

MARKETING YOUR BUSINESS



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- ❑ Please turn Phones to Silent or Vibrate
- ❑ Facilitator & Introductions
- ❑ Follow the Facebook page
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- ❑ Complete Evaluations



MISSION

Name

What Problem Do You Solve?

Develop Your Mission
Statement of the purpose of
a company, organization or
person, its reason for existing.



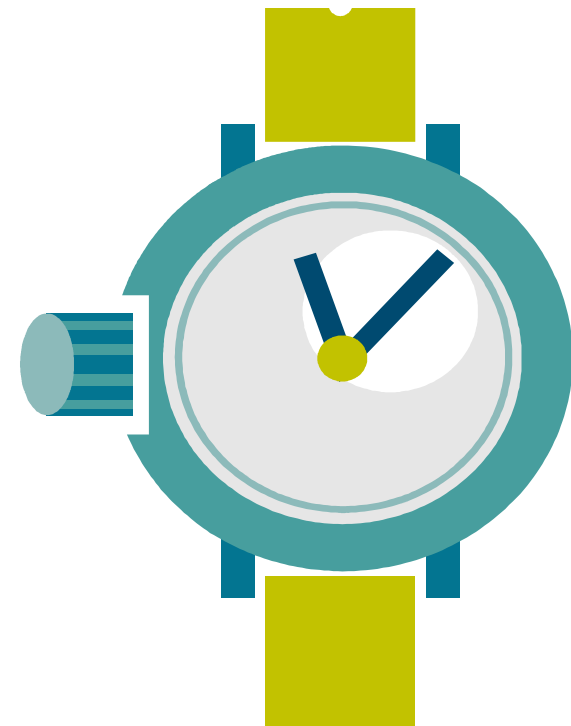
GOAL

A goal is defined as a broad aim toward which your efforts are directed. It's a “what,” not a “how”.



OBJECTIVE

An objective is a specific & measureable milestone that must be achieved in order to reach a goal.



TOP 7 OBJECTIVES



1. How much do you have to start the business?
2. How much will be the cost every month?
3. How much do you want to make per hour/year?
4. What will be its annual revenues in a year? 5 years?
5. Where will you be located in one year? 5 years?
6. Will it be a niche marketer, or will it sell a broad spectrum of good and services?
7. What are my plans for geographic expansion? Local?
National? Global?



STRATEGY



A strategy is a plan of action designed to achieve an objective. Strategies tell you *how* you're going to get there, the overall direction you are going to take.



TACTIC



A tactic is a specific action step required to deliver on a strategy. Tactics are what you do, and for every strategy, there are a number of tactics.



PRODUCT & SERVICE

Break down what
you
DO
and/or
SELL



MARKET

Demographics

- Age
- Education
- Income
- Race
- Gender
- Location
- Zip Code
- Children



Services

- Reference USA
- Simply Map
- Business Decision

COMPETITION

- List your Business on GYBO.com
- Google others local, regional, state & around the country
- Secret Shop
- Check prices & services
- Online Research
 - Competitor Sites
 - Social Media Engagement
 - Keywords & Hashtags



PRICE



Service Business

- Supplemental materials
- Time to service
- What you want per hour
- Going rate in the market
- Perceived value to Consumer
- Location/Availability

Product Business

- Raw materials
- Time to create
- Medium you use to sell
- Going rate in the market
- How much you want to make off each item
- Availability of the item



DISTRIBUTION

How does your product get to the consumer?

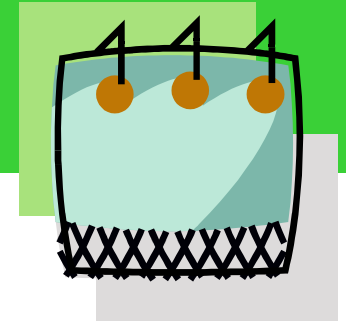


OPTIONS

Online, Store, Mobile, Physical Location, Telephone, Email, Website, Social Media



PROMOTION



How does your CONSUMER know about your product/service?

OPTIONS

Newsletter, Word of Mouth, Social Media, Business Cards, Specials/Coupons, Website, In-person demo, Ads with Media



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