



# ideas

{ **101 GREAT IDEAS**  
for *increasing* your  
visibility, credibility and profitability }

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(Business Activist)



## ideas

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Dedicated to my wife, Kelly (a.k.a. Grace,) and  
to our four beautiful children, Gabriel,  
Sovereign, Natalia, and Canon.

And to Divinity for bringing these awesome  
teachers into my life.

# Contents

Strategy .....	8
Community Involvement .....	25
Networking .....	32
Atmosphere .....	40
Event Ideas .....	49
Event Promotion .....	61
Media Relations .....	66
Surveys and Determining ROI .....	77
Marketing Collateral .....	82

# Introduction

The purpose of this book is to help business owners and nonprofits—from the one-person show to the marketing department of the large corporations—with the magic of marketing: the creative ideas.

*Ideas* was built to collect the wealth of creative solutions others have used successfully and offer them as an alternative to paying large amounts of money to professional marketing firms.

Certainly, face-to-face, professional expertise can't be totally replaced, but it is my intent to place creativity and proven ideas into your hands at a reasonable cost. *Ideas* offers you a beginning—a starting point. It will not do the marketing for you, but it will help you build your game plan.

Within this book, you will find real solutions to the marketing mystery. Some are simple, while others are more complex. Some ideas you can implement for free, while others will cost money. Regardless of which ideas you use, remember that all of them merit consideration.

As a client told me once, "Sometimes, all it takes is one good idea."

In support of your efforts,  
Matt

# STRATEGY

**It might seem obvious, but all marketing efforts should begin with a focused plan.** Yet so many business owners and nonprofit directors don't have one. Why? It takes work! There can be a lot to look at when developing a comprehensive marketing plan. Competitive analysis, market research, distribution plans, target market, SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, branding, positioning, and your marketing mix (channels of choice) are all things that may be considered. Of course, this part of the strategizing is all very technical and scientific (even though most of it will be distilled down into a best guess). This section addresses a mixture of the science and the magic involved in approaching your marketing efforts.

## **Idea #1**

**Mark in your calendar a time each day to market yourself.** Even as little as fifteen minutes a day of pure focus on marketing activities will offer returns.

**Variation:** Instead of a mere fifteen minutes, set aside an hour a day for either yourself or a member of your staff to work on marketing activities.

## **Idea #2**

**Set aside money for marketing efforts each year.** Don't use it for anything else. Often, we have a tendency to pull our marketing funds from the same pool of money as our operating funds. This habit can reduce an organization's ability to market itself when the time is right. Be especially protective of your marketing budget; it is this investment that pays the bills.

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