishment** reflects achievement. When you have achieved great things in the development of your business, others will look to you and will have you illustrate for them their obvious opportunities for improvement or growth. They will see you as a "Guru" in a specific area of business. Accomplishment means more than this, however. It means something which is done skillfully and with key objectives planned.

Most of all, however, your achievement will be measured by the fact that your business must make money. The key attribute—the reason that 95% of people start a business—is to make money. Profit is key. And to make money, one must plan for their business, operate it in a clearly professional manner, and be diligent in their efforts to protect and grow their business.

**Marketing Administration** is generally considered to be the “bottom line” of any program. It helps to determine how the marketing program will be run, what written rules and objectives are put in place to make it work, and how well it can be run by you or by those whom you designate. Your first objective in developing a marketing plan for your business should be to determine exactly how much you need, financially, for the next six months. This should approximate the total amount of funding necessary to cover your expenses—as well as that of your family, if appropriate—for the next six months.

Look at this number. When completing this exercise, most clients are stunned at their total cash outlay over a six month period. It is significantly more than they expect. Then, we want you to think about the business you are developing, and we want you to develop a budget for the business for the next six months, to gain some further insight into charges you will incur with your business.

This will give you an approximation of how much money must be generated to pay your expenses of both the personal and professional side of your business, and will give you a strong indicator of the amount of funding you will have available for marketing administration. Marketing Administration is not only the management of the marketing to achieve business success, but it also represents the process of paying for marketing which is needed to drive the sales and revenue line of your business.

The concept of **Marketing Delivery** highlights how well you execute on all the various promises made to your clients or customers by your slogans, by your branding, by your presentations and representations. Can customers believe what you say in your advertising?

If you own a pizza restaurant, and you promise a pizza to be delivered within a certain timeframe for a certain price, is the perception in the mind of your customer that you can deliver a perfect product within the time allotted?

Let's assume that you are running a business where you are selling a software product online via download. You expect clients to pay for the software prior to your delivery of the product. Are there delivery issues which inhibit the sales of the product? Do people trust your website? Is your reputation spotless when it comes to execution of the implied understanding that you accept payment for a job well done?

**Marketing Style** is the last attribute to build upon for Business Success. Style is critical to success. Style in marketing represents the way that facts are represented



as opposed to the specific facts which are presented to the client. Your own marketing style highlighting your product or service can be unique; it can be special; it can be humorous, or thought-provoking. It can generate emotion; it can be obnoxious or demeaning. The key to your marketing style will most likely be that it will be different. Differentiation in marketing style opens doors which will help potential clients or customers to distinguish you from others and make your offering significantly more focused for your specific offering, no matter the range or breadth of the offerings.

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### ***The Overall Concept of Applied Marketing***

Let's delve a bit deeper into the Marketing Jungle and look at some of the basic concepts of EMarketing. If you do not have your product or service marketed online, you are missing one of the best opportunities of all time to market your product or service to a potentially worldwide audience. More and more small businesses are finding that they can sell their goods and services around the world to an audience which—only a few short years ago—could have only been dreamed about.

EMarketing, in opening doors which otherwise might be closed to you, also raises some specific challenges. Any type of EMarketing which you do should be targeted to convince your buyers to return to your website again and again, and to purchase more products from you—at, generally, higher prices. EMarketing is based on two factors: development of the brand—how you are perceived by the client—and the customer—how you are able to reach out to the specific customer and sell them your goods and services.

One key factor that must be addressed, no matter if you are doing online or offline marketing, is that of addressing the specific needs of your clients or customers. Don't try to just sell them what you want to sell them...sell them what they need. Be sure that your customers or clients recognize that you are working hard to supply them with exactly what they need.

The brand—or perception that your clients have of you—will be one of the most important parts of your business that you will ever build.

It's sometimes difficult to explain to new business owners how to develop a brand. A brand represents everything that your business, your products, or your service mean to a client or customer. A brand is easy to crash. A brand is difficult to build.



Once you have built a brand, it becomes problematic if you attempt to modify the brand in the minds of your consumers. They will have expectations of your performance or services, and if you alter those performances or service, the customer or client will either feel, literally, cheated—or deprived of what their expectations are.

Recognize within the marketing sphere that perception is equated with reality until proven otherwise. As a matter of fact, this can be expressed as an equation which you should hold dear to your heart as you build your business.

### ***Perception = Reality***

While you may know that there are certain expectations a client holds which may or may not be accurate, the customer perception is the critical aspect of building your Brand.

Another aspect of your business which must not be overlooked is that of the Public Relations campaigns you will undertake. Anything which you do that impacts the Public, the public interest, the public flow of information must be measured in the activities that relate to your marketing. PR Is marketing. Telling a story of your business, or letting someone else tell a story of your business, is a way to expose what you are doing to the world. You must learn to communicate from the inside of your business to the outside world. No one with whom you work—not an employee, not a spouse, not a supplier, not a vendor—no one—should be surprised by any Public Relations efforts. They should all be aware of what is transpiring within your business.

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## ***Your Ultimate Marketing Tool***

Over the years, as we have developed dozens and dozens of different Marketing and Business Plans, we have come to one final conclusion which we will share... and we will call this **Your Ultimate Marketing Tool**.

No matter what you intend to market, no matter what your product or service, or what type of marketing vehicle you choose to relate your message, you must make your message to each specific customer or client a ONE-on-ONE message.

Whatever the message you are communicating, make the message one which is taken to heart by the person receiving it. They must feel as though your message is directed entirely at them, and they are having a one to one communication with you.

If you are able to achieve this level of one on one communication, you will be hugely successful in your marketing efforts. Good luck as you grow your business!