

## Enjoy Marketing your Small Business

1. Reach out to the Real World. All of us are so stuck up with the World Wide Web that we often forget to make contact with the real world around us. We are busy making friends and adding contact through social networking services online, yet we often forget to share a few minutes with our next door neighbor. Remember, the virtual world is but made up by these real people who have real money, and resources to will help you work better and earn better.

2. Complacency may be deadly. Often in our day to day lives we create a comfort zone for ourselves. We are happy to be in touch with same people with similar ideas. But this complacency will do us a lot of harm in the long run- if we fail to keep pace with the latest skills and competencies, we will loose market value and market share in the long run.

3. Acquaintance is Bliss. Not only in America, people in many parts o the world have the ugly habit of asking you in the first meeting itself about , what you do for a living. It may be a little embarrassing at the moment, but think laterally. Hey! This approach is but a golden opportunity to market your small business. Get acquainted with people, le them ask questions, let them explore the possibilities within you and in the process they may end up being your loyal customers. Enjoy the success of your new marketing strategy.

4. Marketing campaign starts at home. This is another brilliantly affordable idea that you can put to good use to market yourself. Many of you must have got printed a huge stack of business cards to be provided to potential customers, for heaven's sake change your strategy now!. Start taking these cards with you to every relevant place where you expect to see lot of people around - Coffee shops, Bookstores, courthouses, ATMs wherever. Then leave those cards, strategically scattered here and there – wherever people are likely t pick them up and have a look. This is one very effective way to market yourself. If you leave a hundred cards at least two people are sure to get in touch, now that being a small figure, isn't insignificant. How? You now have two new customers- that's more than you had before!

5. A complete Overhaul. Try to change your signature line. Create a new statement for yourself- something that people will love to identify with.

## About the Author

Work It Mom is a community for [working mothers](#). This site is a place where a busy working mom can find information to make her life a little bit easier and connect with other moms like her.

Source: <http://www.tntarticles.com>