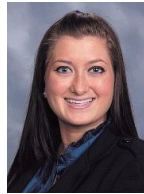


# LOW-COST LOW

## Marketing Ideas

*For Building Your Business Owner Niche*



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There are over 15 million “small businesses” in the United States\*. These companies employ over 60 million people a year. This means that every other American worker owns or is employed by a small business!

Marketing to local business owners instead of large corporate companies has many advantages. When you market to a local business, you are marketing to the business owner, who has the authority to make decisions for the entire company on the spot.

As a business owner yourself, you are in the perfect position to target other local businesses. A few things you should keep in mind are:

1. They have to believe that you are sincerely interested in the success of their business.
2. Their resources are in short supply. Saving

a business owner time, money or increasing their sales are good reasons for them to listen to your pitch.

3. Help them quickly understand the benefits of your service to their business.

4. Provide exceptional service and you will earn loyal clients that will refer other business owners to you.

With the above suggestions in mind, here are a few ways to tap into the much coveted business owner market:

### Getting Started:

**Step 1.** Develop a vision plan for targeting business owners in your area.

Ex: I want to acquire \_\_\_\_\_ new business owner clients within a \_\_\_\_\_ mile radius of my office with \_\_\_\_\_ amt. of investable assets. Resulting in \_\_\_\_\_ amt. of AUM and \_\_\_\_\_ amt. in GDC.

**Step 2.** Acquire a list through your local Chamber of Commerce or 4WARD's Direct Connect company of all local businesses in your area. Use networking colleagues, friends or any other connections available to you to add to that list.

**Step 3.** Use the list you've built. Pick at least 5 of the 10 initiatives provided in this article in order to help you reach your vision. *(For Best Results Use all 10)*

**Step 4.** Call your 4WARD Home Town Marketing Support Team to keep you on track and help you achieve your goals.

## Marketing Idea MENU

1. Send a copy of new tax laws that apply to business owners or “ways to save” for 2010 with a personalized letter on how you can help them.

2. Send 25 letters a week. Three to four days later follow up with a phone call.

a. **Address what you can do for them, not what you do.**

b. **Make sure the letter is timely with a Call-to-Action.**

c. **Prepare before your call, have a list of questions you can ask him or her about themselves and their business.**

3. Identify the top 20 businesses you would like to target. Send them a marketing book, accompanied by a letter of introduction on how you can partner with them to maximize financial areas of their business.

a. **Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide \$10.99 on Amazon.**

b. **Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business \$9.70 on Amazon**

c. **The 33 Ruthless Rules of Local Advertising \$10.17 on Amazon**

4. Develop a direct mail campaign with a three part message that ends in inviting prospects to an educational workshop at a

local restaurant or at your office.

a. Think about inviting a guest speaker that applies to their unique situation:

- Tax Specialist
- Social Security Administration
- Succession Planning
- Someone from your local chapter of the Small Business Administration or local chamber of commerce

5. Consider co-hosting a unique event with a small business that you are interested in acquiring as a client or partnering with for referrals:

- a. Local Jeweler
- b. CPA
- c. Attorney
- d. Car Dealership
- e. Travel Agent
- f. Real Estate Professional
- g. Florist

6. Offer to do a walk-in lunch & learn for local business owners. You can buy lunch for a group in their office, present for 20 minutes on how you can help them and leave marketing collateral as a call-to-action.

7. If there is a business that you utilize and consider a prospect, make sure to send them a “thank you” for their service or a kudos testimonial that they can use in their marketing.

8. Host a Small Business Owner Gala; a VIP event that you put together for local business owners to meet and network with each other. Consider using one of your top business owner prospects as a guest speaker. Make sure to invite some of your

top clients and use free media to cover the event.

9. Join a Small Business Owner Organization within your community & get involved!

10. Use FREE resources available to you:

- a. [www.sba.gov](http://www.sba.gov) *US Small Business Administration*
- b. [www.toolkit.com](http://www.toolkit.com) *Small Business Owner's toolkit*
- c. [www.4wardfinancialmarketing.com](http://www.4wardfinancialmarketing.com) *Marketing Coaching*

For more information on how to execute any of the initiatives provided or to connect with other advisors working with small business owners, contact 4WARD Financial Marketing at 888.224.3324

\*Small Business Administration, Office of Advocacy.

