



How Does The Current Business Market Color The Way Small Businesses Do Sales & Marketing

- Are you in the right business to succeed?
- Time Management - The 80/20 Does Matter!
- How to Get Noticed on Facebook & Generate Leads
 - Internet Marketing Tips & Tricks
- Increasing your Network Marketing Business!
and more.....





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small business sales & marketing

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If you would like to write for the How To Marketing Magazine, we welcome all submissions, although only a select few are published in the magazine. If we think it is appropriate, we will let you know or may publish it on our website instead. There is no cost to submit or have your article published. Each approved writer has their article published in the magazine, has their article posted online, gets a free advertisement in the marketplace section and there is the availability of purchasing display ads positioned by your article content.

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MAGAZINE INFO

The How To Marketing Magazine is passionate about marketing and is committed to providing the information that will help your Small Business, Retail, Restaurant, Non Profit, Real Estate, MLM or Direct Sales business grow! We publish this magazine free of charge to our subscribers and have the best content in the business! Each issue will cover small business topics including marketing, time management, sales and product development.

We are truly agnostic about technology, products and services that small businesses need to succeed. Oftentimes we will recommend something, only to find something EVEN BETTER down the line. We strive to stay at the top of the marketing game and to help you get more leads, sell more products and grow your market share!

This magazine is provided by Tara Jacobsen of www.MarketingArtfully.com. Tara has been in marketing for over 10 years and actually started BEFORE the internet and all the opportunities it affords.

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Are you in the right business to succeed?

Kirsten McCay-Smith

How many business owners want more sales? How many want easier sales? And how many want both?

We are all in sales. Every one of us! It started for me when I was a child and had to sell my parents on the idea that even though we were dirt poor, I was going to play Basketball, Softball and Soccer. Then I moved into adolescence where I had to sell some guy on the idea that I would be the perfect girl for him.

My first sales job was delivering and collecting on a newspaper that was FREE! Talk about tough. I had to convince people to pay for a free community paper.

Next I graduated to waitressing where I worked at several restaurants over the next nine years. Now this is where sales really started to matter. My pay actually depended on what I sold. While working in Saratoga Springs during track season, I waited on a group of friends celebrating their wins for the day. If they ordered a \$40 bottle of wine, I sold them on a \$70 bottle instead. Their total bill went from approximately \$500 to almost \$1000 and my tip reflected a percentage of the total bill. That is when I realized sales can really make a difference in my life.

This brings me up to Dec 2005 when I signed up as a Passion Parties consultant. Another commission based business where I am selling not only the products, but the parties AND the business opportunity. Because of what I am going to teach you today, I have been super successful. Within 15 months of starting, I was an Executive Director, the highest pay level in the company, and two years ago, I was the top recruiter in the entire company. Out of 15,000 consultants in the US and Canada, I was #1 in selling the business opportunity to others...and I'm going to share with you HOW I did it!

There are really only two parts to a sale, the beliefs you hold and the action of asking. We are going to

spend most of the time on the first, your beliefs, because if your beliefs are strong enough, the asking is easy.

There are four beliefs that are essential to selling anything and they are all equally important, so I like to think of them as legs of a table. If one is weak or missing, you can not stand on it and ask for the sale, so before you ask for ANY sale, you MUST strengthen your legs!

The first leg is a strong belief in your industry. I am in the industry of Direct Sales, as are Mary Kay, Pampered Chef, Arbonne, PartyLite, Tastefully Simple, and more. Direct sales is a PHENOMENAL industry that lets you start a business for under \$500, make your money back in the first month of business, and manage your own time. Direct salespeople can make as much or as little money as they are willing to work for, and get paid to help others succeed at their own business. I have 100% believe in the Direct Selling industry, a 10 out of 10. Where are you at with belief in your industry? Give yourself a number from 1-10.

Calculating Your Success

Belief in your industry _____

Belief in your company _____

Belief in your products _____

Belief in yourself _____

Total of beliefs _____

Divide by four _____

Add a zero = percentage _____





Sales Success - Business Focus con't

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The second leg is a strong belief in the company you work for, whether you work for yourself or another company. Do you have faith in the company mission, vision, goals, pay structure, training, management, corporate office, etc. The president of Passion Parties is 65 years old and has a 20 year plan for the company. I like that! Where are you with belief in your company? Give yourself a number between 1-10.

The third leg is a strong belief in your products or services. Would you pay the price you are asking? Would you recommend them to your friends, families, spouse? Do you solve problems and enhance the lives of others?

I save marriages EVERY day! The two things that most couple fight over are intimacy and money, I can help with both! I feel I am doing a service to the world and I will tell everyone I meet. I have a girl on my team who has been doing Passion Parties for over a year and her party sales are always very low at her parties. After coaching her for a few weeks, she finally said to me last month, "People just don't have money right now to buy this stuff, so I don't want to ask." Her belief is about a 1 out of 10 in our products. I believe a healthy relationship and sex life will reduce the stress that most people have in their lives right now, therefore buying my products are worth every penny they spend! People still have money to spend, they are just a lot more picky about what they are spending on. I believe that spending money to enhance your relationship, relieve stress, and improve your happiness in money worth spent. How strong is your belief in your products or services you offer? Give yourself a number between 1-10.

The fourth and most important leg is a strong belief in yourself. If you don't believe you deserve whatever it is you are asking for, you will never get it. Let me repeat that...this is a HUGE reason why so many people aren't successful in sales. If you don't believe you deserve whatever it is you are asking for, you will never get it. How strong is your belief in yourself? The

belief that you deserve what it is you're asking for, the belief that you can actually make your goals and live the vision you set for yourself. Give yourself a number between 1-10.

Now add all four of your legs and divide by four. Add a zero and this is the percentage of your success you are getting in your business. If your total "leg" percentage is 60% and your sales goal each month is \$4000, you are probably getting sales of about \$2,400. If your "leg" score is 50% and you are trying to sponsor four people into your business each month, you are probably sponsoring two. If your "leg" percentage is 70% and you're goal is ten new clients a month, you're probably getting seven.

So what can you do? Work on your weakest leg first and build it up, then your next, until they are all a ten. If you can not find a way to make them all a ten in your current business, you may want to start looking at some other business options.

A quick note about sales... Every business on the planet revolves around money. If your business is not making money, it is not a business, it is a hobby. Most businesses revolve around making sales in order to make money. Keep that in mind, it is more important than people make it out to be.

Part two of "Are You In The Right Business To Succeed" in our next issue.

Kirsten McCay-Smith, Executive Director

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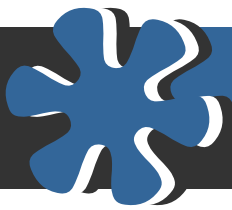
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The 80/20 Does Matter!

Lisa Keyes

One of the keystones to self management is time management. What is time really? The dictionary defines time as “*indefinite, unlimited duration in which things are considered as happening in the past, present or future*”.

Time management is not about which appointment book you use. Time management is about your attitudes and perceptions. It is based on realizing how much your time is worth and choosing activities that are the highest priority for you to achieve your goals.

Time can either be an asset or liability; depending on your attitudes. You can not alter time, only your attitudes and behaviors relating to time. These are influenced by conditioning and self esteem.

The fundamental basis of good time management is the Pareto Principle. The Pareto Principle states that 80 percent of your results are produced by 20 percent of your activities. Conversely, 20 percent of your results are produced by 80 percent of your activities.

Revising your time management techniques is effective because most people spend a lot of time in activities that are not an efficient use of time. The more that you can learn to focus on 20 percent activities and turn them into 40 percent or even 60 percent, the more productive, prosperous and balanced you will be.

In terms of behavior change, many possible ways exist for taking action. Learn the skills that are required to improve your productivity including goal setting and strategic planning, scheduling, dealing with interruptions, being able to decline offers, delegation, keeping current with your job skills, product knowledge, communication skills, management skills, and stress management.

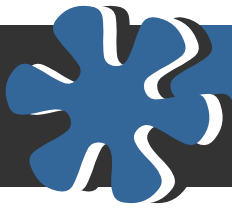
Time Management Tips

Taking control of your time takes focus. Here are 18 things you can do to free up time and increase your productivity:

1. Invest at least 10 minutes in planning daily
2. Focus on the A goals first
3. Review your master goal list at least once per week
4. Group similar activities together
5. Set specific times for taking and returning phone calls
6. Throughout the day ask yourself, “What is the best use of my time?”
7. Discourage interruptions
8. Learn to say “NO”
9. Track important data and activities
10. Avoid procrastination
11. Respect your body and mind cycles
12. Do your most challenging work during your peak performance cycles
13. Delegate whenever possible
14. Take a quick stretch break every 20 minutes
15. Keep supplies stocked and accessible
16. Set a schedule and follow it
17. Review files regularly
18. At the end of the day, create the next days goals and activities list

My suggestion is to implement one of these tips at a time, master it and then move to the next suggestion that seems fitting to your situation so you do not become overwhelmed and want to quit all together.





Time Management con't

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Effective Time Management Benefits

It is hard for people to change so here are just a few of the benefits you will reap from implementing these time management tips:

- Doing the same work in less time
- Accomplishing more work in the same amount of hours
- Increasing personal productivity
- Getting more recognition
- Earning more money
- Decreasing frustration and stress
- Having more time for planning
- Devoting more time to your family
- Spending more time with hobbies and recreation
- Improving your health
- Experiencing increased joy and satisfaction

Remember planning is to ultimately simplify your life—not make it more complicated.

Happy Time Management!

Lisa Keyes

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**How Are Other Small
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Getting Leads Online?**

Wouldn't You Like To Know?

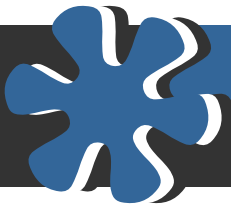


**Small Business
Social Media Mar-
keting Like
Facebook,
LinkedIn &
Twitter Are Not
Just A Fad!**

Every Small Business Owner knows that so-
cial media marketing SHOULD be part of their
marketing toolbox, but who has the time to spend
weeks (or months) getting it set up? What if I
told you that you could have your Facebook,
LinkedIn and Twitter marketing empire set up
quickly, with step-by-step instructions and expert
help to make the process painless!

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Marketing Is A Team Sport

Stacy Hansen

As humans, we are passionate about different things in life. I'm passionate about my family and friends, and lucky for me, I'm very passionate about my marketing business and clients!

Each client has their own unique set of needs, and I openly embrace the challenge to 'share their best kept secret' to the online world. BUT, in order to be successful at marketing my clients, I must not only understand their product and vision, I must be able to understand and 'bond' with them on a personal level. What I have come to discover in my business as an online marketer, is that in order to represent my clients' products successfully to the cyberspace community, I must first understand who they are as unique individuals. And this is why I don't take all prospects that come knocking on my door for my services. If a personal bond cannot be accomplished from our first meeting, then I intuitively know that we will not be a 'good fit.'

Why?

Let's face it, not all people are meant to work together! My personality lends itself to cooperative, very upbeat, personable folks with lots of spirit and enthusiasm. I perform my best work when I align myself with clients of this personality type.

As marketers, we are not magicians (although we like to think we are at times!), and I am only as good as the cooperation I get from my clients. If I reach out to a client on any given day, I'm not reaching out and asking that they meet me for a tea party, I'm reaching out because I need information for a possible customer for them, and time is of the essence, when it comes to prospects! So our personalities 'must gel' on a personal level in order to accomplish our marketing goals.

What I love most about marketing is seeing that smile

on my clients' faces when sales start going up, up, up! There is such a sense of triumph to witness the fruits of 'our' labor making a difference in their business. Without the full cooperation of the client, I am not able to bring prospects to their business. The successful online marketing campaign results with the full support of the team; the marketer and client.

As a human wearing my marketing hat, I know that I am at my best performance when I know my efforts have made a difference and continue to make a difference for my clients. I welcome the challenge of discovering new and innovative techniques to promote them on a consistent basis!

And, at the end of the day, the bottom line is: I care about people as individuals. I truly care about their business. And I love marketing my clients! It's not work. It's my passion!

Stacy Hansen

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Do I Need Internet Marketing?

Amber Montel

All business owners need to learn about Internet Marketing Strategies. When you Google “Internet Marketing” the definition that comes up in the Wikipedia for Internet marketing refers to (1) the placement of media along different stages of the customer engagement cycle through (2) search engine marketing or SEM, (3) search engine optimization or SEO, (4) banner ads on specific websites, (5) e-mail marketing, and (6) Web 2.0 strategies.

Internet Marketing Strategies can surely help your business succeed. If you offer an amazing service or product, Internet Marketing (IM) is a great place to advertise it and see results. The best thing about IM is there are so many options that are FREE!

As Entrepreneurs we are always wondering, “How can I grow my business?” By using Internet Marketing Strategies you can achieve this. I like to think of Internet Marketing, including Social Networking, as a very large In-Person networking event! It is all about building those relationships and being of service to people.

Internet Marketing Strategies can feel a little overwhelming when you dip your toe in since there are so many different ways to do it. Just a few of your options include; advertising, writing articles, Social Networking, webinars, newsletters, email marketing, websites and blogs, videos, and many more. With all these choices, small business owners forget to find the ones that work for them! Just because someone made a huge success from a particular method does not mean it will work for you.

Internet Marketing Strategies can take some time to figure out, do not become discouraged! If you are not a “techy” person, I recommend you find someone who is an “expert” with internet marketing strategies, Social Networking and blog sites to get their opinion on

which might work best for you and your industry.

DO be careful when it comes to Internet Marketing because there are a lot of online SCAMS that people can fall for.

Here are a few tips to remember when tapping into the Internet Marketing world;

1. Do not pay over \$750 for a basic website. Make sure to ask your web or blog developer about their experience with SEO, SEM, Videos and blogging content.
2. Be careful of the scams online that say, “I grew my down line over 3,000 people in 2 weeks and for \$\$\$\$ I can show you how.” Seriously, if they are making that much money, would they really be sending out tired old emails?
3. Do your research! Research the people you are going to work with and the products you want to use, making sure to protect yourself.
4. Remember anything that goes up online can come down and we cannot live in fear of the internet world.

Internet Marketing is a large variety of tools that can help you grow your data base and customer base; I challenge you to learn more!

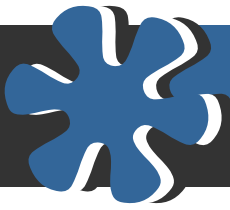
Amber Montel
Your Marketing Voice

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Your Marketing Voice

Your Marketing Voice
Be Known, Be Heard





Outsourcing Your Bookkeeping

Joy Phelan

Outsourcing your bookkeeping tasks is a simple, cost effective way to aid the small business owner in maintaining accurate accounting records without having to constantly employ a high cost CPA. Additionally, outsourcing your bookkeeping is an excellent way to ensure that the smaller accounting tasks are completed as they need to be done.

Freelance bookkeepers offer a variety of services to the business owner, including customer invoicing and statements, whether monthly or as needed; processing accounts payables, preparing Form 1099 and year end Form W-2's, payroll services; preparing monthly, quarterly, and annual financial statements; bank account reconciliations; and a variety of other services.

Some freelance bookkeeping services provide any forms that you may need and even computer software, such as QuickBooks, that you may want to use.

By outsourcing the bookkeeping duties, the business owner can focus on marketing, growth in sales and even the human relations within the company. Although the business owner may not have the time or maybe the knowledge to handle the bookkeeping duties by themselves, they can rest assured in outsourcing that their day to day accounting needs are being met and are accurate.

Additionally, outsourcing the bookkeeping tasks can save the business owner up to 40% in costs. There would be no need to provide office, space, additional office supplies, or pay for other costs that are not typically considered on a regular basis such as electric, water and other utilities, etc. Those overhead expenses are included with the regular operation of the freelance bookkeeper's office.

Freelance bookkeepers can be trained by CPA's and/ or have completed a college education with a focus

on accounting. Make sure that the bookkeeper you choose has the experience to share a review of the financial statements that they prepare for your company.

It is important for the business owner to remember that although the outsourcing bookkeeping service may be qualified to complete tax returns, most do not offer this service. The preparation and filing of annual tax returns is typically the responsibility of the CPA or financial advisor of the company.

Freelance bookkeeping services are equipped and able to handle businesses of all sizes, from only one or two individuals to many employees in a variety of different departments. The opportunities and benefits that outsourcing bookkeeping tasks are endless, but the most important is probably the fact that necessary tasks are being completed as needed in a timely manner and the work performed will be accurate.

Joy Phelan

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How to Really Get Noticed on Facebook & Generate Leads

Gretchen Parks

There are a ton of networkers on social media like Facebook these days selling their products, services, and business opportunities. Many of them are spamming the status updates with their links, but even more are genuinely trying to provide value, but still not seeing the return on their time investment.

The truth of the matter is, it doesn't matter how many friends or connections you have on a social networks like Facebook, it matters if you are truly connecting with those people and finding out if they have a need you can provide a solution for. That requires that you spend time getting to know the people you have befriended. You will have to get out from behind your computer and speak to people via chat, the message system or by phone to get to know them better and see if you can help them in any way. So, how do find out which of your friends may make a good customer or potential business partner?

The first thing I do when I accept a new business-minded friend request on Facebook is to go to that person's wall and leave them a free gift just for being my friend. Now your gift can be a free e-product, link to some great information such as a recent blog post, or other invaluable marketing material. The key is that it has to be free and should not require an opt-in or lead to a sales page for an affiliate or personal product. This gift is a free offering of value to create the expectation of more to come as they get to know you better. You will be remembered because of this first touch.

If you have created a group or fan page, you will also want to invite your new friend to join you there. This will immediately let you know if they are interested in following your messages and receiving more information from you.

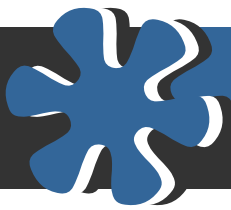
Get involved in groups with like-minded people so you can not only see what they are promoting, but also promote your products or services to those groups through wall posts. Once you get a large number of friends, you will receive an exorbitant amount of group invitations, so only choose to join those that are going to serve your purpose the best or that you genuinely want to learn from. For instance, you may have better success promoting to a group with 2,000 members better than a group with 50 members. Once you have joined, post advertisements with links to affiliate or personal products to generate cashflow. You can also post links to blog posts to keep your name and face before an interested audience. You can also invite the group members to webinars or training sessions.

Be very careful to not post to more than 20-25 groups at a time or Facebook may pause your account or delete your account altogether. You will typically get a warning message if you are posting content too quickly to groups.

Even from your very first friend request, connect with people you have befriended through the chat function or send them a message to learn more about them and why they are online. Only from initiating conversation will you ever find out if the other person is a potential customer, partner, or referral source. After you've asked the initial qualifying questions and decided you may have a solution to offer, ask the person if they would like to continue the conversation by phone. Most people would prefer to hear your voice and have a normal conversation. And you will know as soon as you make the call that this person is already an interested party and you can expect a rejection-free phone experience.

If you make contact with 5-10 new people per day using this method, you should be able to successfully speak by phone with at least 3-4 people. Would this be an improvement over the number of interested people you are speaking with daily now in regards to your business?





To fast-track your success, you can outsource your tasks on Facebook to free up your time to spend making contacts and communicating with them directly. The more people you actually talk to, the more people who are aware of what you are selling and the more people who buy from you or join you in your business.



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Home Office Decorating

Dale Jaworski

In my 15 years of work with home office clients I have often been asked, "Where do I start when thinking of interior design for my office?"

A good place to start when creating your space is color. Inspiration can come from many sources. Most people know what colors they like. If you are having trouble defining your color palette, look in your closet. Do you see a dominant color? I used to have a closet filled with purple. Although I no longer have much purple in my wardrobe, I do have plum drapery in my office and love it!

When you have harmony of colors you can incorporate various fabrics, paint, furniture, and accessories. I always feel that a home office should be a reflection of the person who works there. Look at what you are passionate about. When you bring those elements into your office it evokes a feeling of happiness that you felt when doing those things. Keep in mind the color scheme you have decided upon when bringing your room together. I work with people to choose three colors they love and then use these colors throughout the room. Variation in using them keeps your home office feeling fresh.

Next look at your working requirements. It's very important that you design to accommodate your needs at this point in time. Keeping in mind how you intend to use a room is very important when establishing the layout and furniture selection. Working with a professional designer can help simplify the process of making your home office a success!

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Increasing your Network Marketing Business!

Tina Kraft

I have been in Direct Sales for 28 years and attained a six figure salary with over 1,500 people in my organization at one time! This business works and has no limitations except the limitations you impose yourself! Only you can attain your dreams and goals.

Many of us in Network Marketing, MLM, or Direct Sales have felt or feel a stigma that what we are doing isn't a "real job" and this HOLDS YOU BACK! You have every reason to be proud of being an Entrepreneur! Our ancestors were Entrepreneurs!! Read the following 2 paragraphs for a mind shift.....

"Network marketing, once known as the last refuge for the hapless and hopeless, those who had failed at everything else, has entered the new millennium with a fresh image as a place for WINNERS. Today, it's a high-touch, high-tech field, international in scope, that is growing in sophistication, complexity and diversity; an industry where knowledgeable workers are welcome, professionalism, is prized and search engines and stock options are replacing pep rallies and prayer circles. It's no wonder that serious professionals are taking either their first look or a fresh look at network marketing."

"The New Professionals"

--Charles W. King and James W. Robinson

The first college textbook focusing on direct sales (including network marketing) has been written and published by Dr. Keith Laggos, whose company sells a number of periodicals aimed at home-based entrepreneurs. This text has been adopted by Utah Valley State College for use in a network marketing program.

OK, so now that we all have a reason to be PROUD of the industry we are in, let's begin!

To increase your success...

1. Set goals, daily, weekly, monthly, quarterly, yearly and of course for your retirement. Most people spend more time planning their yearly vacation than they do their retirement. Scary!!!!
2. Take AT LEAST 15 minutes a day to read or listen to personal improvement materials. If you have CD's then always have them in your vehicle, listen, edify yourself, absorb them and apply...this is great time management!
3. Go networking!! The area you reside in has a ton of networking groups to help you grow your prospect lists. Prospects turn into customers!! www.meetup.com
4. Get a Facebook Page, Twitter, LinkedIn, etc... Social media is where it is at!! Don't get left behind!
5. Contact your contacts...Follow through is the most effective way to increase your business and yet most network marketers do not follow through with their contacts. Most of us know at least 250 people, and if we would work that contact list DAILY we would all have job dropping residual income if we did it effectively in the next 12 months! Would you like to achieve that?

These are just a few tips of increasing your network marketing business. It takes commitment, personal effectiveness skills, passion, self-motivation among others to succeed in this business. The greatest thing though is that you don't have to rely on an employer or anyone else. Your success and destiny is all up to you.

Tina M Kraft

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Your Brochure is a Sales Letter

Barbara Grasse

A brochure is one of the strongest offline marketing pieces you can create. It is your “offline sales page.” Too many businesses create brochures that are show pieces for the business, but never address their prospects’ wants and needs. The truth is your prospects don’t really care about you or your business. They care about what you and your business can do for them. You need to engineer your brochure with that in mind.

Start with your target market

This is the first place I start when I work with my clients. We talk about who their “best” client is; that person who represents their best buyers and the people they like to work with. You need to know if you are targeting men or women, younger or older people, the median income of your clients and their educational level. Do all of your clients match this profile? No. In fact, about 20% of your clients will be outside your target market. But you are going after your most likely prospect, the person you will appeal to the most.

While these are just the most basic parameters of defining your target market, they are the most important. For example, men and women speak different versions of the same language. In general, men are competitive and women are cooperative. You need to appeal to them in different ways. Younger people prefer videos to reading. So if you are marketing to younger people, your brochure should have more pictures and white space than if you were marketing to the over 50 crowd. If you are marketing to the over 40 crowd, you might want to use a larger font size. A huge percentage of people start to rely on “reading” glasses after 40. Make it easy for your prospect to read your brochure.

The most important thing about a brochure is that it needs to be opened. How do you do that? Professional printers fold brochures with the cover overlapping the rest of the brochure by just a tiny bit. That makes

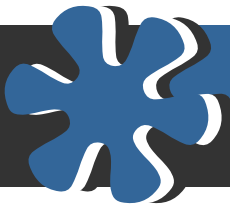
it easy for someone to flip open the brochure without having to find the edge or wet their fingers to flip open the page. Does that sound minor? It is. Until your prospect decides not to bother opening your brochure because your cover edge is even (or even short).

Use colors that appeal to your target market

Men like black and white and red. Women lean more towards turquoise, hot pink and purple. These are generalities, but they hold true more often than not. Blue is the color of trust. Think of the IBM logo or even the medium blue background used by Microsoft for their Word program. It is easy on the eye and calming. New Englanders use a lot of muted colors. Kids are attracted to primary colors – bright red, blue and yellow.



I use the same components in a brochure that I use in my sales pages. I like to start with a provocative question that hits on a major problem for my prospect. Inside the brochure, I expand on various pain points – the problems or desires I know my prospects have. I then proffer myself and my services as the solution.



As the solution, I make sure I talk about how I can solve their problems or fill their need and then I use third-party testimonials to provide real world proof. Testimonials are one of the strongest components of any sales process. I make sure I have a variety of testimonials from the most prominent “types” of clients I attract. I try to find typical situations that my prospects have and match up testimonials from people who also had these problems who I have helped. Testimonials resonate with people.

What is the goal of your brochure?

Most importantly, you must have a prominent call to action. Tell people what the next step is in the process and how to take it. Make it easy for them to contact you. Give a website, email address and a phone number. And then make contacting you risk-free. For some people, that means going to your website and checking you out before contacting you. For others, it might be getting a free report or listening to a recorded message.

Remember that your brochure, as with all your marketing materials, represents the way you do business. If your brochure is sloppy or otherwise unprofessional, you will be perceived as sloppy and unprofessional. Image is everything. Take the time to make sure your brochure represents you in the best light possible.

As a final note, pay the money to have your brochure laid out professionally. A good graphic artist can highlight your most important message making strategic use of borders, shaded boxes, bulleted lists, graphics and white space. The money you invest in having your brochure professionally designed and printed will pay huge dividends for you. An amateurish brochure will kill your business.

Barbara Grasse
Marketing Differentiation Strategist

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Social Media and Email Marketing By The Numbers

Michelle Vazquez

Social Media and Email Marketing go together like peanut butter & jelly, or horses & buggies. Using Social Media can influence your Email Marketing by reaching new markets, increasing brand reputation & awareness, and increasing ROI (return on investment) of email programs.

I recently saw a survey online by Marketing Sherpa that shows that 81% of marketers polled agreed that Social Media extends the reach of email content to new markets, 78% agreed that it increases brand recognition, and 53% agreed that it increases ROI.

I have been doing some research through webinars & searching info on the web and have found that according to another survey, Twitter reports it is up 294% on year over year growth. Facebook reports it is up 95%, LinkedIn 37%, YouTube 35%, and FourSquare (a location based site) is up 588% in year over year growth!

In this challenging economy it is important to use every available tool to help build your business. Social Media is very effective with email marketing between business-to-business as well as business to consumer sales. Increased lists, opt-in leads and other benefits result.

Social Media helps bring a deeper engagement with your target audience, which results in higher delivery rates, more opens, more clicks and more conversions. Your recipients can share your email content through Social Media by adding Icons such as Facebook and Twitter, which will result in deeper brand recognition and customer loyalty.

A recent graph I saw from the University of Massachusetts Dartmouth Center for Marketing showed

that Social Media used by U.S companies between 2007 and 2009 is up on Social Networking from 27% in 2007 to 80% in 2009. Online Video use is up from 24% in 2007 to 45% in 2009. Blogging is up from 19% in 2007 to 45% in 2009. Lastly, Twitter has no records from 2007 and is at 52% usage in 2009.

The fact is, with millions of visitors each month to sites like Facebook and Twitter, Social Media has increasingly become an effective, low-cost way to expand and strengthen your business reach. This many visitors each month also means one more thing: that conversations about your business are happening anyway, so why not be the one creating the conversation and not allowing your competitors to be driving it?

Michelle Vazquez
Shell Marketing Manager
727-608-7087

www.ShellMarketingManager.com



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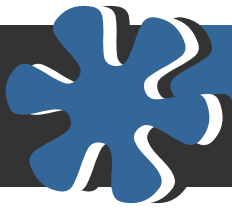
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Newsletter or Blog Content

Review

Tara Jacobsen

In my line of work I see a bunch of content that small business owners intend to use in their blogs or newsletters. When she found out that I was doing a magazine, a dear friend of mine offered up one of her articles as a case study to help other small business owners learn what they are doing right and what they are doing wrong!

Beauty Sleep: It's No Joke

(tj - as an email or newsletter title, this is GREAT for attracting humans. As a blog post title, it is not keywordy enough to rank well. A better title would be Nighttime Beauty Products Make For Better Beauty Sleep.)

A well-known skincare doc explains why nighttime skincare isn't optional (unless looking old is OKAY with you).

(tj - your first paragraph should have lots of keywords and content. Basically you want to do a synopsis of what you are going to be covering in your article! As a second paragraph it is FABULOUS - humor is a universally loved human concept.)

It can be argued that nighttime beauty products are more important than those you put on in the morning. During the day, your face is bombarded with makeup, pollution, perspiration, even wind, all of which exhaust and distract your skin cells. At night, however, these cells are left alone and they have the opportunity to renew themselves, uninterrupted. So from 11 p.m. to 7 a.m. (or whenever you slumber) your products will be most effective, primarily because your skin cells have time to "process" them.

- It's very important to cleanse your skin at night; all

the products you've come in contact with during the day are on your skin at night; wash your face with a good cleanser to allow your skin to breathe during the night. **It's been said that for every night you DON'T cleanse, adds 1 month of aging to the APPEARANCE of your skin.**

- Many active ingredients (such as retinol) in skincare products have a relatively short life-or they're deactivated by sunlight. So save your anti-aging treatments for the p.m., and stick to sunscreen and an anti-oxidant serum in the morning.
- During the day, skincare products are rubbed off, sweated off, washed off, wiped off. Your moisturizer lasts four hours at the most. By comparison, at night you're far less active, so you'll get considerably more longevity out of any lotion you layer on.
- At night, your skin can be a little greasy (who's looking?) so seize the opportunity and load up on products that are rich and hydrating (dry skin is the number one complaint of mid-lifers); it's okay to put several DIFFERENT types of moisturizers on at night!

In the morning, you'll awake to skin that's smooth and supple.

Debbie Hall

Mary Kay Cosmetics
303-423-9177

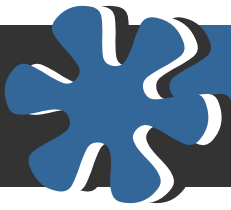
www.marykay.com/dhall

(tj - The content of this article is GREAT! Debbie's target audience is concerned with looking good and staying young. Did you notice the "scary" part where she said NOT moisturizing you add 1 MONTH of aging appearance?

All of this content is selling the PROCESS of using the Mary Kay products Debbie sells, NOT hitting them over the head and saying "BUY MARY KAY FROM ME". Overall with a few tweaks on the title and first paragraph, she gets a thumbs up from me!

Tara Jacobsen www.MarketingArtfully.com





3 Deadly Mistakes Entrepreneurs Make & The 3 Secrets That Will Change Your Results!

Jade Sund

Whether you have been an entrepreneur for three months or 23 years you have a few things in common...

Not enough hours in a day to accomplish everything you want to do. Mistake #1- Overwhelm. The energy created by going into overwhelm is like a kill switch for productivity and profit!

So many ideas, opportunities and possibilities that focusing is a challenge. Mistake #2 – No Concentrated Focus. Lack of focus allows you to feel like you are doing business, but are you? Without concentrated focus you are just busy doing whatever comes up instead of doing business, getting results and creating an income!

The state of your business is the driving factor of your attitude, emotions and level of happiness. Mistake #3 - I AM my Business, My Business is ME.

Stop! You are separate from your business. When you decide to make your business a choice of what you do with some of your time, you will have the wisdom to know you are so much more than what you do. Your business is a construct outside of you instead of who you are and what you do.

Ok, so everyone has the same amount of hours in a day, week and year. Right? Then why is it that some people seem to get everything done and others struggle each day to cross even a couple things off their ever growing list of “to do’s”? The answer from where I sit as a coach, trainer and entrepreneur myself is simply three words: decision, discipline and focus.

Secret #1 DECIDE!!! I know it sounds simple, but is it easy for you to decide, as your own boss what you need to do next? The true number of self motivated people may be smaller than you perceive. Many people naturally need a sounding board to reflect and receive the ideas and concepts they are considering. If that is you, then find a mastermind partner to spend 15-30 minutes each week with on the phone or in person DECIDING what you will accomplish that week. Then DECIDE to be held accountable to what you committed to doing!

Do you have your business systemized, so you know what comes next in the process of moving a prospect to a client or sale? Next, DECIDE to have the discipline and focus to track what your natural processes are in your business and then write it down. Now, determine what steps are crucial and follow them with the next prospect. Now you have a system! A system is fluid and can change easily when you learn a new skill or discover a better way of doing something.

Idea, idea, ideas oh boy! As an entrepreneur you are presented, read about or are inspired with new concepts, processes and possibilities every day. Secret #2 CHANNEL Your creative flow can be CHANNLED into what you are already doing. The idea or concept can be adjusted to work with what you already have rolling. What if you CHANNLED the energy of possibility into how easily the projects you have already started can be completed or the marketing pieces that are in progress finished? Focus your creative juices and see the results CHANNEL into profits for your business!

So when someone asks you who you are in a social situation, what do you answer? I notice often that entrepreneurs will say I am John Anderson with Excite.com we . . . I wonder did the person at the dinner party really want to know all that information. Or were they thinking I wonder who that is and how they know the host? Secret #3 - RECOGNIZE!! You and your business are separate. If you want to have a life outside of your business you must take the time to be who





you really are some times. Over identification with your business creates undue stress on you. RECOGNIZE that you are so much more than your business and that entrepreneur and business owner is a role you play. Understanding that role will allow you to feel happy even when there has been a failure or set back in business. It will also allow you the freedom when and if you are ready to sell your business because it will stand alone! Now that is a result you can take to the bank.

So I ask you, “Who are you and what are you here to do?”

Jade Sund, is a Magical tour guide who shines a light for you to step further into your power and possibility. Jade Sund is an incredibly accomplished source for self help motivation, energy and emotion management. Her accomplishments include co-owner of a successful multi million dollar business, Master ASK Trainer, Certified ASK Energy Coach, and Trainer of Neuro-Linguistic Programming.

Jade is the originator of the highly successful Get Off Your ASK and Awaken to the Power Within training programs and introduces clients to the more than 60 ASK Self Coaching exercises that shift energy, attitude, focus and feelings. She has recently launched AwakenSister.com, a resource for people making their move to living their purpose, passion, and in their power while embracing their life’s work. Awaken Sister is a resource to connect women to spiritual solutions for business and life excellence.

Jade Sund
Awaken Sister

www.AwakenSister.com

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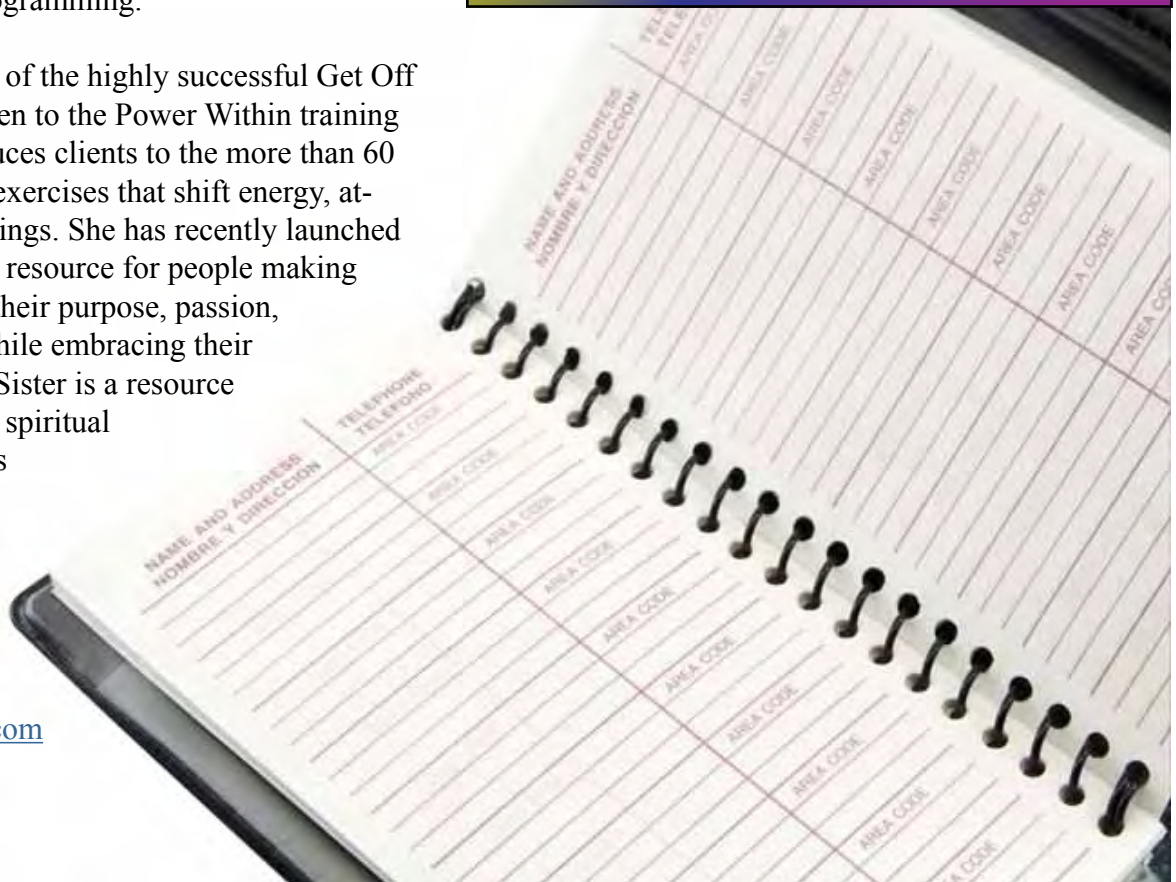
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