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## Marketing Matters

### Escape from the Habit of Successful Habits

The management procedures you've learned, such as budgeting and project planning, are confidence-builders, to be sure. It feels good to know you know what you're doing. However, like most confidence-builders, they come with a price: You tend to rely on them more and more, and that can mean you begin to miss details that don't fit and opportunities for improvement. Shake up your usual routines to get a fresh perspective.

**Budgeting.** Normally, your budget covers the same areas of expense from year to year, and it's easy to simply plug in some new numbers. To see things differently, take a topic you normally spend little time analyzing—say, staff entertaining—and look closely at every expense you incurred: the summer outing, the holiday party, and so on. Instead of carrying over these events and their budget amounts to the coming year, ask yourself and your staff, "Do we really want to do this again? Could we spend this money a different way and have more fun and build unity more effectively?"

**Project planning.** It's easy to fall into using the same blueprint for every project schedule. You use the same kickoff meeting agenda, the same progress report format, the same team-building exercises, and so on. To see things differently, try cutting everything in half and imagine how it would affect project success. Consider reducing the kickoff meeting to half an hour instead of an hour, requiring only half the progress reports, or doing one exercise instead of three. Would the team miss what was missing? Or could you save some time?

### 7 Key Relationship Marketing Goals



1. Make your One Minute Business Commercial ROCK!
  - Vow to spend 5 minutes on your one minute each week!
  - Get very specific.
2. Commit to being at every networking meeting you can!
  - Out of sight is out of mind!
  - Being casual about your attendance commitment implies you are casual in all of your business commitments.
3. Attend networking events!
  - Local and regional events are offered all the time!
  - Take advantage of these knowledge expanding

networking opportunities.

- Commit to your personal and professional growth by educating yourself this year!
4. Do an AWESOME presentation when it's your turn to speak at any of these meetings!
    - Prepare a "knock your socks off" presentation to show your stuff.
    - Answer the question: "Why should you refer me?"
  5. Do Coaching Sessions!
    - Make a plan to meet one on onewith potential ne tworking partners.
    - Organize your notes from these meetings to be more effective in referring them.
  6. Put all Relationship Marketing Goals in Writing!
    - Set specific measurable goals.
    - Base your goals on personal performance or skills and knowledge to be acquired.
    - Keep yourself in control over the achievement of your goals.
  7. Thinking Through Your Goals: When you are thinking about how to achieve goals, ask yourself the following questions...
    - What skills do I need?
    - What information/knowledge do I need?
    - What help do I need? • What resources do I need?
    - Is there a better way of doing things?

*Kelli C. Holmes, author of Effective Networking, shows you a better, smarter way to grow*

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your business through powerful business relationships. Kelli is the Founder of TEAM Referral Network, a professional referral organization that turns success-oriented business people into a strong team of networking professionals who work together to build their business by referral. TEAM's motto is Together Everyone Achieves More. For more information visit their website [www.teamreferralnetwork.com](http://www.teamreferralnetwork.com) or call (866) 311-TEAM.

## 10 Tips to Help Grow Your Small Business



Research shows that small businesses make up the majority of companies in this country. The key to success regarding a small business is not only keeping it going, but also keeping it growing. There are many things that can be done to grow a small business, and these tips are a good place to start.

- 1. Networking.** Running a small business means it is essential for the business owner to network with others. Networking will enable them to make helpful contacts in various areas of their business, and word-of-mouth referrals may come their way, as well.
- 2. Conferencing.** Every year, business conferences are held in cities around the country. By attending at least one or two of them, a company can put its business on the map and gain the opportunity to network and learn from others in its field.
- 3. Mingling.** Business owners should take a look at Meetup.com or Yahoo Groups to see if there are groups, either geographical or related to field, that can be helpful. Small business groups can be found in most major cities, and individuals attending can learn a lot from each other. If no such group exists in their area, they should take the opportunity to start one.
- 4. Returning.** It's important to keep customers coming back. That's much more cost-effective than continuously seeking new ones. Keeping them satisfied and offering something useful, along with good customer service will work.
- 5. Surfing.** Research shows that many people go online to research a company prior to making a purchase. Every small business, regardless of what they are selling, should have a professional Web site that tells about the company and offers contact information.
- 6. Contacting.** It's important to stay on the radar screen of current customers. Having a way to contact them, whether by postcard, e-mail, newsletter, or some other form will help to keep them coming back. Whether sending a coupon or a list of what is new, it will keep your business in their mind.
- 7. Teaming.** Sometimes, teaming up with another business makes sense, especially if they sell or provide a service that is complementary. For example, a dog-walking or -sitting service may want to team up with a grooming business so they can each refer customers to the other.
- 8. Teaching.** Being a small-business owner means possessing expert knowledge about a particular item or service. Offering classes and seminars, or being a guest speaker, can help get a business noticed and increase networking opportunities.
- 9. Acquiring.** Growing a small business is going to mean acquiring new customers, even if all of the old ones stick around. Each year, or even several times per year, business owners should go over their goals, to see what efforts they can put forth to help grow the business.
- 10. Harnessing.** Most small businesses spend their money on advertising, rather than on publicity. Yet, dollar for dollar, they will almost always gain more return on their investment when they spend that money on publicity. Business owners quickly understand this when they realize that they tend to read the articles and listen to the news stories, while ignoring the display ads and changing the channel on commercials. Publicity is a powerful tool that should not be overlooked.

*Cher Murphy is the owner of Virginiabased Cher Murphy PR ([www.chemurphypr.com](http://www.chemurphypr.com)), a full-service public relations and communications firm.*

## Is Your Marketing Passive or Active?



As a business owner you are probably most familiar with Passive Marketing. It's been the standard for 75 years or so, and while it's not going away it is undergoing a dramatic shift. The online world (where most of your future customers are) tends to lean toward active marketing. Most local businesses, however, focus almost exclusively on passive marketing.

So what's the difference? Passive— Businesses finds customers. Active— Customers find businesses.

**Passive Marketing.** Think of passive marketing as a flash of information distributed to a large group. It could be a TV commercial, radio ad, magazine ad, website banner, printed materials, etc. Terms like branding, color theory, getting your name out, presentation, etc. are all forms of passive marketing. Even such activities often thought of as active, like sales calls and emails, are passive. Passive marketing is almost always an interruption. In short, passive marketing is any marketing that involves YOU finding customers.

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**Active Marketing.** True active marketing is any marketing that involves your customers finding YOU. The catch is this. Active marketing only works on active customers. The good news is that more customers become active everyday. Anyone using a search engine is an active customer.

Anyone calling information services, doing a local search, using their GPS system, using their mobile device (cell phone), or researching products or services is active.

Active marketing simply involves being there when a client is looking for your product or service. The challenge for most businesses is that they do not know where to be or how to get there.

Here are some ways you can start active marketing today:

- List your business with local search engines and directories like Google, Yahoo, MSN and others. Visit [www.skyabovelocal.com](http://www.skyabovelocal.com) for more information.
- Start a Blog about your product or service and post something at least once a week. Check out [www.blogger.com](http://www.blogger.com) or [www.wordpress.com](http://www.wordpress.com) for a free and easy-to-use blog system.
- Make your website SEF (Search Engine Friendly) and submit it to the search engines.
- Get Social. Set up some social media accounts and add to them often. Find a full list of social media sites at [www.promoyou.com](http://www.promoyou.com). Finding a Balance. Effective marketing will combine passive and active methods of marketing without confusing the definitions. Building your brand, solidifying your reputation, advertising in targeted mediums are essential, but they are still passive.

For questions or further information, call Steve at 1-866-647-6225.

## Temecula Chamber Hosts 5-Minute Networking at Ponte Family Estate



On Thursday, October 9, the Temecula Valley Chamber of Commerce will host 5-Minute Networking at Ponte Family Estate, located at 35053 Rancho California Road. This event is scheduled from 4:15–6:05pm. There will be open networking and registration from 4:15–4:45pm. 5-Minute Networking will start promptly at 4:50pm. The cost for chamber members is \$25 and \$35 for non-members.

Pre-registration online at [www.5MinuteNetworking.com](http://www.5MinuteNetworking.com) and payment at [www.temecula.org](http://www.temecula.org) are required to guarantee your seat. When you register on-line you can request whom you want to meet. For questions call the Chamber Membership Department at (951) 676-5090.

*5-Minute Networking*® is the fastest way to network with other business professionals. Think of "speed-dating" for business! During the hour and a half event, you will have the chance to speak with at least 15 different individuals, one-on-one, in 5-minute increments. You can describe your respective business, exchange business cards, and pass on referrals. When you hear the bell, it's time to move on to another table and meet someone new! After the event, your 5-Minute Networking online profile will be updated and track the business contacts you make.

### Murrieta Valley Foundation

The Murrieta Valley Foundation will be distributing over \$50,000 to local non-profit groups and is now accepting applications. All non-profit groups that currently provide or are planning to provide programs that benefit the Murrieta and Temecula valley are encouraged to apply. New or existing programs that target the youth of Murrieta are preferred. Applications can be obtained by calling (951) 677-4856 or by emailing a request to [mvf@ronh.net](mailto:mvf@ronh.net). Deadline for applications is 5:00 pm, October 17, 2008. Grants will be awarded on November 7, 2008 and must be disbursed by December 31, 2008.

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