

## Marketing Your Small Business

An essential part of any business is marketing--how you present your product to your perspective buyers. The image that you and your product present can attract or deter customers from doing business with you. In light of this it is important to have professional marketing materials that represent your company and product. Erin Ferree writes "The initial lack of customers and cash flow often causes new small business owners to put off designing a logo and marketing materials professionally "until they get a few clients" or "until they get started." Unfortunately, designing their own marketing materials when they launch their businesses instead of having them professionally created will make getting those initial clients more difficult and may result in a business that will not succeed." The whole article is worth reading. While I do not believe that you must pay a professional to help you design marketing materials, it does help to have someone you trust review your products. There is a great deal you can do with the right software and a little creativity. A few consequences of poor marketing materials can be:

- Your business will not look stable.
- You will look like a very small business.
- You will look unpolished and rough.
- You will look unfocused. Fortunately there are a number of services available to help you produce top-notch materials. My personal favorite is VistaPrint. They offer a great variety of products, and always have a great number of specials. I have used them for business cards and postcard mailings and their product quality is great (As a disclaimer I have NO business affiliation with VistaPrint. I just think that they offer a great product that may be of use to others). Another useful site is StockLayouts where you can purchase various layouts without the cost of hiring a professional designer. Hope this gives you some food for thought and is something you can incorporate into your business. If you have any questions please do not hesitate to ask! Best of luck in all your endeavors!