

# MARKETING YOUR BUSINESS

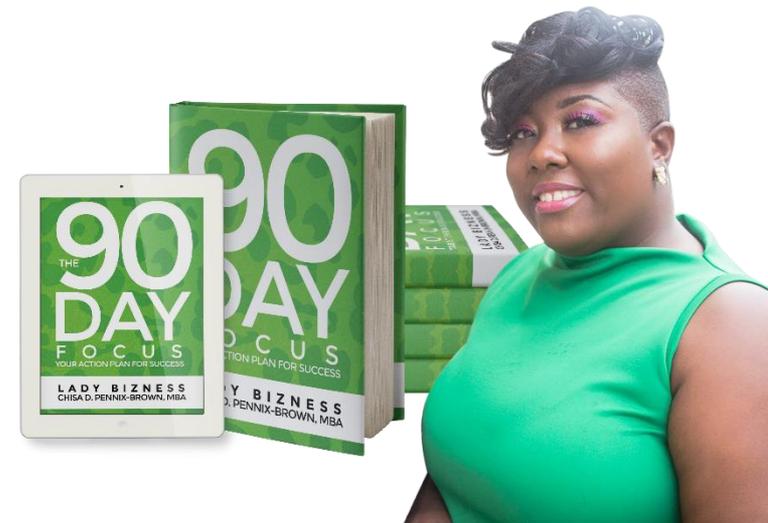


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NC'S #1 SMALL BUSINESS FACILITATOR



# WELCOME & AGENDA

- ❑ Please turn Phones to Silent or Vibrate
- ❑ Facilitator & Introductions
- ❑ Follow the Facebook page  
[FB.com/LadyBusinessInc](https://www.facebook.com/LadyBusinessInc)
- ❑ 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?



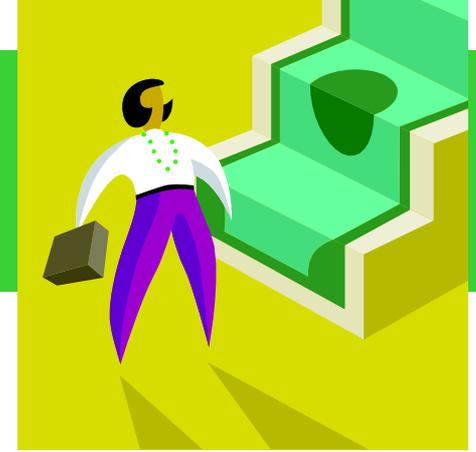
# STRATEGY



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

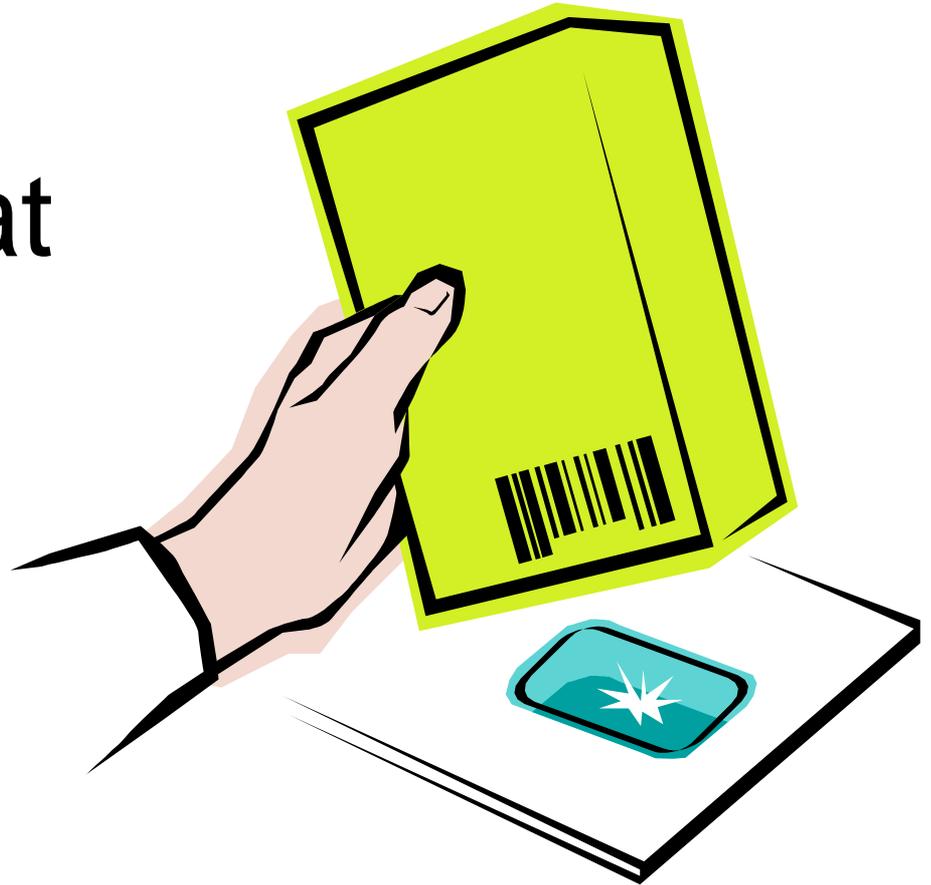


A tactic is a specific action step required to deliver on a strategy. Tactics are what you do, and for every strategy, there are a number of tactics.



# 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?

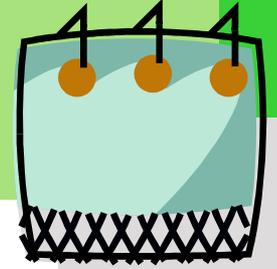


## OPTIONS

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



# GIVE IT TO THE PEOPLE!



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1 ON 1 SESSIONS

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