



**ROCK  
SOLID**  
MARKETING SECRETS  
**GUARANTEED**  
TO EXPLODE YOUR BUSINESS

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## PLEASE READ THIS FIRST

### STUDENTS AND CLIENTS:

The information on the following pages will stimulate your creative thoughts on sales, marketing and small business. The word **Introduction** is in the title for a reason. My goal is to give you a *flavor*, just a taste if you will, of some important business lessons that I've learned over the last thirty years. My challenge was in trying to keep it super simple, yet somewhat detailed. It is so easy to sit back in the "easy chair" and think, "That's nice, but it won't work for me." In doing so, you will not gain the insight needed to be a creative marketer and business owner. The professional takes the ideas, and explores the many possibilities on how they can adapt the ideas to their particular business or situation. "I've tried that before, and it doesn't work". What? Only once? Some of the ideas and suggestions that follow, may need to be explored two or three times, perhaps with alterations, before your goals are reached. Why give up after only one try? The best is yet to come. Keep an open mind and ask yourself "How can I make that work for me?" Remember to document every marketing action you choose to take. Your personal records will act as a diary and encyclopedia of your successes. Enjoy and prosper!

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# What Were You Thinking?

Here, I will teach you how to think like a professional marketer and learn to take advantage of every marketing opportunity presented to you. It all starts with developing a professional business mindset.

## Developing a Marketing Mindset

It all starts with a state of mind. I see it all the time. Businesses are popping up all over the country and they are all faced with the same major question: "I have my business., now what do I do?" In developing a marketing mindset, there are some truths we need to establish here.

1. Just because you have a new business, doesn't mean people will patronize it.
2. Just because you have a "great product" doesn't mean people will buy from you.
3. Just because you can get 2,500 products wholesale, doesn't mean you can sell.
4. Just because your part of a franchise, they will guarantee your success.
5. Just because you have a website doesn't mean people will see it.

Business people who don't have a marketing mindset, rely on some common "myths" in building their business. Here are just a few...

1. You get customers by using only traditional advertising methods.
2. The more money you spend on marketing, the more successful you will become.
3. The better quality my product or service is, the more people will buy it.
4. Sales and marketing are the same thing; aren't they?
5. If I'm nice to people, and become their friend, they will buy from me.

The truth is, it's not just a product, location or website positioning that sells for your business. It's YOU and your marketing and sales ability. Begin to think of skills, testing, imagination and activity levels instead of just money and products to grow and prosper.

Anyone can get more customers by posting a neon sign outside their home or office. The problem is, that it costs about \$25,000 or more for a custom neon sign. Even then, it's risky for the amount of money invested. What I'm saying here, is learn to use your imagination and wit, instead of spending a tremendous amount of money. In any business, home or otherwise, cash flow is precious. Money tends to fly out of our pockets as fast as the "digital marketing industry" will take it. Think of it as a streetwise mentality instead of a spending money mentality.

There are many advantages in owning a small business, however it does require a certain amount of dollars to get the ball running and keep it running.. Let's be certain that we use our cash wisely by getting the most "bang for the buck." Try thinking on a more of a conservative basis that uses imagination, wit, and a little bit of mental stimulation. This marketing mindset will guarantee that your business will get the most marketing power out of every dollar invested.

Let's look at some prime examples of using "brain power" for marketing, instead of spending money in excess.

(Example one) There is a pizza parlor in small town USA. Overall, they aren't doing too bad business wise. They're sort of coasting comfortably. Over the next few months though, he starts to lose some customers, and sales start to spiral downward. Could it be that new pizza franchises that was built just two blocks away? You be it is. The owner decides that maybe it's time to do a little advertising. He discovered that the new pizza franchise in town was giving out refrigerator magnets as a grand opening promotion. Thinking this is the way to go, he contemplates the cost of producing 4,500 magnetic business cards. Discovering that he doesn't have the money right now to pay for them, he decides instead to send out a one off email to the local businesses and residents.

It, not just the fact that email is an inexpensive marketing tool, but **it's what the email said that makes this a worthy promotion.** What did it say you ask? "We will give you a free slice of pizza *when you bring in our competitors refrigerator magnet ad!!* Brilliant, I'd say Wouldn't you? Needless to say, the results were astonishing.

Why was the ad so effective? Well, to start off with, it was inexpensive. Most everyone purchased a medium or large drink to go with the free slice, so the cost to the owner was minimal. First, it helped to build a base of new customers for future business. Second, it even destroyed the competitor's promotion. How? Well, all over town, people pulled their refrigerator magnet off of their refrigerator so the easy franchise reference was now gone. Wow! What a great move by the little guy.

To get another perspective, let's take a look at the promotion on a conceptual level, in reverse. Suppose I was to ask you to design a promotion that was inexpensive, can attract new business for future sales, and would completely destroy your most potent competitor? Now you can fully realize the power of having a marketing mindset. It would be all too easy to try to outspend your competition on many levels, but odds are, your competitors are already established or have a seemingly endless, unknown marketing budget. Makes sense? How about this: There was a small town in New Jersey where there are five beauty salons on the same block and remarkably, two of them are even next to each other. Believe it or not, another beauty salon moved in just across the street, and the inevitable price war began. Each of the salons lowered the price of their haircuts by \$5.00. Week after week, the prices kept getting lower and lower. Finally, when the prices couldn't reasonably get any lower, the original salon posted a huge sign in their window that read "WE FIX \$5.00 HAIRCUTS!" Did you get it? The power and effectiveness of this marketing campaign is not in the use of the almighty dollar, but in the use of your own brain power and imagination. As we progress further, you will start to accumulate more examples of using your BRAIN POWER instead of just using what's in your wallet. Our minds will begin to focus on how we can get more impact by adjusting, dreaming, experimenting, investing less, coloring, reversing, testing, and even perhaps using the outrageous.

Let's apply some general marketing brain power to your particular business. The idea here is just to get you thinking, dreaming and imagining.

1. How can we communicate our message without using a sizeable investment?
2. How can we change someone else's promotion to our benefit?
3. What is the best way to test a future promotion so that it works the first time?

Now you may not know the exact answers to the above questions, but again, the idea is to get you THINKING. In being a professional business developer, I am continuously surprised to hear that new and home based business owners think of marketing as "taking out a magazine advertisement" or newspaper ad. This almost always results in a decrease in cash flow with very little return on your investment, if any at all. Of course, the traditional media won't tell you that. They'll say that it's a great way to advertise a business. The next line from them is a commentary on their circulation and how widely read their publication is. Well, as a marketing mindset "master in training", what would you tell that advertising rep when they come knocking at your door? Think about it now, before you answer. Well, let's see. If their publication has a great circulation (widely read) and the representative says that it's a wonderful way to build my business, *let's make a deal*. If the publication is as great as they say it is, they should have no objection to you offering them a percentage of sales for each and every sale that the advertisement generates within the next thirty days, in return for a quarter page advertisement. Right? Try offering that to your traditional local newspaper or magazine representative and then take note of the horror that comes across their faces.

Realistically, they probably won't take the offer, However it shows you and them that you have a real marketing mindset, and are results orientated (unlike most businesses) Logically though, why shouldn't they take the offer if their publication is the greatest thing (in their view) for your business? They should in theory. You're probably wondering by now why I am spending a significant amount of time on older traditional media advertising? The reason is, most beginning and home based businesses put almost 75% of their marketing budget in one or two shots with the media. When they discover the results are very little, if any at all, they are left literally "marketing broke" with no sales or even a future to speak of. One of my goals in life is to educate businesses to keep this from happening to them. Folks, *use your marketing mindset, not just money.*

This then becomes the basis for everything that is to follow. We want to approach every marketing challenge with the mindset of *How can I make this more effective for my business without significantly impacting my cash flow? Is this marketing challenge an opportunity to use my imagination? What can I do to change, and improve an existing marketing strategy, so that it fits in with my business goals and objectives?* In the pages to follow, you should know that not every idea will fit in exactly to your needs and specifications. The marketing mindset professional however, says "If this idea doesn't work for me in its present form, what can I change to make it work better?" This is where the amateur drops the ball. The amateur gives up easily and tries to find a better idea somewhere else, often failing or just giving up, when the answer to their question resides in a little effort and imagination.

**EXERCISE 1: The Power to Attract Attention:** The old saying is that before you can sell anybody anything, you first have to get their attention (marketing). Take a common magazine that you may have around the home or office and place it face up on a table. Open the magazine to a randomly selected page. If there is advertising on that page, what was it about it *that first caught your attention? (you only have about two seconds for your answer)* Consider these factors: color, pictures, photographs, headlines, fonts, wording, size, price, to name a few. Try using this idea with the internet too. What grabs your attention on each page? Write down your answer. Repeat the exercise nine more time for a total of ten. Now, look at the list. Are there any similarities? Has anything repeated between numbers one and ten? What do you think is the common denominator that's most effective in attracting your personal attention? Note: Wouldn't it be extremely effective to know what attracts our prospects (future customers) attention? Think about it!

**EXERCISE 2:** Using the above examples, what would you change about the advertisements so that it can fit into your business (and budget)?

If we were to compare our marketing mindset to a modern David and Goliath story, it would probably be the fact that no matter how powerful and expensive of a computer you buy (Goliath), some three year old child (David), or even the pet cat for that matter, can pull out the plug and shut down the machine. Yes, it takes more brain power sometimes to figure out where the center of power is in marketing, but it's very well worth it in time, effort and ultimately in results for your investment.

## Quiz -True or False?

In the following questions, be patient and allow time for the answers to come to you.

- 1 Putting your marketing money into print media, is usually a good deal.
2. The purpose of having a marketing mindset, is to target your customers.

## LESSON TWO:

### **You Must Have an Edge ....**

#### DESCRIPTION:

In this lesson, you will learn how to discover the definitive factors in your home based business that separate both you, and your business, from all others on the playing field.

## LESSON TWO:

Of all the lessons in this course, perhaps one the most powerful of all is discovering the few distinguishing characteristics that separate yourself and your business from the competition. These factors are so important to your business, that they may very well become the deciding factor in your ultimate success or failure. What does having an "edge" do? It literally commands a dominant position in you prospects mind whenever they envision using your product or service. Is that good? You bet! Suppose that every time the family automobile needed gasoline, you were somehow compelled to bring it to Bob's Filler Upper for a full tank. Maybe you consciously don't know *exactly why* the car must go to Bob's, but when it's time for the weekly fill up, Bob's Filler Upper comes to *mind first*, before any other service station in town. The truth is, you probably *do* know why you like to bring the car over to Bob's, but it's more than likely on a subconscious level, almost automatic let's say.

Let's explore this phenomenon a little further. Could any of the deciding factors have been one of the following? Which one would you choose from the following list? Better service?

Better quality? Better prices? Yes, they certainly could be the deciding reasons, but could it *be possible* that *none* of these factors had the deciding influence on your decision? Well, wait a minute; doesn't everyone make their buying decisions based upon price, quality and service? NO! NO! NO! (in case you've forgotten that little word that begins with an "n" and ends in an "o", go back and read it again three more times!) NO NO NO! It just so happens that maybe you always go to Bob's Filler Upper because *you're relative is the owner?* Why, of course it is! Everyone loves uncle Bob! Could it be that he always has a smile and tells me stories about our family and how I was a great kid? Sure it is! That's why you go to "Uncle Bob's". The fact is, it really has nothing to do with the quality, prices or service at all. Yet, I'll bet the ranch, that when you discuss gasoline and cars with your friends, prices always come up in the subject matter. Right?

Ladies and gentleman, BOB HAS AN EDGE! You are a lifetime customer for old Uncle Bob. So much so, that even if the filler station is fifty years old, has a bad location, pumps don't work so well, has pot holes, signs falling down, smells like grease, and is closed six day a week, you'll still go there for as long as Uncle Bob lives! Now, you can see the importance of differentiating your business from everyone else in the market place. Having and edge *compels* perspective customers to choose your business above all others. You know, I'll go further out on the limb to say that even if old Uncle Bob sold used widgets, you would go to him first too, right?

I'm sure that you've noticed by now, that I made the deciding factor (the edge) in the above example, something other than price, quality and service. For those of you that might own a coffeehouse or café, you should be taking special notice. A few years ago, I came upon a coffeehouse in Highland Park, New Jersey called "Chapter Six". I really enjoyed going their, selecting books to read from their used book sections, and having a cup of java while relaxing or having good conversations with the patrons. Then, one day, it occurred to me that that the coffee didn't really taste as fresh as usual. No problem. Perhaps it was a few bad beans or something. Over a period of few months, that scenario kept repeating itself and the number of instances where the coffee, food and other items that were below the usually quality standards actually grew. Well, the question then is; Why would I continue to go to this coffeehouse if the coffee and service was less than palatable? The answer is that they had an edge. It was convenient, provided a means of relaxation and the most important reason of all is that it provided a meeting place for my friends and I that wasn't filled with smoke or loud blazing rock music. It certainly wasn't because of the coffee. Let's take the most famous coffeehouses of all time. Starbucks. My question is, now that Starbucks markets their coffee beans in many main stream supermarkets, why don't people just buy the beans and make the same Starbucks coffee at home? My guess is that Starbucks knows the reason. Can you guess? I bet that if a survey was taken at any coffeehouse, the owners would discover that that it's not just the food that attracts people. For coffeehouses, it's also **ATMOSPHERE!** The overall climate that the coffeehouses create is a friendly, warm place to study, read, and converse, listen to music **AND** have a cup of coffee or tea. There is an extremely important reason for having a distinct uniqueness. When I consult with businesses, new and established, I usually ask a very important question about their



marketing mindset. This one question says it all. This one question is so revealing, it literally speaks in silent volumes of information. This one question, will determine the short and long term direction of their company. Are you ready for it? Alright, here it is. I should warn you first though, that you had better take the time to consider several possible answers before attempting one final answer. Get ready. Here's the question. *Out of all the businesses like yours on the planet today, why should I do business with YOU?* That's it. Funny as it may seem, no matter how many times I ask this question, I always get the same three answers. Can you guess what they are? You're right! 1. We have great products. 2. We have great customer service. 3. We have the lowest prices (now you can understand why I said the line no, no, no, in the above example).

Folks, if every business says that they have the best products, the best prices and the best service, then they're all the same, in concept, right? If they're all the same in concept, then how are they distinguishable in their customers mind? Simply speaking, they're not! Time after time and again I hear those three answers. If your business is not distinguishable from others, you won't be first in line when it comes time for them to make a purchase. Hence, you're losing major dollars. Not having an edge could kill your business even before it fully begins. Now, I'm just curious. What was the answer you gave to the edge question? Was it one of those three? Here's an example, to illustrate the point. This example is an actual, true story. I know, because I did it.

Example: One Saturday afternoon, I took a ride, about one hour north, to a very expensive shopping mall. In this particular mall, known for its exclusive designer stores, I found what is probably the nation's premier jewelry store. As I entered the store, I noticed the luxury carpet, the rows and rows of diamonds in the display cases, and many finely dressed salespeople. Classical music was ever so softly playing in the background. The store was so exclusive; I thought they were going to ask me for my identification to get in. A very distinguished greeter asked if he could help me. He proceeded to escort me to the watches displayed on blue velvet, in the left display case. I looked over a few of the fine watches displayed. About three minutes later, an elegantly dressed young man, from behind the counter, asked if he could show me the style I was glaring at. I looked up at him, and politely asked "why should I buy a watch from your company?" He proceeded to explain to me, in detail, how their company was known for quality merchandise, excellent customer service that was the tops in the industry, and competitive prices on all of the fine jewelry. Taking note of what he just said, I then left the mall, hopped in my car, and took a journey to South Jersey to the Englishtown Flea Market and Antiques area. The Englishtown Flea Market and Antiques is quite a large outdoor market that operates year round. Strolling down the aisles and aisles of vendors on worn out wooden tables with dusty dirt in the air, I came across a gentleman with a wooden table next to his 1978 red van. "Wacha lookin fer?" he said. Well I'm looking for watches, do you have any? "Sher do!" Just then, he opened up the back of the van and took out what looked to me like a cold frame (an old window placed on top of an empty wooden box). Inside the box I saw about forty five different watch styles, piled upon each other, in the center of the box. "Hold on kid, Let me fix em fer ya." Rapidly and repeatedly, he shook the box until most of the watches leveled out, then plopped the whole box on the old dusty wooden table. Again I repeated my phrase. "Why Should I buy a watch from your company?" "Well, you can't get any lower prices than these here, and I guarantee that the quality is as good as any watch, and if you have any problems, I'm here

every weekend!. Enough Said? Get the point?

The point is that every business person believes they are selling the best quality merchandise, the best prices, and the best customer service. Surely, there must be a difference between the fine jewelry store and the flea market. Yet, each one believes they are the best. So, when your prospects come up to you and say "Why should I do business with your company?", what are you going to tell them? *If you just say the price, service and quality statement, you run a ninety eight percent risk of sounding like everyone else in business, thereby destroying your edge. No edge equals no customer focus. No customer focus equals a major loss of business.*

Example two: Let me ask you a question. What comes to mind, when you hear the word *B-a-n-k-e-r* ? What do you picture? How are they dressed? What things would they tell you? How about *insurance*? How *about financial planner*? Doesn't most every bank have the same advertisement? Doesn't almost every car dealer say the same thing? Aren't financial planners all about the same? Technically speaking, they may have some differences, but in out PERCEPTION, they're ALL THE SAME. One of these days, I'm waiting for them to see the light of day and realize they need an EDGE! Something distinguishable. Something that separates them IN THE PROSPECTS MIND from all others in their industry.

By now, you must be wondering just how do I go about getting an edge, right? Well, there are TWO places to look for an edge for your business. The first place is in your company itself, and its' operation. Let's see what some other people did to get an edge.

1. Dominos Pizza - Delivery in 30 minutes or it's free.
2. FedEx -overnight delivery
3. KFC - Secret chicken recipe
4. Boston Market - Home style cooking
5. Apple - the latest in technology made simple

A bank is a bank is a bank right? Well a while back, pretty much all of the banks here in New Jersey were about the same in operation until someone finally decided to think differently and get an edge. Commerce Bank(now TD Bank)came upon the scene several years ago and they grew very rapidly all across the state. Why? According the business

world, Commerce Bank looks at itself as a retail store, not a traditional stuff shirted bank. Literally, they look at themselves as a money store. This new concept of true "retail" banking has changed the industry and got many other businesses to take notice. Commerce Bank said that a "retail money store" should look like other retail stores in their basic appearance. The front of the bank should be mostly glass, similar to the display windows of many other stores, and not the fortress like appearance of banks of old. Secondly, they actually put rest rooms in the lobby of the bank. Now for me, that's a convenience that I love. I usually do my errands on Saturday morning like most people do. After a trip to the post office to pick up my business mail, going to the dry cleaner, and various other small trips, I finally make it to the bank before they close. Well, nature is usually calling me at that time, but in my bank, I have to ask (beg) the bank to let me use the restroom. They promptly call over the security guard who proceeds to escort me downstairs and down the hall to the men's room. He stand on guard just outside the door and then escorts me back upstairs, all the while looking quite annoyed. By this time, I've very relieved but feel very embarrassed about the whole process. How much better would it have been for me to bank at a place where I didn't need the security guards to escort me to the men's room? Finally, they have the best reason of all to patronize their bank. They are open on Sundays! What? Did I say open on Sundays? YES! What kind of bank is open on Sundays? Commerce Bank! Now, how is that for convenience? This is the making of a true retail bank; a "money store" is you will. Money has not changed much, and the rates the banks are giving are all about the same. If that's true, then how did Commerce Bank get to be so big? It wasn't the rates was it? Answer: They had an EDGE!

Your edge can be in many areas such as: Delivery times, Customer Service, Hours of operation, guarantees, free gifts with purchase, trade ins, home delivery, weekend hours, communications (email, voice mail, pager, cell phone, snail mail, FedEx,) Long term customer discounts, club cards for the best customers, premium incentives, size of staff or company, specialty niche market, aftermarket sales, company location, internet site, e-commerce, customer follow up, repair and replacements, long or short term contracts.... just to name a few. Think about for a few minutes, and see if you can find an edge in YOUR business.

The second place to look for an edge is in an old saying that says "If you don't have an edge in your product, sell the house!" What that means is: *if you don't have an advantage in your product or service, sell your own inner personal qualities such as experience and education.*

Example Three: When consulting a few years ago for very popular real estate company. I asked the representative what her edge was. We thought about it and after some good mental exercises, couldn't come up with anything. It turns out that she sells real estate the same way everyone else does across country. In fact, she sells exactly the same way everyone in her own office sells real estate too. That's a serious situation because prospects won't be able to distinguish her from her associates. They may even pass her by, should she not be in the office. After all, Aren't all realtors about the same? One is about as good as the other one right? I then asked her where about she went to college. What was her childhood like. Where did she grow up? Well, guess what I found out? I found out that she studied landscaping in college! Glory Halleluiah! We found her an edge! You see, I explained, if

you can tell the home sellers how to landscape their yards to sell their home faster, would that be an advantage? It sure would. Not only is she now different than her associates, she's probably different than most realtors in the country, right? She now has an edge!

What inner qualities do you have? Are you a specialist? Good with children? Great fixer upper around the home? Good on your follow ups? High integrity? Great communicator or speaker? Teacher? Organizer? Efficient administrator? Creative? Problem solver? Customer service specialist? Speak different languages? Author? Computer professional? *Look at yourself, or your staff, if your product or service doesn't have any distinctive characteristics.* Getting a real edge is vital and mandatory for businesses today. Not having an edge will doom you towards mediocrity and a tremendous loss of sales and revenue. What's my edge? I teach business development, sales and marketing techniques. There are twenty five other companies in my state that claim to do the same thing. Two of the companies are nationally known. My edge? I have two of them! One: I teach streetwise marketing techniques. No other company combines streetwise sales training with marketing training. Now, let me make this perfectly clear (I heard someone say that before.... ) You may really and sincerely have an edge in customer service, prices, and quality. If you DO, *you must be exact and specific enough when explaining these to your prospect. If you do not, you will be perceived as being the same as everyone else.* Here is a simple experiment to prove my point. The next time you run into a current or past customer, ask them this question: "Why did you decide to buy your \_\_\_\_\_ from ME? (our company etc..) The answers you may get may amaze you. The real key here is to see if the answers you get from your customers exactly match your own perception of why people are buying from you.

Quiz: True or False?

1. Good quality, good prices, and good delivery times are the three most widely used, mediocre excuses for a real edge.
2. There are at three areas to look at when trying to find an edge.
3. If "Uncle Bob's Filler Upper" had higher prices, I'd buy gasoline somewhere else.
4. Price is the definitive factor when anyone makes a serious purchase.
5. Operating hours can actually be an edge.
6. The realtors' edge, was that she studied architecture in college.
7. Technically speaking, bankers and financial planners all have the edge.

## LESSON THREE:

### **The Power of Networking**

**DESCRIPTION:** In this lesson you will discover how to speak to anyone about your home based business, anywhere, anytime, anyplace you choose.

When I was beginning my business, I couldn't afford to do much marketing at all. Money was so tight, I used to go to the post office parking lot and pick up the discarded elastic bands thrown away by the mail carriers. That was my first experience with gathering office supplies. Anyway, I chose to do self promoting using my own money, which was virtually non-existent at the time. Most normal businesses start a tedious process, in the beginning, of looking for investors and corporate angels. Since I've decided to go the other way, networking became the practical source of leads and prospects for the business. Networking is very inexpensive to do. It costs nothing at all to talk to friends and neighbors. On a professional basis, it can cost perhaps ten to thirty dollars per business meeting. By professional, I mean going to formal meetings, set up by local business organizations for the sole purpose of networking with other executives.

Networking is very effective if done correctly. Here is where I part ways with the status quo. I've read many books on networking and have witnessed over and over again, the so-called networking "experts" from major metropolitan cities. They speak to business groups quite frequently. I am always intrigued however, with the lack of knowledge and skills that they have. These self-proclaimed "experts" speak about nothing more than common sense practices and how to develop social graces. Do you have to be an expert to know these things? I think not.

**EXAMPLE ONE:** I was invited to networking business card exchange by one of the local chamber of commerce's last year. Our guest speaker for the evening, was a local networking expert who will instruct us on how to verbally expand our business and make more sales. We had about seventy five executives in the room from various types of businesses. Most of us had a bubbly drink in our hands, and had already begun the process of introducing ourselves and our businesses. Our guest speaker for the evening, was introduced as being the C.E.O. of a prominent personnel agency, and a networking expert. Silence covered the room, as our guest speaker began to instruct us on how to build our business with networking. By the time he was finished, about one hour, my jaw had dropped pretty far down, and that look of longing disappointment came over my face (you know, that look you get when your favorite sports team is just a few points from victory, when all of a sudden, the clock runs out?). I couldn't believe the things he had taught us. Where was the expertise? What we learned that evening, was to (1) Smile prominently with a big broad smile, (2) Dress professionally when attending a professional networking event, (3) Shake hands with as many people in the room as you can, (4) Tell everyone about your business. (5) Pass along your business card and brochure to everyone that you speak with. Does it really take a networking expert to teach those techniques, or does it just take a little common sense? Think about it!

There is however, a real way to professionally network your home based business. In fact, there are many techniques that are successful and can be easily learned. Let's look at some of them now

1. Information Exchange: A common mistake many sales and marketing people make, is focusing on *giving* information about their product or service, instead of *exchanging* information. Somewhere along the road of life, we are divinely taught that if we want to successfully build our home based business, all we have to do, is tell as many people as we can about it. This just isn't so. Perhaps this is the reason that most direct mail programs commonly yield between a 1% and 3% response. It certainly is the reason for getting marginal results when participating in trade shows (more about that in an upcoming lesson). It's a fact that *not everyone* has a burning need for our services, so doesn't make sense to make a presentation to only those that do have a need? Sure it does! O.K. you're saying by now, but how can we determine if the need is there by using networking? The answer is somewhat different than you might expect. The key is to *disqualify the prospect by asking key questions about their needs and wants*. I should point out here, that if you are reading this and had some basic sales training, you probably think I mean "qualify" a prospect instead of "disqualify". No, I mean *disqualify* a prospect (potential buyer) by using targeted questions as a tool for the process of elimination.

EXAMPLE TWO: Many years back, when I was going on sales interviews for corporate sales positions, I usually ended up, like most of us, on the opposite side of huge desk, in the plush office of the president. The surroundings are always intimidating and somewhat uncomfortable, to say the least. As interviewee, I'm asked the normal questions about why I want to work for his or her company, etc.. Then, they present the challenge. "Alright Rocky, you call yourself a salesperson?" He then proceeds to pick up an object off the desk, a beautiful crystal ashtray, and pushes it inches from my face. "Sell me this ashtray" he barks, in the great tradition of military generals. "Well, let's see". I said timidly as the sweat began to form just above my eyebrows. "It's a beautiful crystal ashtray with a fashionable, flat bottom, crafted for stability as well as artistic appeal. It can also be used as an executive paperweight, which will beautify most any office, and bring a sense of wonderment, as the light gently filters through, and magnifies itself into a burst of colors that startle the imagination. The price is very reasonable. Everyone can afford to own one. Your friends and associates will gaze in fascination, as the REAL reflection is on YOU for your artistic insights, in office accessories and design. When other corporate presidents, visit this office, they'll become envious with desire, as the ashtray literally stares back at them, in all its artistic appeal". This ashtray will gently cradle the most prominent of ashes, while it completely protects your desk and prolongs the integrity of this office." I said. He replied by saying "just one thing, I don't smoke!"

Wouldn't it make more sense to find out *if first*, if he was a smoker, instead of going through the entire presentation? Had I tried first, to ask him some basic questions to determine if there was a true need or not. I could have saved a tremendous amount of time. *You'll get more results from you networking by asking key questions than just telling people how great your product or service is.* By the way, our goal, in face to face

networking, is to GET AN APPOINTMENT with the prospect for a later presentation.

Please take note that our ego loves to be stroked so much, ladies and gentlemen, that it is practically impossible to resist the temptation to answer every single question the prospect asks us, as we're networking. Well, if we do answer every question in our casual conversations, then there is no need for the appointment, right? Right! Don't fall into this trap. Be aware of it ahead of time. Now, decide what kind of information you need to know from your prospect, in order to determine if they're a likely buyer. Compose a list of around five key questions and practice using them in casual conversations.

In the course of our casual business conversations (networking), if we feel that the prospect is a likely buyer, we must be prepared to stop the conversation and ask for the appointment. I'm now going to tell you exactly what to say and how to say it, in order to do just that. What I'm about to convey to you now, if practiced and used properly, will make you thousands and thousands of dollars, and it costs nothing to implement. Conversation is free (at least the government hasn't taxed that yet). Get ready, here it is, the words you need to make your home based business explode overnight. It's so simple, that's it's deadly. So potently effective, that it's guaranteed to double, even triple your sales this year. Alright, here it is. *"Based upon our conversation (insert persons name), would it make any sense for us to talk about it further? I don't know. You tell me!* That's it, exactly as you see it. Don't change a single word of it. It is a sentence of exacting psychological precision. (By the way, if they say yes, be prepared to suggest a meeting place and time) Practice it until it becomes totally natural. Through your questioning and conversations, if you feel that someone is a likely prospect for your business, use the above technique to stop the conversation and make the appointment for a presentation.

Now the beauty of networking is twofold. One is that it's free. No bills come in the mail. It's just conversation. Two, you can do it practically anywhere, and I mean anywhere. How about the grocery line, hot tub, weddings, golf outings, holiday parties, birthday parties, graduations, poker night, super bowl, at the ski lodge, auto repair center, with neighbors, business associates, friends and relatives. Anywhere you feel comfortable. In one of my marketing classes that I teach at a local county college, a young lady who is a legal assistant, returned to class the following week to announce that she laminated all of her business cards. I asked her "why?" She responded "So I can network in the hot tub at the gym. Now that's forward thinking in my book.

While we're on the subject, why not use technology here to help you out too? Try networking over the phone, over the fax, in email, cell phone, and the internet. The possibilities are awesome

Using business cards in networking: As a previous example pointed out, just passing out your business cards to anyone and everyone is useless. In a recent, well know sales book, the author actually instructs business people to go to football games and throw a hefty handful of business cards up into the air, at every touchdown. What a tremendous waste of time and money. Q. When should you give out a business card? The answer is simple. A. When someone asks for it. That's right. If the prospect is not interested in your business enough to ask for a card, don't give them one. The only exception is when you make an appointment with someone or you are in a teaching in a group situation. Only then, you can confidently exchange cards and contact information. I visited a new small retail store in New Hope, Pennsylvania, a very popular tourist town. I was anxious to see if the new

store owner was surviving and making all of the sales that they wanted to. After speaking with the owner for about an hour, I still wasn't certain that they had a real need for more sales. Finally, the owner asked me for my business card. Using my better judgment, I patted down my body and said "Gee, I'm so sorry, I must have left my business cards at home today, but if I did give you my card, what would you do with it?" "Put you on my catalog mailing list" she replied. Catalog mailing list? Why would I want to be on her mailing list? I knew my business cards were in my shirt pocket, but I pretended not to have them with me and I called her bluff. Good thing too! By the way, if you need to remember something about the person you're speaking with write it down on their business card NOW! Please don't wait to write it out. When you return home, you'll be amazed as to what you didn't remember. Business cards certainly help in networking, but there not absolutely necessary. After all, can you envision passing out a business card if you were networking in a pool, at the beach, or in a hot tub? (Some people actually do)

If you target a specific special event, such as a chamber of commerce business card exchange, or special gathering of friends and associates, here's how to get the most mileage for the effort. This networking technique is simple to understand but challenging to do (sort of like tightrope walking). ***Be the first to arrive and the last to leave.*** Here's how and why it works. If you are the first to arrive, you can stand by the doorway and introduce yourself to everyone that enters. Make them feel comfortable by welcoming them in a sincere fashion. Afterwards, when you begin your networking in earnest, they will recognize you as a familiar face. When the meeting or event is over, people tend to relax much more. By staying late, it's really the best time to network and get the results you seek.

Set a specific goal for follow up. I can't even begin to tell you how many business people I met, that lost the sale, due to lack of follow up. I usually follow up within five business days or less. Preferably less. Remember, even when you contact the prospect for the second or third time, the goal is to get more information than you give, and set the appointment. A famous friend of mine who markets marketing plans used to teach networking skills also. One of the first things she did after the audience seated themselves is to ask this question "How many people came to this workshop with another member of their company?" Of course, almost everyone raised their hand. She then responded with "Then why the hell are you sitting NEXT to them?" She's right! You're never going to network effectively if you go somewhere and just sit with your best friends or work mates. The whole idea of networking is meeting people, hopefully NEW people.

Here's what I did. When I was working with a corporation as a full time sales employee, I would take a business associate with me. When we arrived at the workshop, meeting or chamber event, I told him that we will both challenge each other to a networking appointment blitz. The idea was to separate at the front door and each of us would do our own individual networking. Then we would meet again at the front door twenty minutes after the event was over. The person who got the most appointments via networking wins! The loser must buy the winner dinner at a local place of choice. Now, how's that for magnifying the power of networking. Remember, even if you go to a chamber networking business card exchange with a business associate, don't hang out together. If you do you will be severely hindering your leverage to make appointments. Challenge each other. Make it a game and have fun. Even if you don't bring along a business associate,



challenge yourself to a dinner or movies or whatever. If you can do this experiment, your results in real appointments and sales will astound you.

QUIZ: True or False

1. I should try to be as helpful as possible by answering all of my prospects questions when networking.
2. I should try to meet as many people as possible and give them my business card. 3 It is absolutely possible to network with using a business card.
3. Networking at holiday time and family gatherings is not permitted.
4. One of the main goals of networking is sell my product right there.
5. Be the first to arrive and the first to leave is good business protocol.
6. By disqualifying my prospect, I'm actually qualifying them.
7. It's not what I have to say about my business that counts, it's what the prospect has to say about their needs.

## LESSON FOUR:

### Goals Setting and Planning

#### Description:

In this lesson you will learn the basics of setting long and short term goals, the need for quantifying strategies, and market planning.

I believe in the old saying, "It's only a wish until you write it down." How true! In my early days as a business developer, I went to the Princeton Township Library on a Saturday afternoon. All I brought with me was a blank notebook and a pen. I asked myself this question "If I really could get business, where would it come from?" I started to brainstorm ideas and wrote them down listing them from one to fifteen. Now, I figured, If I could attack each one of these ways, separately, with equal emphasis, I could technically have almost fifteen different "feeder" systems that would bring in business on pretty much a steady basis. Even if only nine or so of the ideas worked at any one time, it would supply enough prospects to turn into a sizeable amount of sales. I now had my marketing plan labeled, but what's the next step? Where do I go from here? How can I be assured that each of the categories will get their equal due?

Bingo! I left the library for a moment to walk across the street to the stationary store. I bought a thin three ring binder, a fifteen tab index, and some notebook paper. The next step was to label each tab with each of the marketing ideas. Now, I really do have a system. As a point of note, the system I'm describing, I eventually marketed as "Index Your Way to Sales Success!"

Next, it's time to develop a means of *tracking and quantifying* each of the marketing ideas, so we can realistically determine if they are producing results or not. On the first page of each category, I composed a template, that just by filling in the blank spaces, I could target, quantify and track every step of the way, of the marketing systems. The template included some of the following categories: Name of marketing project: Definition of project: Date to begin project: Length of project: Ending Date: Equipment and supplies I will need to complete the project: People I must contact or need to complete the project: Monetary investment needed: My five step action plan for implementing this project: How would I know if the project is successful? How would I know if it failed? What is the main reason for the success or failure? What would I alter

or improve for the next time? What is the bottom line result of this project? Was it financially successful? Based upon all of the above information, would I repeat the project in the future? Why? Why not?

I wrote the template out and used it as my first page in each of the fifteen marketing categories. Now I really have a feeder system for my business that can qualify and be quantified, easily. In essence, I just developed a realist marketing plan, in writing. You can look at the projects as perhaps, doing one each month, call it a one year plan. Let's suppose you decided to execute each of the marketing ideas, one or two per month, over a one year time span. By the time the second year comes about analyze each of the templates, in each of the categories. Now, remove the categories (marketing ideas) you feel did not live up to their expectations. What remains? a killer marketing plan that's *guaranteed* to work. Of course, you can use the plan for one, two or three months, whatever satisfies you best. The point being here, is that it's a viable plan, and it's written down in a quantifying way. Try it yourself now, and let me know how it works for you. I've used it businesses from accounting, oil refining, gift baskets, financial planning, to wrought iron distributing. It will work with every type of business, in any business situation.

What I'm going to teach you now puts the icing on the cake, so to speak. It is the key to making this system work for you. Without this "key", the system won't be as effective as it can be. You must have an open mind and be willing to try this for a solid thirty days, at least. Every morning, just before you're ready to start the business day, pick up the marketing notebook and say out loud "How can I market my business today?" Think about the answer to that question for one full minute. Now open the notebook and work on one of the projects at hand. It really works. Believe me on this, o.k.? In an earlier lesson, we talked about developing a marketing mindset. That's exactly what you're doing here, by asking yourself that question on a daily basis. The more you ask yourself that question, the more answers you'll get. Make sense?

Question: How's your goal setting lately? Do you have goals already written down for your business in sales, marketing, budget, advertising etc.? One of the most common goal setting problems I see today in home based and small businesses, is the inability to set both short and medium sales goals. Many people have dreams of getting mega-wealthy, quickly, by having their own business. Therefore, they target large, fortune one hundred businesses, as a long term sales goal, with the philosophy that if they catch the big fish, they'll get the big paycheck. Well, that true to an extent. What they don't know, is that the bigger the corporation you do business with, usually the longer they take to write the check. What typically happens is a home business loses its cash flow, the vital blood of any business, while waiting for Mr. Fortune Fifty to pay their invoice that was written seven months ago. What are you going to do, now that your financial resources are low, and no cash is coming in for another month or two? Bills still need to be paid, right? It's really unbelievable, how many small businesses go out of business, because they only set long term sales and marketing goals for the "big fish".

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The answer here is to recognize the problem ahead of time, and deal with it accordingly. Setting short and medium sales goals, as well as casting a net for the big fish, is vital, if you are to *stay* in business

## EXAMPLE ONE:

For short term sales, target small businesses or sell an inexpensive product for quick sales. In B2B, target businesses where the owner answers the phone, or is usually on the premises. Small retail stores, small services such as pest control, home repair, cleaners etc. may be candidates. Of course, the businesses you target, depend upon the type of prospects you need. Generally, the owner should be easily accessible. As you know, the owner of any business can make decisions quickly, and small business owners in particular, can probably write a check out for you, right on the spot. For medium size businesses, the same procedures can be followed, noting, that medium size businesses take a little more time to pay than their smaller friends.

So, what's the magic formula? Easy! Just divide by three. Set your marketing goals at 1/3 for small business, 1/3 for medium businesses, and 1/3 for large businesses. For B2C, use small, medium and large purchases. That way, you're guaranteed to get checks continuously, over a long period of time, to keep the cash flow going and the situation well at hand. Folks, we can't throw away our nickels while waiting for the dollars to come in. By the way, you may want to relate this 1/3 formula to the index marketing system we built earlier in this lesson. It was said to me once, that "a business that fails to plan, is a business that plans to fail." I believe that. Don't keep everything in your head, write it down to *qualify and quantify* it!

While we're on the subject of business planning, just what is a business plan anyway? How does it differ than a marketing plan? The goal of a business plan, is to solicit a loan or investors. It usually includes a marketing plan as a vital part of the overall plan. The other parts include owner history, financial statements, business history, and financial requirements, to name a few. Our marketing plan however, strictly deals with prospect profiling, the ways we intend to reach our prospects, and what we will sell them once we reach them.

It is absolutely essential to create an accurate prospect profile. We need to know as much as we can about the who what, where, when, how and whys of our proposed customers. Let's face it, it involves a little thinking, and perhaps a little work on our part, but don't ignore this step. If you currently have at least five customers, you can begin to analyze them immediately and see write down what they have in common. Are they about the same age group? What caused them to make a purchase? What was the average cost of their purchase? How did they pay for their purchase (cash, check or credit card)? Once the data is analyzed, you can draw up an accurate picture of just who is using your product or service. Wouldn't it be interesting to do this research on a periodic basis, and compare the data from year to year?

Besides having long term and medium goals, it's important to have short term goals as well. Remember the formula using the 1/3 method? The same applies here too for short, medium and long term goals. The short term goals can be as short as a daily business goal. Ask yourself "What is it that I want to accomplish by the end of today's work day?" Now, here's a good question to ponder. How can we add some "rocket fuel" to our daily goals<sup>9</sup> Answer: By programming them into our minds, the night before.

## EXAMPLE TWO:

Make a simple list of the ten things you most want to accomplish for *tomorrow*. By the way, this will not work if it stays in your mind. // *must be written down*. Review the list just before retiring at the end of the night and again, first thing in the morning. By doing this, we program the "to do list" into our subconscious minds where it will literally, automatically steer us towards completing our goals the next day. Try it. It really works!

QUIZ: True or False

1. The 1/3 formula is particularly suited for short term goals.
2. Businesses go out of business, because they only concentrate on marketing to medium size companies.
3. *The purpose* of creating a standard "business plan" is to outline our sales and marketing goals.
4. The "key" to making your notebook marketing system a success, is to say out loud, "How can I market my business today" every morning.
- 5 In designing my notebook marketing system, the *next* step after I list all of the possible sources for getting customers, is to insert a template of targeted questions.
6. A goal is "only a wish" until you quantify it.

## LESSON FIVE

### **Clubs and Organizations**

Description; In this lesson, you will discover how to use the resource in clubs and organizations, to help build your business.

Napoleon Hill, a famous business author, raves about *the power of the mastermind*. In essence, it is the simple theory that the *whole is greater than the sum of its parts*. Psychologists have known it for years now, and it still holds true. Think for a moment, of how powerful your mind could be. What kind of creativity could be discovered if a group of people were placed in a room, ( or cyber "chat" room) and concentrated on obtaining similar goals? The power is tremendous. Belonging to such groups can be extremely valuable in many ways. Let's list a few:

Networking: Just communicating with different people on a regular basis (weekly or monthly meetings) provides an opportunity to present your product and service, or to set appointments. What a wonderful way to begin practicing the networking skills that we learned in a previous lesson.

Referrals: We never know just who knows whom. Everyone knows someone right? Even if our product or service is not suitable for everyone, it still may be applicable to someone they know.

Support: We all need moral support. There will be times when business is good, and when business is not as good as it should be. Wouldn't it be great to have some sympathetic ears to talk to from time to time? Ask questions and learn.

Resources: Some organizations can provide statistical information about population and industries, as well as current business trends. Check the trade publications or websites for your particular industry and ask the mastermind group for their input.

Political Voice: Our friends in Washington D.C. are aware of small business owners and home office workers concerns, because of the political muscle of statewide and national business organizations. If you have an interest in Washington, join your local state chamber.

As you can see, there are some good reasons to belong to business organizations. Some are more productive than others. Some are more targeted than others. Once we do contact them, we need to evaluate their goals, membership level, required investment in time and money, and activity level. Let's look at example number one, as it takes us through a few simple steps of locating, contacting and evaluation.

## EXAMPLE ONE:

Using the Chamber of Commerce. The Chamber of Commerce is a great way to start building up your business resources and contacts. Some chambers are more active than others. There are statewide, regional and local chambers. Each serves a bit of a different function, but they all help businesses become more productive. First, get the local phone book (I know, I know, the internet is more trendy, but in this case the phone book would be simpler and faster) and look under the heading of "Clubs and Organizations". Please take note, that Chamber of Commerce's are not government organizations, so you won't find them under the government headings. Once you've located the local or regional chamber, call them during business hours and request a *membership kit* and a *recent newsletter* be sent to your business. The membership kit will provide you with their goals and dues requirements. The recent newsletter will provide an indication of their activity levels and upcoming business card exchanges. If the chamber is a *regional* chamber, it will say so in it's' title (the Middlesex County Regional Chamber of Commerce). Otherwise, it's probably on a local level.

By the way, I'm choosing the chambers as a typical example of a business organization because they're one of the most popular for home office workers and small businesses. Every chamber that you inquire about, should be evaluated for its' business building potential. In my state, New Jersey, there is a local chamber of commerce in practically every other town, and at least five regional ones throughout the state. By the way, what's the difference between the local chambers and the regional ones? I knew you were going to ask that question. The difference is that the local chambers draw a membership from mainly local businesses. They tend to be smaller in size, can provide less networking opportunities (less people to network with) and a slower activity level. Of course, *the size and activity level is usually in direct relationship to the size of the town or city*. You can be assured that the New York City Chamber of Commerce is a bit larger and more active than the Possumtown Chamber. After belonging to many chambers ( yes, you can belong to more than one) for many years, I can say with authority, that it takes skill and a learning curve to get the most productive relationships between you and any business organization. Suffice to say, at this time, that *your tangible results are in direct proportion to the time and effort you contribute*.

Besides the chambers of commerce's there are national networking organizations with local meetings in almost every state. Two that come to mind immediately are "Le Tip" and "B.N.I" Business Network International. There are others, I'm sure. In our local B.N.I, group, they even have an on-line networking opportunity every Monday evening. This way, it allows local members to connect with other B.N.I, groups throughout the state. Both organizations are highly organized in their mode of operation. Just like a national chain store, this allows a predetermined consistency throughout the United States. Unlike the chambers, these networking groups *exclusively* meet either before working hours, or after working hours. It should be noted that these two groups, in particular, have evolved into a "lead exchange group" where members are highly encouraged (required?) to bring "sales leads" for each other. You should note by now, that all of the groups and



organizations mentioned in this lesson, are in real time, brick and mortar. Cyber organizations and resources will be discussed as part of the next lesson. Let's say, for a moment, that there are no networking groups or chambers in your particular town. What I would do, is start my own. It can be as simple as contacting a few other people that would like to build their business. I've started my own networking

group here in New Jersey, and we meet about every six weeks at a local coffeehouse or one of those nationwide book stores. In the beginning, it was called it "Business Over Coffee", for any business that would like to meet and exchange ideas in a relaxed setting. The name now, is the New Jersey Statewide Networking Group. I must admit, it's rather a long name. But, nevertheless, it has supplied my business with qualified leads and quality contacts. In fact, I do no advertising at all for my consultancy. I get all of my business through referrals, networking groups and chamber of commerce's.

#### EXAMPLE TWO:

Here's my typical monthly networking schedule. I currently belong to three regional chambers, one lead exchange group and two networking groups.

*Business After Hours* (networking from chambers) four times each month. *Business Over Breakfast* (networking from chambers) four times each month. *Weekly meeting of the lead exchange group*, four times each month. *New Jersey Statewide Networking Group*, one meeting every six weeks. *BizMax* networking group, one meeting each month. Yes, I do a lot of networking, probably more than most, but again, I don't advertise, so it's vital to me, that I do networking frequently.

Getting back to the chambers for a moment, let's take a closer look at the state chamber of commerce. On a state level, the function is slightly different from the locals and regional chambers. The state chamber of commerce is usually the political arm for small businesses. They follow legislation closely and make appropriate comments and announcements accordingly. It gives you a political voice that can be represented in Washington, D.C.. A hot topic that comes up from time to time, on the state level, is revising the ordinances for home based businesses. What should be allowed and what shouldn't be. Our state chamber, here in New Jersey, is actually located directly across the street from our state capitol building, in the town of Trenton. It sounds to me as if they're right on top of things. So, if you would like to have a political "say" in small business, and perhaps like to bump into your state legislators from time to time, I would recommend that you contact your state chamber of commerce. Contacting the state chamber may also prove very helpful if you are unable to locate a local or regional chamber in your area.

Over the years, there have been many "splinter" groups, or focused chambers. They too, can provide a source of information and leads for your business. Some of the ones that come to mind are:

1. The National Association of Women Business Owners (NAWBO)

2. Ethnic Chambers of Commerce's (Asian Indian, African, Latino etc.)

3. Small Office Home Office (S.O.H.O.)

4 Your Local Retail Merchants Association

5. Your Local or Statewide Economic Development Center

On the state level, I think that every state produces an abundance of publications on the methods of doing business with that state. Calling the state office of the *Division of Labor*, might be a good place to start for doing business on a government level. Most states provide free workshops or expositions which could be another good place to network. Remember again, that if you can't find a group or organization that meets your specific needs, why not start one yourself? Think about it!

QUIZ: True or False

1. Napoleon Hill knew of the value of combining like minds, and called it the *mastermind*.

2. This lesson highlights six major areas of benefits of belonging to groups.

3. The Chamber of Commerce is a government organization which provides a variety of services to small and independent businesses.

4. The size of a Chamber of Commerce is in direct proportion to the number of large businesses that join over a period of one year.

5. What you get out of a Chamber of Commerce or any organization depends on the amount of dues you pay.

6 B.N.I, stands for Business Network Individuals

7. The only two requirements for joining N.A.W.B.O. is that you own a business, and that you're female

8. The State Chamber of Commerce can give you a political voice.

# The Internet and Digital Marketing:

*It is extremely important to note that the internet and digital marketing changes on a daily basis. The information below is current at the present time, but you may now know of newer terminology and technology.*

As a reference tool, the internet is getting better every day. The amount of information available on any given day can be overwhelming. Presently, most people seem to use the net as a source of local information. The key here is the word local. Trying to market to all of the world can be expensive and not as effective as local marketing. You should consider local SEO (search engine optimization) instead of world-wide SEO where your business may be listed as number 36, 339 in rank out of 3 million.

I'm going to list what is considered effective and current in the field of marketing and advertising where the internet and marketing is considered as a venue.

1. Local S.E.O. (Search Engine Optimization)
2. Flash Sales (Short notice sales that end in just hours)
3. Text Marketing (reaching people on their cell phones can be a big advantage)
4. CFC (close form communications) using embedded business cards to share information with cell phones. Also, phone to phone via touching or bumping.
5. Virtual Expos
6. Webinars
7. Email Marketing
8. Google Ad Words
9. Experiential Marketing for Retailers
10. R.O.I. (retail on-line integration)
11. Social Media Marketing
12. Reputation Management
13. "Liking" on Facebook or other social sites

You may want to research the following companies to possibly assist your marketing efforts: Check them out with your local search engine (Google, Bing, etc)

1. Infusionsoft – Lead processing software (call me for a special deal)
2. Vocus – Public Relations software
3. PR Wire – Public Relations software
4. Survey Monkey – easy on-line surveys
5. Constant Contact – E-mail campaigns

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