



USE THE MEDIA TO YOUR ADVANTAGE

Use the media to help spread your message. It can be very cost-effective with little monetary outlay and can help generate a buzz that will precede your marketing message, setting the stage for customer anticipation and favorable acceptance. Newspapers, pertinent magazines and online sites are usually open to press releases that have substance and a concise, well-written message about your service or product. Cultivate these sources and they can pay off with free exposure.

If you follow the foregoing and have a clear understanding of what you seek to undertake with a service or product, remember: your company management is the first priority, followed by the product or service concept. But for your business plan to work—you MUST HAVE CUSTOMERS! And to realize that end, you have to do your marketing homework. While there's never a guarantee of success, if you survey the potential market thoroughly and are confident that you can penetrate it successfully, you're on your way to realizing a positive response and generated sales.