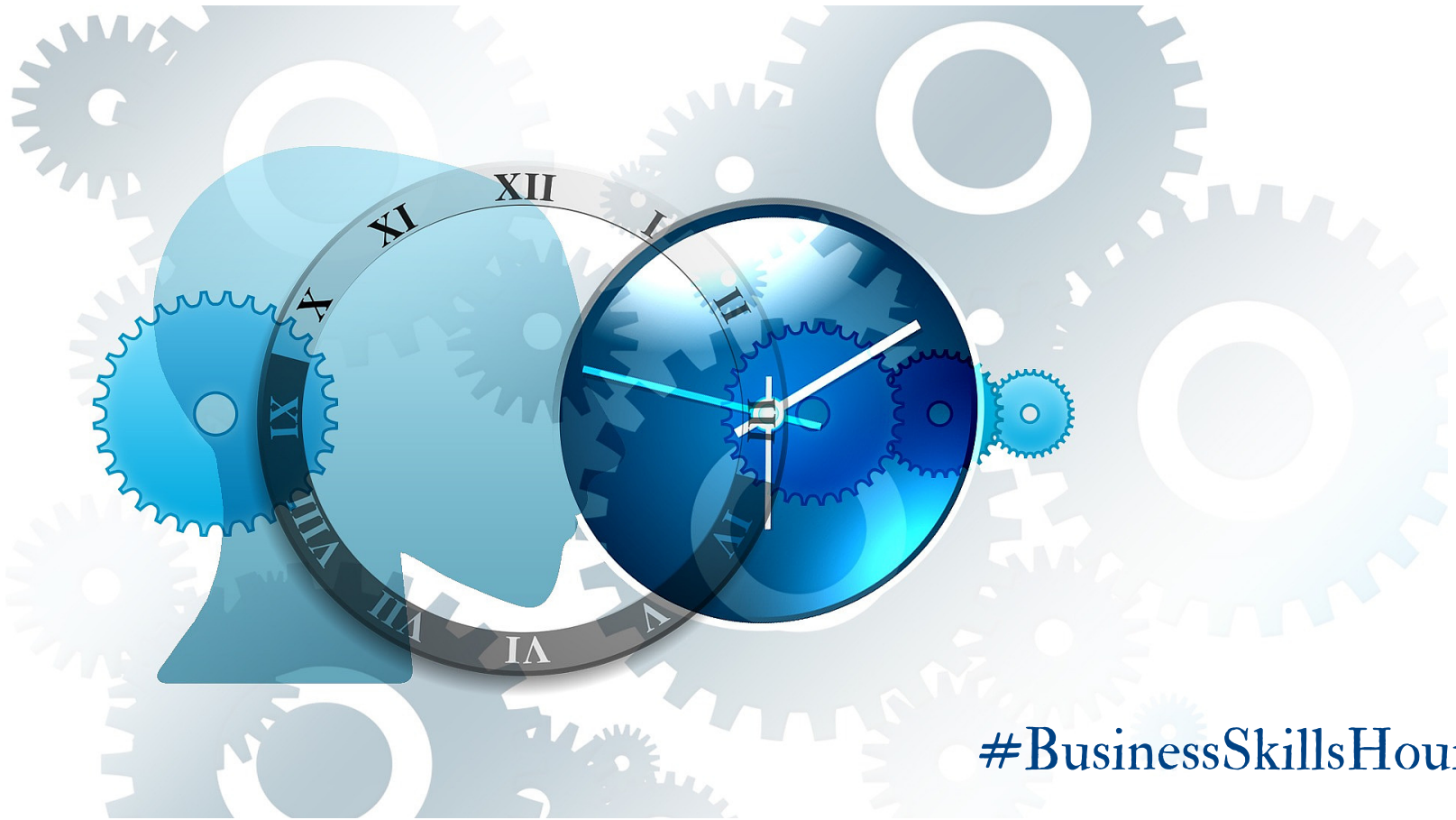




Business Skills Hour



#BusinessSkillsHour

What Is Marketing Really All About? Resource Guide

About Richard



Richard Maun is an international executive development specialist, with over 20 years of organisational experience. He has senior level management experience, published six business and career books and has developed large and small organisations.

His approach combines Transactional Analysis and Lean Thinking with his broad knowledge of business excellence.

Richard also has Recognised Teacher status at Cranfield University, where he teaches business skills to MSc and Doctoral students.

He also hosts the weekly Business Life show on Future Radio.



How Can I Use My Time More Effectively?



Top Tips



However much marketing your doing – double it

Try doing double what you already do. If you find it hard to increase to this, pay for someone to double your marketing time



Plan special offers and discounts

eg.

- 50% Off the first hour
- Create vouchers (paper & online) "Use within 6 months and get 50% off the next session"
- Tweet the vouchers, post it on Facebook



Make marketing part of your business

Schedule into your business half a day per month to spend on marketing. Use a quieter day ie Sunday Morning

How Can I Use My Time More Effectively?



Resources

Great business starts with a great logo

Check out www.99designs.co.uk to have your logo designed

Fill in a Marketing Growth Grid

List your current customers and new customers you can market to

List your current products and what new products you can offer. Discounts etc

Think about what current products you can offer to new customers

[CLICK HERE TO DOWNLOAD YOUR MARKETING GROWTH GRID](#)

	Current Customer	New Customer
	Current Product	New Product

How Can I Use My Time More Effectively?



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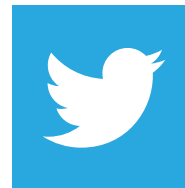


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