

ENTREPRENEUR'S WORKSHEET 4

Marketing

Tell the world the address on your door!

You've got your business plan. You've got your location. You're ready to start your business! But not until you tell the world where you are and what you do. You may have a great business idea, but without proper marketing, you could find yourself in dire straights within the first 12 months of operation! You may think you are in the business of selling a particular product or service, but really, *everyone* is in the business of marketing. Without it, you would have no business!

Answering these questions will help you to identify a marketing strategy for your business. It will bring out the creative side in you by helping you to generate some great ideas for marketing your new business!

1. Have you decided on a strategy to announce your business to your market? In brief, what is that strategy?

2. Have you considered advertising in local newspapers? What newspapers?

3. Have you found someone who can help you design and write your ads?

4. What is the main message that you want your ads to say?

5. Have you decided what, if any other media you will use to advertise your business?

6. What types of people regularly read, listen to, or watch these media?

7. Does your target market regularly read, listen to, or watch these media?

8. Have you researched what your competitors do for advertising?

9. What can you use? What can you do better?

10. How can you clearly identify in your marketing the unique benefits of your business? What are those unique benefits?

11. What other ways do you plan to market your company?

12. Have you considered creating a brochure, flyer, or catalog that could be used in a direct-mail campaign?

13. Have you devised ways to collect mailing addresses, phone numbers, or e-mail addresses of potential or existing customers that you can develop for a direct marketing campaign?

14. Have you researched your competitors pricing? What are they charging for similar products or services?

15. Will you be able to compete with these prices? If not, how can you alter your business to compete?

16. Have you created a marketing plan?

17. Do you have a plan for finding out what your customers want? For example, have you spoken with people in your community? Have you developed a way to measure customer satisfaction, such as a questionnaire?

18. Have you developed a strategy to keep the customers you serve? What is that strategy?

19. Have you developed a strategy to find new customers? What is that strategy?

20. Do you have experienced and trained sales people or staff? Can you rely on them?

21. How do you plan to train new staff?

22. Are your sales people and staff aware of your business goals and the overall vision for your business?

23. Have you told absolutely everyone you know about your new business?

24. Have you received any negative or positive feedback? What was that feedback?
