



The Small Business Development Program

E-Book Quick Read

*Boost Your Sales
and Attract New Customer*

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About this E-Book...

With this ***E-Book Quick Read*** of the ***Small Business Development Program***, you get a broad overview of ways to boost your sales and attract new customers. Included are Marketing and Advertising ideas and tools that will help you understand the basic concepts and ideas.

As with most E-Books offered as components of a package, the purpose of this EBook is not to specifically reiterate the material highlighted in the **Manual**, the **Workbook**, or in the tools and interactive material from **Business Success Wheel** or **Business SWOT Analysis**.

Just as the title suggests, this is a “quick read.” However, once you’ve familiarized yourself with the basic concepts, you’ll be anxious to work through the **complete *Small Business Development Program***.

So what's this Big Deal about Marketing?

Marketing is like the weather. Everyone talks about marketing, but few do enough about it. When you ask what is the “big deal”—that’s an excellent question--and one that we’re happy to work with you to determine, because—no matter how you want to view it—there is one proven fact which is true of business owners, worldwide.

In today’s recessionary spiral, every good business owner wants to do more with less. We will help you discover new ways of doing that.

Every business owner seeks ways to increase sales and revenues. Period. There are always challenges to increase customer traffic, increase website traffic, or to increase mail orders, more effectively, for less money. Your business can be a simple mail order business, an online venture that sells hundreds of items across borders, or a multinational corporation which employs hundreds and hundreds of employees. The basis for this statement is the same...everyone needs to do more with less.

And yet, everyone seems to want to present Marketing as a nebulous and the most difficult part of running a business. You need to know what to do, you need to study how to get your marketing message right, you must focus on marketing to customers or clients in this specific way, you need to understand segmentation and market demographics, or you won’t be successful. It’s enough to make you throw your hands up in disgust!

One of the highest sales books in the world which focuses on Marketing experiences and boasts one of the key authors in the business world tells us that we must focus not on the way those who might purchase our products or services are influenced, but how WE must focus and compete on quality issues, on innovation and its implementation, and on customer service. I’m sorry—we’re taking something that is basic and easily understood and making it difficult.

Here's the bottom line.

What can you do to make whatever it is that you are selling, or renting, or leasing, or giving away more attractive to those who would buy it, rent it, lease it or use it?

You need to find new and additional ways to build your business at less expense. If you are reading this e-book, you are a business owner interested in finding new and exciting ways to address your needs.

We're here to help you find them.

The old school marketing theory revolves around the 4 P's—**Price, Product, Place and Promotion**. Hold that thought, but, first, we're going in an entirely different direction—one which you will instinctively understand and one which will make you say, "Okay, I get it."

The Sad Story of the Dead Donkey

Young Chuck had looked everywhere for a donkey that he could afford, but every donkey that he could find available for sale cost at least \$500, and he didn't have that much money. Desperate for a donkey to do work around his farm, he bought a donkey from a farmer he didn't know for \$100. Chuck knew that the Donkey would not be much of an animal for only \$100, but figured that although the donkey might be obstinate, and he might be lazy or old, he would get some level of work around the farm.



The farmer with whom he worked the deal agreed to deliver the donkey the very next day.

Chuck was pleased.

Unfortunately, the next day the farmer searched out Chuck and said, "Sorry, son, but I have some very bad news. You know that donkey I sold you? Well, the donkey died."

“He died?!” Chuck screamed. “I can’t lose that \$100...and you have an obligation to either produce the donkey or the money.”

Chuck recognized immediately that he was already into the donkey for \$100 which he could not afford to lose, so he said to the farmer, “Give me my money back.”

The farmer said, “I’m really sorry, but I can’t do that. I went and spent the money already.”

Chuck had now lost both the donkey and the \$100. What could he do? Suddenly, he had a revelation as to how to capitalize on this catastrophe, as well as make enough money to buy a donkey that would do great work and—hopefully—live a long and prosperous life.

Chuck said, “Ok, then, just bring me the dead donkey.”

The farmer asked, “What ya’ gonna do with him?”

Chuck said, “I’m going to raffle him off.”

The farmer said “You can’t raffle off a dead donkey!”

Chuck said, “Sure I can, just watch me. I just won’t tell anybody he’s dead.”

A month later, the farmer met up with Chuck and asked, “What happened with that dead donkey?”

Chuck said, “I raffled him off. I sold 500 tickets at two dollars a ticket and made a profit of \$998.”

The farmer said, “Didn’t anyone complain?”

Chuck said, “Just the guy who won. So I gave him his two dollars back.”

Through humor, we see that Chuck was faced with catastrophe. His money was gone. His donkey was dead. Rather than succumb to a loss of funds, and to what must have seemed to him to be blind, bad luck, he determined that he would make the situation—in which he found himself—work.

We won't comment on the ethics of marketing a dead donkey. And we can't vouch for the truth or veracity of this story, because we didn't know Chuck or the farmer personally, and we never saw the dead donkey. But stories such as this create amazing learning opportunities for you as a business owner or developer to learn to view challenges in different ways in order to find ways to improve your business. This isn't some difficult theory based on Price, Product, Place, or Promotion...it's based on using your innate sense of how to make your business work for you.

As we say in the **Manual** which accompanies the complete *Small Business Development Program*, the entire concept of Marketing is predicated on the fact that you must seek out ways to create a need in the mind of the consumer or client for your products or services. Notice we didn't say that we were going to do that for you. We are going to furnish you with a set of tools, and you are going to do the work. After all, it's your business, and if you won't make it better, who will? There is no one who understands your business as well as you do. If you haven't started a business as yet, keep one critical concept in mind—you will know more about your business than anyone else.

Presentations Create Interesting Opportunities

Several years ago, we were involved with what is called an Initial Public Offering of stock—a financing through the public sales of stock in a company for which we worked.

As one of the senior officers in a young company, it was my personal responsibility to brief those who might purchase our stock in the project and, once they purchased the stock, share how those funds would be used.

The briefing was held in the conference room of a major hotel, famous from movies and TV shows. I had a professionally prepared presentation and was to deliver the presentation from a teleprompter. All I had to do was show up, stand up, deliver what was written and played on the teleprompter screen in front of me—and not act nervous in front of about 350 different money managers and institutional

funding experts who represented a total of over \$500 billion USD in funds which could be invested. We were only seeking about \$10 million.

When it was time for my presentation, I stood in front of the group—and rather than start immediately into the presentation—I stood in front of the group and looked at them for about 10 seconds—just long enough for the CEO to start to get nervous and think that I was going to freeze up in the presentation process. There was no need to be concerned, because what I realized that day in the Conference Room at the Plaza Hotel in New York City was what you--as a business owner--know about your business right now, instinctively.

No one knows more about your business than you do. No expert can tell you things about your business you don't know. No consultant will tell you things that you can't see.

As I stood in that room, I knew more about the plan, more about the opportunity, more about the way to move the business from point A to point B than anyone else in the room. I certainly wasn't the smartest guy in the room. I didn't have a top degree from the top Business School in the world. What I knew was what I had learned by putting together all the facts about the business.

And you know that about your business.

Now, it's true that an Expert or a Consultant sees things differently than you do and presents opportunities in ways which you might not recognize, so they have their value. It's true that financial gurus may see your cash flow differently than you do, and that bankers may want to secure their investment in ways which you don't understand.

But instinctively, if you're the business owner, no one—that's right, no one—should understand more about your business than you do. The key is to take what you know and translate it into information which will let you create a compelling need in the mind of the consumer for your product or service.

Key Elements of Marketing

Within this learning program, there are four key elements in the Marketing Planning Process which you will learn about— the process of analyzing the market opportunities, the process of developing marketing strategies, the process of planning of your marketing programs, and the management of your Marketing Process. Think of this as a cyclical process. Your needs can start anywhere in the cycle, and can be met anywhere in the cycle, but will be best met if you complete the cycle.

In the complete ***Small Business Development Program***, we will make a series of learning tools and interactive templates available to you for your planning purposes. We'll ask you to complete a workbook which parallels the **Manual** you'll be reading. We've furnished you with a **Business Success Wheel**—which, when reviewed in the context of the eight attributes of Marketing, will help you define the pathway to take your business, and which will visually give you a way to recognize the eight Marketing Attributes you will be learning and practicing.

We're a firm believer in the power of SWOT. Developed originally in the 1950's, the SWOT process has been modified and improved over the years to allow any business owner the opportunity to improve his or her business. **The SWOT Template** you are furnished with will help you to chart the strengths, weaknesses, opportunities, and threats that your business faces and put them into a context which will allow you to develop a written plan of action.

SWOT is now a process taught around the world in business schools to help define action and reaction based upon self-assessment of the business and the current "snapshot" of where your business is and what it's doing. Think of the current state of your business as a "snapshot in time." What does the picture of your business show you today?



The ideas which are expressed in this learning course will work for any business, regardless of type. You may have a small business, or you may own a very large one; following this program will help you understand more fully the key elements of marketing which transverse not only the borders of countries, but the types of business.

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