

# Why Should I Buy Anything from You?

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## *Essential Concerns for Promoting Your Micro-Enterprise*

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*Creating Communities of Economic Cooperation*

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# *Essential Concerns for Promoting Your Micro-Enterprise*

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- 20 million nonfarm businesses in the US
  - Only 30% generate Customers thru Advertising
  - Over 9 million businesses are run by 1 person
  - \$236 Billion spent yearly on advertising in the US
  - We're each exposed to 2,500 Ad messages daily
  - Children see 50,000 TV Ads a Year
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# *Essential Concerns for Promoting Your Micro-Enterprise*

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- In many cases, Advertising isn't Cost Effective
- Customers lured by Ads tend to be Disloyal
- Advertising/Advertisers are viewed as Dishonest and Manipulative
- Of your 5 Local "Favorite" Companies, how many have an Advertising Campaign?

# Essential Concerns for Promoting Your Micro-Enterprise

- Consider their advertising Approaches:



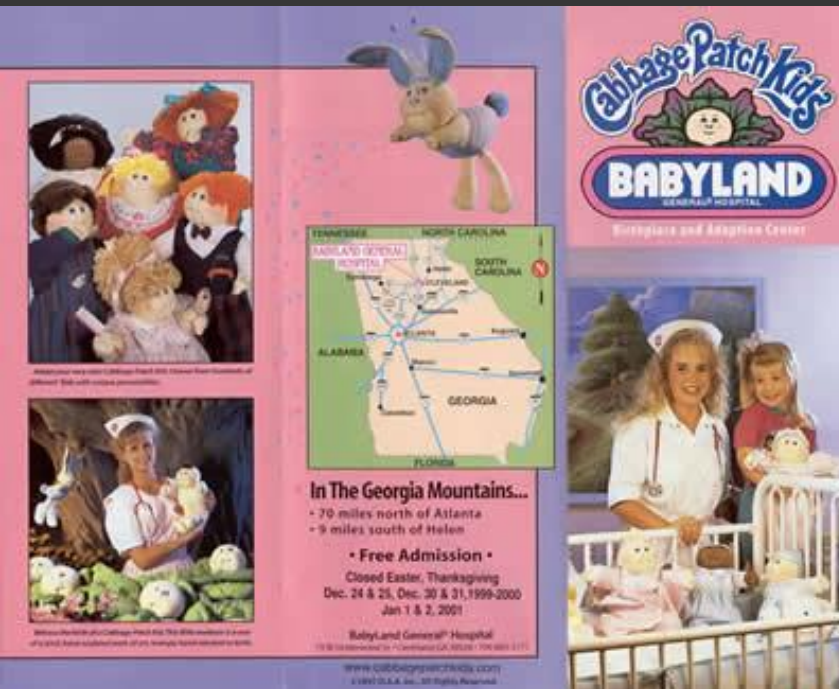
# Essential Concerns for Promoting Your Micro-Enterprise

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# *Essential Concerns for Promoting Your Micro-Enterprise*

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- *Critical Issues:*
  - Satisfying Current Customers (80/20)
  - Attracting New Customers
  - Learning more about Potential & Current Customers
  - Determining effective outreach methods
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# *Essential Concerns for Promoting Your Micro-Enterprise*

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- *Outreach/Promotion:*
- Direct Marketing
- Listing
- Sales
- Service
- Parallel
- Peer

# *Essential Concerns for Promotion: Checklist*

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- My product/service is the best it can be
  - I have a visible, understandable & generous customer service policy
  - I can clearly describe my business & so can my suppliers, customers, friends, employees
  - My pricing is clear & understandable
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# *Essential Concerns for Promotion: Checklist*

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- My customers refer others to me
  - My business is easy to find
  - My business is easy to buy from
  - I maintain a complete list of customers
  - I maintain a calendar of marketing events
  - I am prepared to Grow my Business
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# *Essential Concerns for Promotion: Step 1*

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- List 4 Things Your Business Does for its Customers
  
  
  
  
  
  
  
  
  
  
- List 2 Ways Customers can Contact You

# *Essential Concerns for Promotion: Step 2*

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- Answer: “What role does my business play in the life of a Customer?”
- 1.
- 2.
- 3.

# *Essential Concerns for Promotion: Step 3*

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- What are the 4 Best Ways to Promote your Business:
  - 1.
  - 2.
  - 3.
  - 4.
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# *Essential Concerns for Promotion: Direct & Parallel Marketing*

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- Samples your Customers might find Useful:
- Demonstrations:
- Classes:
- Value-added Post-Sale Follow-up to Customers:

# *Essential Concerns for Promotion: Materials*

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- Descriptive Brochure
- Descriptive Label
- Books and Articles
- Instructions/Manuals
- Clear Website
- Samples
- Other...



# *Essential Concerns for Promotion: Contacts*

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- Easy Access Store-front
  - Catalogs
  - 1-800 number
  - Publicized E-Mail with Quick Response
  - Website with Logical Address
  - In-Store Expertise, Instruction, Classes...
  - Other...
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# *Essential Concerns for Promotion: Customer Assurance*

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- Give Verbal/Written Assurance of Quality to Customers?
  - Is Customer Satisfaction Measured?
  - Is there later-term Customer Follow-up?
  - Is it easy for Customers to Rate your Service & Products?
  - How do you fix problems?
  - Do you ask for Referrals to Prospective Customers?
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# *Essential Concerns for Promotion: Accessibility*

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- White Pages Listing
  - Yellow Pages Listing
  - Answering system that's Responsive
  - 1-800
  - Website
  - Contact info on Cards, Ads, Receipts, Brochures, Vehicles...
  - Maps, Driving Directions, Hours of Operation...
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# *Essential Concerns for Promotion: Walk-up Accessibility*

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- Accessible Space
- Flow is Considered
- Clear Signage
- Parking Available
- Easy to Get in Doorway
- Convenient Hours

# *Essential Concerns for Promotion: Listing*

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- In all Appropriate Journals/Newsletters
  - Local Business Publications
  - Public Bulletin Boards
  - Trade Association Publications
  - Local/Regional/National/International Databases
  - Thrifty Nickel
  - “Services” Classifieds
  - Yellow Pages
  - Local Charitable Events (Fun Run T-Shirt...)
  - Others...
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