

Formulas For Success

Ways to Promote, Market and Achieve Business Success
(Written for difficult economical times and budgets in mind)



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Introduction

So you're probably thinking, "I've read these internet manuals on how to make money or get rich quick and I have found very little information to help me succeed!" Maybe you've seen advertisements on TV promoting a, "build 20 websites and advertise them to make millions of dollars". There are numerous no money down programs available, in which you buy products and sell these products for a huge profit. Most of these services and companies promise that you can be very successful in a short amount of time. Sounds great, but if a million people are doing it, then how in the world can you get rich also?

The information on how to market your service or product is in fact a dime-a-dozen. But the problem is that, there are so many programs and websites that have increments of information and give readers an extremely general outlook on how to achieve their goals. Have you ever went into a store and bought a music CD and found 2 or 3 tracks you actually liked the rest were just songs to fill the CD up? EBooks are the same way; you download information and expect to find a wealth of information in a manual about promoting business and products. Unfortunately you find one or 2 points that are helpful and the rest is information that is difficult to actually carry out.

My area of expertise are many different entertainment based services and products. I am an entrepreneur who runs several businesses online and offline from website building, marketing and graphic designing to music entertainment and producing a radio shows. From using the techniques in this ebook and on the internet or in daily life, I've made a significant amount of money with all these tips, tricks, and guidelines perfected over the years as business evolved.

Now the techniques I use are not necessarily ideas you have to pay for on the world wide web; nor are they all that difficult to understand and perform. As a matter of fact, you can find many techniques to help promote your website, business or product on the internet or in books. Taking the time to actually seek the ideas and tricks that actually make progress in business and websites will take you weeks, months or even years. The reason why I wrote this ebook was to remove all the extraneous information and give you the straight to the point methods of creating more business and visitors, and even buyers. Now whether you have tried these techniques, exhausted all possibilities, or don't understand why you can't drum up more viewers or potential customers, I ask you to have an open mind and focus on what areas you need to improve. Your website may be the best thing ever! But it may not bring you all the visitors you thought if it doesn't have the right tools. This is the first volume of information on this topic so take the steps and methods shown and experiment and perfect them. Have an open mind and do your best.

Section 1 – Different Methods of Modern Advertising



Determine which advertising methods you would like to try, methods you can perfect to boost your product sales or possibly things you may have already tried. These are the most common modern advertising methods people use. Below is a basic explanation of what these consist of. You'll learn how to perfect these items and increase traffic, and how to use these ideas in the process of building more business. Some steps are good for some products and companies; others may not need certain steps. You decide what's best for you and we'll help to boost your potential customers and readers.

- **Word of mouth** – The oldest method of advertising - telling people about your product, friends, family, people you meet and returning customers, etc. You can use these in everyday conversations or share on the internet too.



- **Business Cards** – Information on a small rectangular card, easy to hand out or mail to businesses. It has the basic website and company details on it. Helps spread your name through word-of-mouth advertising.



- **Brochures & Flyers** – Larger itinerary that can be handed out or mailed to potential customers that has additional information about your website or product.



- **Email Marketing** – Email market your customers and potential customers with a newsletter or special product. Great for mass mailing thousands of people throughout different locations.



- **Websites** – Newest way to generate potential customers and advertise your product or service. Detailed information is displayed on your virtual brochure. You can create as much information as you want and display to millions of people.



- **Billboards, Signs, Phone book** – Printed ads that are viewed by a large number of people that you or a professional can design.



The Big Picture

I want to start off by determining what goals and marketing strategies you may need to work on in your business or product. You may say to yourself, “All my marketing strategies are great and my overall plan is working”. Or maybe you aren’t sure what needs to be changed about your marketing ideas. This eBook is designed to help you achieve better success in business and product areas. There are places where potential customers are hiding, believe it or not. The one most important thing as a consumer and a buyer is the uniqueness of your image. If you are showing a product or service that is energetic, fun, and upbeat, you need colors, titles and wording that will jump out at the viewer and say to them, “this is a great looking product and I feel confident in subscribing or buying into this.” Same with a product or service that is relaxing or lower key. Don’t use colors that are loud and overbearing. You’re viewer will look at it once and look for a different

service. You want to basically say, “Come on in, enjoy, look around and feel free to ask questions.”

Maybe you’re thinking, “yeah my website, my brochure or my marketing products all look professional and there’s nothing wrong with them.” Pull out your marketing items and let’s look them over and see how we can help you. You don’t have to change them, but re-check your materials and see if you can improve certain areas. For example, if you’re a mobile disc Jockey and you have a website with all of your services and packages, your graphics and wording need to be easy to read and navigate. Don’t jumble up your words on any type of advertising, make it clear and concise, and don’t use crazy colors that people will have a tough time reading. Do not use background colors on your marketing materials that are difficult to see. Colors play a tremendous part on any marketing piece. If the color is too outrageous for the type of service or product, then people will move on to the next one.



Of course with a mobile disc jockey you can make it look classy and fun like a party, but doesn’t go over the top with graphics and huge titles. Here are the best combinations of colors for words and backgrounds for any marketing material. White background and black, green, blue or dark red colors for font. Black background with white, light blue or light orange lettering, and there are many other combinations you can use but make sure you’re not straining your eyes reading it. DO NOT USE bright or hot colors that flash or move. People have trouble reading these bright-colored words. Nowadays, you have all ages viewing the internet or

investing their money into your products. When advertising your product or services, people want it simple and legible. The best way to know if your itineraries (marketing materials) are readable and exceptional is to have 2 or 3 other people view your website, brochure, flyer or marketing materials. Ask your readers to look at your materials and honestly tell you if they're easy to read, understandable, and show EXACTLY what you are trying to sell.

Outdated or incorrect information on your marketing materials will not pull in the maximum amount of possible buyers. Some websites are very general and don't go into much detail. Your viewers are looking for a unique brochure, business card, or website that explains to them the difference between you and other competitors. Perhaps your website has magnificent wording and visuals, great layout or maybe your marketing materials have a unique image about you. We're talking about information such as: correcting your email, ways to buy your product, phone numbers, maybe a new slogan for your product or something you want to change. Do you accept Pay pal, Visa, MasterCard, check or cash for your product, service, or website? People like payment options; it makes them want to purchase your product or service quicker.

Convenience is the Key!



If you don't have a Pay pal account, get one! You can accept many types of credit cards and you can use it for merchant services. If you have one, then you are already making progress. Be sure to use your account to accept payments easily. Make sure your viewers and potential buyers know what payment options are available. You can create icons for

viewers to click on to purchase items on your website. Add these icons to your website or you can take orders by email or phone.

If you have several types of marketing materials, try to make them coordinate as much as possible. Try to have a website that looks completely different from your business card, brochure or flyer. Be consistent with the format, wording, colors and graphics which are used on your marketing materials. These graphics do not have to be exactly the same, but create a theme that people become accustomed to seeing. Another important part of selling your website, product, or service is providing all the details you can about its service options and product features. You don't want to clutter your advertising with many words and more information than is needed.



The best way to sell your product is, get right to the point! Tell your potential customers exactly what they are getting. 8 out of 10 times people will skim the information, looking for the key points that will give them the answers they want.

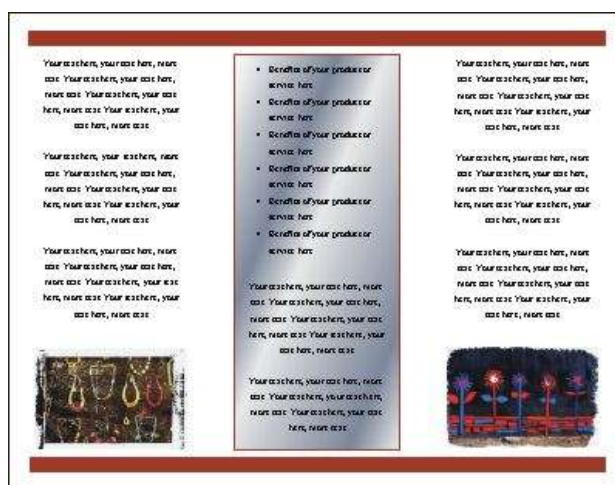
3 main factors people look for when viewing a product, service, or website: What are they getting, how much does it cost and why should they buy it. So cover these 3 major steps in your marketing materials and to narrow down who your buyers really are. If it's a business or service of some type, you don't always have to deliver a price instantly. Your customer needs to know what kind of service or product they are getting and be clearly described with key phrases and words they will understand. Don't use huge words from a dictionary, just sound professional and natural. Do all the marketing materials you have on your website or brochure sound natural to you? Read it aloud and listen to

yourself. Would you say your presentation is top-notch? You could read your brochure to a family member or friend and ask their opinion on how well the wording flows. Below is a sample introductory page as you open a brochure or go to a homepage of a service website. You may or may not like this example. Your welcome page is not required to be exactly like the example below, but somewhere along these lines. If you're saying, "Well my marketing item looks similar to this", then you can check it off the list. Make sure you have all the key points you want your viewers to know about your service or product.

Example Introduction Page: Magical Moments Photography

Special Photo Memories That Last a Lifetime

We'd like to take this opportunity to thank you for your interest in our photography services. Magical Moments has been in business for over 15 years and strives for a unique, classy product for any special occasion. Every photo package comes complete with the original disc of photos, black and white photos, as well as color photos that are vibrant and lifelike. Our staff has a professional attitude and will work with the customers' needs and wants. As a bonus, you can login to our website to view the finished product before you buy the final prints. Call today for our special monthly package deal.



Here's another example that some websites or flyers may use:

Example: (Company Name) Professional Wholesale Retailers Worldwide

(Description) When you sign up for our product you receive the 50 page catalog of items, 24 hour customer support by email, details about each product and what are the most popular products to sell. As a bonus our service will put together your very own business cards and webpage with pictures of the most popular items for sale.

(Why to buy our product) Backed by over a decade of service, our client comments say it all. They refer hundreds of potential customers to us monthly.

Notice something we did in the example above. We underlined the main things you get with this service. There are 2 obvious reasons to underline some of your advertising material; Customers seek out these phrases when browsing through your information. Also, don't underline everything, because it may tend to be confusing. Here's another example below:

Professional Website Designs by George
Professional Website Designs by George

Of course both titles are visible, but the average person stares at the underlined title first. Perhaps you have done this already. Check your advertising materials to see if several of your key points are underlined.

Another part of your company or product name is a slogan or motto. This is a phrase that many viewers will use to remember you or your service, website or product. Your slogan should not be like any others you have heard of, but needs to be simple and catchy at the same time.

For example: Winchester Country Club and Reception Hall

Slogan / Motto: Creating Unforgettable Events with a Classy Touch

Yes you will have to think about it, create it, go back and change words, use a thesaurus to find more amazing words and so on and so forth!

Take your time in designing the perfect word combination. Don't create or recreate your marketing material until you are certain the combination sounds exactly the way you want it. Have others read it and find out if the motto / slogan is catchy and to the point.

Another Example: Harry's Lawn Care Service

Slogan / Motto: Maintaining Your Property to Excellence

The last example may be a little over the top, but my point is to make your service or product a work of art, as close to a masterpiece as possible. Attempt to avoid the usage of elementary words and philosophical words. The right blend will make it sound like you know your stuff!

Ok, if the motto or slogan for your product or service is catchy, keep it. Read your title and slogan together. Does it jump out at you? Does it make you feel confident about it? Lastly, is it too basic or too difficult to pull in your viewer or potential buyer? Yes, I'm throwing out several different questions and comments throughout the information which is provided to your viewers. The right combination of factors will convince your viewers to purchase your product or service faster.



Here's a tip to help you create good itinerary (advertising). Collect different marketing materials from companies throughout the area. Hotels

in large cities have a great selection of brochures and flyers by the main doors and restrooms. Collect several examples to use as a guide to create your theme, website, product, or services. Pick features about the marketing materials you have collected, and use the colors and wording as a general outline. It is not necessary to take other company's or website's ideas, but try to push your service or product with the excitement that you feel it deserves. Mc Donald's and Burger King use this strategy on a regular basis, by having 2 sandwiches which are similar in appearance, yet differs in taste and theme. Yet some people tend to like one, and some like another. Consumers like fresh food, so they decide to go with the one that looks fresh. You want consumers to go with your product or service because it has just one extra thing than your competitor offers.

Here's one more idea which will spread the word about your website, business or product. Have a logo created for your business or website name. You can create this logo or have a graphic designer make it. For example; if you are involved in construction or building homes, have a small picture of a hammer and nails with your company name on it.



Have something unique that stands out from other companies you've heard of. You can create something basic or something with a little more pizzazz. If you already have a logo you may wish to perfect it a little more. Update the design or the title lettering as you see fit. Try to be consistent with where you place your logos. If you have a business card with a logo, your website should have the same logo as your business

card. If you are an online business, each page of your website should display your logo somewhere on the webpage. Customers who are shopping around or simply surfing the internet, will see your logo by creating a visual for them. One of the top reasons to have a logo for a website based product or service is, the simple fact that the more times your website shows up, viewers start to remember who you are by having a visual link to their memory. Your viewers should know right away, “That’s the logo for T-SHIRT Printing BY AL (or your logo)”, or “Hey, I’ve seen this website several times when I was on Google searching, seems like J&M Builders is popular.” This uses a quote from a possible buyer of your product or service. So you see, whether you don’t have a logo, you do have a logo or you don’t want or think you need a logo, check yours! Create your logo and try to be a step ahead of others, with a logo that makes your mark in the field you are advertising. If you want to succeed, then an image is needed to match your product or service.

Basics to Business Cards



You may not use business cards if you are solely an online business. Most, not all product or businesses, which use business cards are companies with a service to offer: consulting, marketing, car dealers, lawn care, real estate, etc. As an online business, it’s a great idea to have some kind of business card sent or handed to your buyers.

As an individual who purchases on big websites such as EBay or Amazon, I receive several business cards or flyers from the person or

seller that I bought the product from. Say for example, an EBay store with the name Store4U. By ordering a product from Store4U, somewhere in the box is a little business card with their logo and contact information such as, Store4U website: www.store4u.com as well as email address. Many places include 2 cards with the idea that you intend to keep one, and give one to a friend. If you already put business cards in with the item/s you send out, more power to you! It's even better to include 2 cards in each item you ship to your customer. 1- Is kept for the possibility of future purchases, and 2- you can give to someone that may need to order products online. Here's the catch, don't include more than 3 cards in one order. As a small business owner, it's costly and gives the appearance of being desperate for business. Some people may think your website is not earning enough buyers. You may be thinking, "big deal one extra card!" I base this from experience on many colleagues who provide numerous business cards to their potential customers and/or customers. Make an informed decision, which you feel is the best option for your company.

Let's discuss your business card design and format. A great place to be able to design a custom business card is vistaprint.com, or overnightprints.com. Many associates of mine have used these websites to design their next "up and coming" business card / business venture. It's inexpensive, look professional, and no one could figure whether you are a large or small company. It is acceptable to use places like Kinko's, Office Depot, Staples, Office Max, etc. The only complication with using one of these stores is, for example, their designs are very basic. Wording and a logo on one side is basically the product you will receive for \$50USD. If you are looking for a little more color and spark to your business card, the internet has many websites in which you may create impressive-looking designs for a fraction of the cost, as opposed to walking into a store to have a card designed & printed.



As a web based business, you are not required to have the “traditional business card” look to whatever you send your customers. It may have one side with your logo only and the other side with your website and email address in fancy lettering. Not even a phone number is needed, if you do most of your business through email. You may have seen websites, or perhaps you have one that is a “get rich quick”, work at home, make lots of money web page.

Most likely these websites have an area on the page for people to put their: name, address, phone, and email to sign up for a free product or newsletter. As the owner of the website, planning is needed (along with sending your welcome forms and itinerary), including a business card or little rectangular card with your website info, name, and email. ALSO, every card you send out should include a personal note on the back somewhere saying, “Dear Sir / Ma’am, thank you for joining our service, we appreciate your order if there’s anything we can further help you with, feel free to email us. Thank You!”



A word of advice for sending business cards and marketing items, is taking the time, even if it’s a minute, to send a personal note to your customers. It makes them feel important! If more companies, websites, or services spent 30 seconds of their time sending a thank you to their clientele, I guarantee a difference in return customers. If you have already

sent a personable note to your subscribers, customers, etc, read it over and be sure it sounds professional and accommodating to your new or returning subscribers or buyers.



If you are involved in real estate, and have a website and / or company that specializes in any kind of buying and selling of homes or commercial properties you should definitely know or consider sending a business card with a little note, or just a small letter to your clients. Do not forget your business cards; keep them in your wallet or purse, in your car, on your desk, at your mom's, your friends or any convenient place. Write notes on the cards and have them ready to hand to your potential customers. Often times, they will remember you just by reading your note. For example, I have a friend who owned a real estate company walking through the mall. He overheard a conversation in a store about buying a home, and very politely discussed with this woman about his business and even gave her a card with a nice note written on the back. He shared with me the notes he wrote on his cards to potential customers, "It was a pleasure meeting you and I would be more than happy to help you on your next home buying experience, Sincerely, Jason." The lady never called him but..... A year later another woman called his office saying she got a card from a friend that he wrote the note on, and was interested in purchasing a town home. She said her friend never ended up buying a home, but gave the card to her and recommended she call his number. That's just one instance, but never the less, keep your cards handy, up to date, nice looking, and go the extra 30 seconds and write a note. People

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