

## **Bob Stalbaum • Strategies for Success**

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### **9 Tips To Improve Your Marketing**

1. Stop thinking of your product or service as a commodity
2. Decide what you do best and build your marketing strategy from “the essence” of who you are.
3. Decide who you want your target audience to be (based upon your most core competencies – Step 2)
4. Craft your “story” This is the hard part! Focus on what makes you unique and different.
5. Your marketing must disturb passive tranquility.
6. Strive to attain top-of-mind awareness with your desired market.
7. Have something good to say – and say it well
8. Make certain your marketing has a “look and feel” to it
9. Marketing should be a consistent and integrated process

## **How I'll Help Improve Your Marketing –With Guaranteed Results!**

Marketing is what an business must do to ensure it has all of the customers it ever needs or wants. It isn't a discretionary expenditure, even in bad economic times. It's a cornerstone for long-term success. Your challenge, (and opportunity,) as an business owner is to learn to do it *right*.

*For me, good marketing is all about educating your marketplace.*

My job as a marketing consultant and business strategist is to help you effectively “tell your story.” This means, first, examining the “essence” of who you are, and determining the prospects most likely to truly appreciate your special talents. *That's just the beginning of the process, though.*

My real work involves giving your business a personality and a face. It's about “positioning” you, defining and creating the image you want to project, and most important, creating “marketing messages” that resonate, and will compel your top prospects to take the actions you want them to take.

Most businesses today don't do this with their marketing. All they tend to do is “push” products. *Their “story” is missing.* As a result, everyone's marketing looks virtually the same. *No one stands out.*

Once prospects become customers, my challenge shifts to sustaining the excitement about the relationship you've developed and turn them into lifetime customers and even “advocates” that actively serve to generate more new business for you. (The marketing cycle is never-ending.)

*None of this is easy to do.* It takes tremendous skill and experience most business owners don't really have. *It is my extensive experience in all aspects of business, and the expertise I've developed in marketing over many years that makes me uniquely qualified to help.*

The marketing I create for you WILL distinguish you from your competition. It WILL effectively “tell your story” and serve to swing new business your way. *I actually guarantee results!*

More than any other investment, great marketing can help your sales and revenues soar. In fact, if your marketing is currently an expense to your business, it really isn't marketing.

If you agree with what I am saying, and you want more business, let's talk. *There is just no reason to go it alone when help is available!*

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