How to grow your clientele

No matter what kind of product, business, or company you are trying to promote, you have to be very specific and put enough effort into bringing notice and advertise content that will hit like buttons.

1. Problem/Solution

Everlasting Designs is a Web/Software Development business, but it is fairly new. We are trying to get our notoriety out in Virginia Locations, and eventually grow as a team.

The way to get notified by people is to spread a message. Business cards is a good way to start getting people to notice your business. But a much better option is to showcase what you do, to be specific you have to put your design out there.

Design pamphlets to showcase your skills, develop promotional products to advertise your business, leaving a lasting impression on a customer. Having a company sponsor your business is also a very good idea if your budget isn’t so good

1. Cause-effect/Effect-Cause

Advertising your business will increase your chances of getting more customers, hence increasing your popularity.

1. Motivated Sequence

Come up with a unique Logo

Start designing business cards

Design pamphlets to showcase our work

Develop a well stablished website

Design promotional products

Develop a mobile web application that will fit your business demands and your client’s needs.

1. Pros/Cons

Lack of Time

Business Growth

Building Relationships

Not enough money

Investing without return

Staff shortage

1. Comparison/Contrast

Time management becomes very important in this case.

Advertising locally is more than just opening a Facebook page.

Developing a good team of people makes things easier.

Developing an outline of every task keeps your goals more organized

Planning ahead becomes useful in achieving success.