

## 10 Marketing Strategies for Your SOHO

Public speaking can be a really effective and low-cost marketing strategy to use to attract business.

Here are 10 more strategies that, according to Jay Levinson and Seth Godin - authors of *Guerilla marketing for the home-based business* - can be especially effective for small business owners and can give us an advantage over the big guys:

### 1. Positioning:

Who exactly are you and what do you stand for? While established companies might have a hard time changing their position in the marketplace, home-based businesses can assess the competition and totally re-position themselves in a way that sets them apart.

### 2. Customer service:

Overwhelming your customers with personal, unexpected service, dedicated to delivering exactly what they want, is the single best way to keep your customers for life.

### 3. Word of mouth:

A SOHO's best friends are enthusiastic customers who go out of their way to refer people to your business. With a well-conceived SOHO marketing plan, you can create a large and growing following of this type.

### 4. Publicity:

Home-based businesses can use niche media such as local papers and trade journals or newsletters to establish themselves in their field. Publicity isn't always free, but your investment of time, effort and money can return tremendous dividends.

### 5. Printed materials:

An effective image in print is critical for home-based businesses. First impressions generated by flyers, business cards or brochures are extremely important. Consider the cost of producing these marketing materials as an investment, not an expense.

### 6. Direct mail:

Although mass audience marketers have turned this potentially powerful tool into an intrusion, as a SOHO, you have the opportunity to turn direct mail on its ear, by using it as a way to build one-to-one relationships with your prospects or existing customers.

### 7. Newsletters:

What if you could create a direct communications pipeline between you and your customers - a marketing piece that your prospects would look forward to receiving? You can, with your own regular newsletter or e-zine (electronic magazine).

### 8. Classified ads:

Imagine a low-cost marketing medium where people come looking to buy from you. Classifieds are often useless to big business, but can be a solid gold weapon for the home-based business.

### 9. Networking:

Virtually every buying decision is based on trust and trust is generated through personal relationships. Networking is an opportunity for the SOHO business owner to get out and meet their prospects in person. Remember to follow-up any prospects you meet with your other marketing tools, such as direct mail, your newsletter, brochure or a follow-up phone call.

### 10. The telephone:

The great marketing equaliser is the telephone! By definition, a telephone conversation is a one-to-one interaction, which is perfect for you. You offer the prospect the chance to speak directly with the CEO, no matter where they might be located in the world.

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