

# Marketing

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## 7 Tips For Marketing Your Business

1. **Be Enthusiastic About What You Do.** Let's face it, if you can't get excited, why should a prospect.
2. **Be Genuinely Interested In The Prospect.** Try to be a problem solver, rather than an information giver.
3. **Features Tell and Benefits Sell.** Tell prospects what your product or service will do for them. Not why a sale is good for you. This is an essential point. Too many businesses spend too much time discussing the mechanics of what they do, instead of focusing on the customer's needs.
4. **Be Proactive Not Reactive.** To market effectively means to capture market share. You can't afford to hope prospects will come. You must have a strategy to make it happen.
5. **Know Your Products.** There are few things more frustrating to a prospective customer than a company that doesn't know their own products.
6. **Build Your Database.** If you get a new customer, make sure you keep them. Have a newsletter, rewards program or additional service to offer them.
7. **Plan, Plan, Plan.** To create a successful marketing strategy you must plan. Identify how you will target prospects, what you are offering and how you will follow-up.

At BSN we offer you a range of products and coaching programs to help you market your business more effectively. If you want to increase the profitability of your business take a look at our proven tools for success.