

The Business Coach's Corner

Thoughts from a Business Coach

A Business Coach Writes...

Ways to Beat Marketing Overwhelm

One of the most pressing questions for small business owners is, "what can I do to successfully market my business"? When the busy-ness of running a business, answering customers, managing employees, takes up all available time and energy, how does the business owner find the time to 'market'?

The thought of marketing has many entrepreneurs creating a long list of reasons why they just don't have the time or resources to market themselves successfully. And, at the same time they know that without marketing, they will not successfully build and expand their business.

So, how does the successful business owner pay attention to both marketing *and* the daily taking care of business?

One of the cautions for entrepreneurs is to carefully plan their marketing strategies since one of the challenges is to start too many promotions at one time and they run out of steam and money. Then marketing is blamed as a waste of time, money and just does not work.

- **Start with one or two marketing strategies** and give them time to work for you. Mastery takes practice and patience. Working one well planned promotion at a time provides the capacity for reviewing results carefully and harvesting the results.
- **Develop a simple marketing strategy or action plan.** A well thought out plan is an invaluable tool to get you started on the road to effectively marketing your business because it will point you in the direction of sustainable growth.
- **Marketing has to be a priority** – always. If the business operates with a 'feast or famine' type of management, the feeling of being on a merry-go-round will always drive the business activity. It feels as if you are never getting anywhere and that is really the truth. Attention to a marketing business model is a strategy that will get you off the circular ride.

The biggest tip is to DO SOMETHING! Take some action that is part of your marketing plan – a small activity – each day in order to build that flow of work and customers.

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