



Marketing your business properly is very important...

CONSIDERING THE RIGHT THINGS FOR YOUR MARKETING?

SEE TYGA'S QUICK MARKETING PLAN...

01. OFFERING AN ADVANTAGE



To whom are you offering the ultimate advantage?

02. WHY CHOOSE YOU?



Why should people choose you? What are/can you do that no one else or others can do as good as you?

03. WHY NOT CHOOSE YOU?



Why would people not choose you? What do other people do better than you?

06. DEFINE



Define your ideal customer.

05. HOW CAN YOU IMPROVE?



How can you improve on what they or you do?

04. TRY BEING THE CUSTOMER



Have you tried being your own customer?... Or even your competitors customer?

07. WHERE AND WHEN



Where and when will you find your ideal customer most easily?

08. GATHERING DATA



How and where are you going to collect their names and addresses.

09. INCENTIVES



What incentives can you give to encourage them to exchange their details?

12. WHO WILL GIVE YOU THE BEST RETURN ON INVESTMENT?



Analyse what type of prospect will be easiest to deal with.

11. HOW MANY...



How many ways can you communicate with them?

10. FIND AN OPPORTUNITY TO TALK



How many excuses can you find to talk to them - Not about you but what they really care about?