

SMALL BUSINESS DIGEST

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TRADITIONAL ADVERTISING IS DYING!

The goal of this newsletter is to discuss various methods for reaching your customers, capturing their attention, and creating loyal followers.



Recent surveys show that consumers are becoming more and more immune to traditional forms of advertising (billboards, commercials, print ads, etc...) They record their favorite television shows, fast forward through the commercials and rarely even acknowledge signs or various other forms of display advertising. With this in mind, how is a small

business owner with a limited budget to know where to spend marketing dollars?

Consumers have become more intelligent, more frugal, and more demanding. Clearly, new methods of reaching your target audience are necessary.

Today, information is king and providing "brain food" develops rapport faster and earns loyal customers easier than simply touting features and low prices.

Do you have a specialized niche? If so, designing valuable content for distribution to your customer base is critical!

Our increasingly narcissistic public does not want to hear how great you are, they want to know what's

in it for them. It takes a skilled and experienced writer to create the proper marketing materials which convey this message appropriately. Outsourcing almost always produces the best results since most proprietors do not have the background nor the time to adequately formulate the plan and put it into action.



**Opportunity is out there...
Do you know how to
find it?**

MARKETING TIPS TO REMEMBER:

- *Identify your target audience... Who are they? What do they want?*
- *What specialized knowledge do you have that would be helpful to them?*
- *Always provide value, even to those who do not purchase from you.*
- *What separates you from everyone else in your field and how are you going to convey it to your target audience?*

ATTRACTION MARKETING

The concept of Attraction Marketing is best illustrated by the following example.

Pretend you sell life insurance and Jim is an unknown prospect who wants to buy life insurance but isn't sure if he should opt for a term or whole life policy. Via your clever marketing, Jim stumbles upon an article that you published online or

in a newsletter discussing the difference between coverages. Deciding that you are definitely an expert on the subject, Jim contacts you and you end up with his business. THAT is Attraction Marketing. Rather than advertising traditionally, you provided useful information and *attracted* Jim to you. Treat him right

and he will likely be a lifelong client.



**Attraction Marketing can
be applied to any niche!**

Why should you hire a Professional Copywriter?

Copywriters specialize in developing unique content that sells you to your target audience

You save time and money by focusing on other tasks.

Remember when you paid hundreds for that small ad that resulted in zero? You could have had a freelance copywriter create an original newsletter or brochure for your business!

Take action NOW!

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714-931-0062