

# Nine Essentials You Need to Know to Market Your Business

What do you need to know about your industry? How do you know "your next move?" Why will people do business with you? Is there a proven formula for success?

Do you want a good definition of success? Here it is:

- Success is making more money than it costs to create your products or services, run your business, and take a reasonable salary.
- Your chances for business success increase exponentially when you clearly understand the most important essentials for growing your business.

**1.** Know what you do best. Know what you (will) sell and why it works. Know how you help people most effectively.

**2.** Know who your customers are. Know what they are looking for. Know where they want to buy your service or products and why.

**3.** Know how customers find you. Know where they have the potential to hear about you, read about you, see things about you. Make sure they will find you there.

**4.** Know your "sales process" Understand the process you take a prospect through to persuade them to buy. Identify from start to finish what you do, what others do, and how you're different. Make sure your sales process connects with what your prospect thinks they need, even if your solutions solve the 'real need' they haven't identified!

**5.** Know where you add the most value. Identify better and more meaningful ways to serve your customer. Understand their key frustrations and solve them. Do what others are unwilling to do to satisfy the customer and help them achieve the results they want! Showcase these "valuable" distinctions in your marketing materials and incorporate them into your sales process.

**6.** Know your competitive business advantages. Know your competition. Be able to quickly and clearly state why you are different and / or better. Create marketing tools that communicate, emphasize and reinforce your competitive advantages.

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**7.** Know where to spend your money. Does the money you spend produce more money? Before you commit your funds, ask yourself, How will this help me make more money? Invest your money where it will work hard for you. Be aware of the areas where you have a tendency to spend money that doesn't impact your bottom line (excessive administrative expenses, developing new products that you don't have the distribution channels to sell through, etc).

**8.** Know the most painful and weakest areas of your business. Understand everything you can about why it is painful. Confront the pain with the goal of healing it. Make stronger and better strategic alliances. Build a great team of advisors. Master your sales process. Maximize efficiency. Know your customers and serve them better. Take ownership and responsibility for fixing the painful elements of your products, services, sales process, employees, and ongoing customer relationships.

**9.** Know when to look for help. If it's not your genius, it's not your job! If you're truly committed to growing in your business, deal with those areas or "weak links" that could sabotage your efforts. Read the best books. Get training where you need it. And when you clearly see the need for outside help, find it! Get a good business coach, get some counseling, hire an expert and develop and incorporate their advice into your decisions. Work smart!

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About the Author - Misty Williams is the president of Strategic Marketing Solutions. She helps independent professionals (consultants, speakers, coaches, authors, etc) build websites that work and develop promotional strategies to market their businesses.

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