

**21 Easy And Effective  
Ways To Get You And  
Your Business  
Noticed, Get Seen As  
The Expert, And Have  
People Queuing Up  
To Buy From You**

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## 21 Easy & Effective Ways To Get Your Business Noticed

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### Why Would You Want To Get Noticed?

It doesn't matter what business you're in, and whether you're an employee, self employed, or run your own business - you need to get noticed!

Why?

Because you're in business or employment to get money, and as much of it as possible. It doesn't matter how wonderful your product or service is - if people don't know you're there, they won't buy from you.

Getting noticed, if done well, also means that people perceive you as caring and as the expert ... this means you'll attract prospects and returning clients while your competitors are sitting scratching their heads and wondering where the customers are.

An easy and great way of getting noticed is to **provide information**. Of course, like all things, it's easy when you know how, but maybe not so easy if you haven't done it before! That's what this ebook is for - to show you the many ways you can provide information and get noticed.

You'll find a list of resources at the end of this ebook (just click on the links), and also on our site: [www.CinnamonEdge.com/resources.html](http://www.CinnamonEdge.com/resources.html).

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**read all about it!**

### Who should get noticed?

The short answer is, almost everyone! Off the top of our heads, and in no particular order, here are just a few people who would benefit from getting noticed ... and there are many more.

- Employees who want promotion/recognition/a new job
- Coaches: life, business, sports, music, etc
- Marketers and copywriters
- Writers
- Photographers
- Printers
- Graphic designers
- Solicitors
- Estate agents
- Dentists
- Accountants
- Complementary health practitioners
- Doctors
- Car dealers
- Parachute makers
- Cobblers
- Builders
- Tradespeople
- Gardeners and landscape professionals
- People in the hospitality trade
- Virtual PAs
- Self-employed anything
- Teachers
- Fitness instructors
- Business advisors
- IFAs
- Events managers
- Importers
- Florists

### So, what are the best ways to get noticed?

Here are some ways to get yourself noticed and promote things you've done; we'll take each in turn as they appear here, but each part stands alone, so just dip in!

1. Newsletters
2. Articles
3. Reports and ebooks
4. Books and manuals
5. Blogs
6. Podcasts
7. Videos
8. Teleseminars
9. Public speaking
10. Seminars/events
11. Testimonials
12. Referral system
13. SEO
14. Affiliates
15. Joint ventures
16. News releases
17. Radio
18. Sponsorship
19. FAQs
20. Membership websites
21. Social networking

### Tip

Use a good mix of marketing methods to get people to notice you. Start with one and add another, and then another, and track the results each one generates. If you're short of time, get people to help.

# But First ... AIDA

The component parts of anything that's being used to generate sales will almost always fit the formula known as **AIDA**. Those four component parts, and their roles, are:

- **Attention-grabbing headline**

If people don't read your headline, they won't even start reading your body copy (the bulk of the words)

- **Interest-inducing body copy**

Each sentence should have one main function ... to draw the reader to the next sentence. Use interesting/controversial statistic, examples or stories. Use your body copy to give proof of who you are/what you can do. If you're selling something (even if it's just yourself), also include testimonials and a guarantee.

- **Desire-increasing benefits or urgency**

When you are informing (helping) people, you need to show you understand what their problem/pain is, and how you can help them overcome it with the least amount of effort on their part.

- **Action-demanding offer or close**

Ask for the sale! Even if it's a free sign up for a newsletter, make sure you ask people to take action and direct them on how to do it. Make it as easy as possible for people to do it: don't assume they'll know how. Test the whole process yourself, and get a 12-year-old and a 70-year-old to try it out too.

# Newsletters

People who read your newsletters will be reminded of you. They may not want to buy just now, but they see you're friendly and helpful, and keep you in mind for when they want to make a purchase. Once people have bought from you once and are happy with what they got, it's easier to market to them than to people who haven't heard of you.

Newsletters can be delivered online or offline. It's great to have an interesting hard-copy newsletter delivered to your house. On the other hand, it's much cheaper and easier to administer if you do an online version, especially if some readers live abroad. Find out what your customers would prefer, factor in costings, and make your decision.

Why have newsletters? Well, they're a great way to:

- Keep in touch with your clients, customers and prospects
- Expose them more than once to your sales message
- Help your readers
- Send out announcements
- Find more prospects
- Alert customers to other products you're recommending, promoting or selling

## Tip

Give something away to people as an enticement / thank you for signing up. Make sure the 'freebie' has a perceived value

If you send your newsletters online, always include a call to action: 'Who do you know who would benefit from the information in this newsletter? Please forward this to them.' On the top of each edition, have something like, 'Not yet subscribed? Click here to get your own copy of X every week.'

And use an [autoresponder](#): it's much easier than doing everything manually, and takes care of issues regarding spam.

# Articles

Articles are a great way to get people to your site. You can write them or they can be about you, and they can be offline (in magazines, etc) or online. Write articles that will help people, so they're not just sales pitches, and always put your 'signature' (name, title, website, etc) at the bottom.

If you submit your articles to places like [Article City](#), other people can use them too. The stipulation is they leave your details intact and don't change what you've written.

Thus they get content for their website, magazine or newsletter, and you get more people seeing your website address or business name.

## Tip

Use your articles for newsletters, blog posts, to add to your site content, or to drive people to your site or sales pages

Can't think what to write? Pretend you have a potential or current client in front of you and that they're asking you questions. Answer one question at a time and you have the bulk of your articles. All you have to do then is add an introduction and conclusion, and a call to action (even if it's only 'Visit my site').

Also visit online forums and browse through magazines at your local newsagent's: you'll see what's hot right now and what people are asking about.

Can't think what your customers might ask? Just ask them! You can direct them to an online questionnaire. Offer them a freebie if they'll fill it in. Online questionnaires/surveys are very easy to construct and you don't even need to put them on your website.

Try [Survey Monkey](#), or do an online search for 'free online survey'.

# Reports and Ebooks

This ebook is an example of what you can do to get noticed. A report is generally a short ebook and can be used as a lead in to something else. An ebook is often gives more detail and examples and can be used as a lead in or a stand-alone.

You could bundle a few reports into a larger ebook. Also consider doing audio and video versions so you'll appeal to a wider audience. You may find it easier to dictate a report rather than write it: just get it transcribed, formatted as a PDF (like this ebook), start distributing it, and you're away.

You can use reports and ebooks

- To sell (people are prepared to pay for good, instant information)
- To entice people to sign up to your newsletter (use it as a thank you gift)
- To use virally (ie, ask people to pass it on to others they think might be interested in it)
- To encourage people to visit your site or specific sales page (you could write about what to do, but not how to do it: to find out more, people need to do more research or buy your product which tells them)
- To earn money from affiliate commissions (you can put recommended links in to other peoples' products, and if the reader clicks through and buys, then you will get a 'cut' or payment)

## Tip

Try to write at least one report a month: at the end of the year you'll have 12+ doing the rounds, promoting you

You can also add links through to podcasts (online audios) and videos.

# Blogs

A blog is an online 'web log'. It's where you put your thoughts and comments and helpful tips on a regular basis. You can use others' referrals, articles, newsletters, ebooks and more to promote your blog.

Not all blogs are idle chit-chat, and some are actually full of very valuable content. You need to decide what *your* blog will be about. Don't waste time on a blog for its own sake, and always keep your image in mind - or rather, the image you want other people to have of you and your business.

## Tip

If you're too busy to write a regular blog post (daily or weekly), pay someone to ghostwrite it (they write it and you get your name on it)

Because blogs are so easy to set up and to update, you can easily spend five or ten minutes every couple of days, adding a new article. All your old articles are automatically stored in an archive that visitors can access. You can either create a blog directly on your website or create one elsewhere and upload it to your website server, as [with this example](#).

People who read your blog and like it can have the option to sign up for an RSS feed - something that alerts them when you've made a new post. People can also leave replies to your blog 'posts'. Usually they're helpful or they're asking questions (make sure you answer in your next post), but occasionally they can be a bit unfriendly: just delete the ones you don't like.

Two easy to use and free blog packages are [Blogger](#) and [WordPress](#). You can set up as many blogs as you wish, and use pseudonyms if you want (for example, if you want your real name to be used in association with your business, you might want to use a different name when you're talking about something totally unrelated).

# Podcasts

Podcasting just means getting your voice out on the Internet. You record an audio file and upload it to your website or blog or a podcast site. It's not at all difficult - just take the leap. The hardest bit is speaking into a microphone and trying to sound natural!

Podcasts are good for people who prefer to listen (either because they don't like reading, can't read, or are busy, and want to hear what you have to say when they're on the move or at the gym).

You can either do a monologue or interview someone; that someone can be there with you, or you can interview them over the phone. If they're with you, use a [digital recorder](#) (rather than a tape recorder) as then you'll find it much easier to make a podcast. You can buy [phone recording equipment](#), or get a firm that deals with [phone conferencing](#) to do it for you: you and the person or people you're talking to call in to a special number at a set time. Your conversation is recorded for a small fee and then sent to you in digital format. It doesn't matter what country the phone calls are made to.

## Tip

Get your podcasts transcribed and offer the transcriptions as a giveaway or a priced product

Your podcasts can be about anything, but once more, think about how they can relate to your business and your image. Make sure they're not only helpful but that they're interesting to listen to!

You can make your podcasts free for anyone to listen to, or you can charge for them (for example, if you are doing a step by step monthly course).

You can put the audio files onto CD and sell them: put together several, and/or package them with a manual or ebook, and maybe some How-to videos or screencasts ([where you video what's going on on your computer](#), adding voice-overs if you want).

# Videos

Online video is great way to draw in the numbers. For example, you could add a video to your site so prospects could see your service or product. You'll need to borrow or buy a digital camcorder for this.

Movie Masher ([www.MovieMasher.com](http://www.MovieMasher.com)) is an open source (free) piece of videoing software, but don't try to understand the instructions if you're new to all this! You might be better to ask at your local computer store and to get a demo of something simple, even if you pay a bit for it.

You can use videos (online or on DVDs) to:

- Use as testimonials (have pleased customers speaking on your site)
- Show how to do something (a one off or a course)
- Do interviews
- Make an ad more entertaining and hard hitting
- Use virally (get people to pass them on to others, and include a strong reference to your site)

## Tip

Be a content provider: create entertaining / helpful video, and not just ads

Videos use up a lot of 'bandwidth', which means they can take up lots of space on your server and they can take a while to download. So

- a) place them on [YouTube](http://YouTube) or similar (you can use their bandwidth for free), and
- b) keep videos short, each one being a minute or two, tops (and viewers watch instead of giving up in frustration).

# Teleseminars

Teleseminars are a good way to market yourself and your products, though you don't see the people you're speaking with. Basically, you speak on the phone and other people phone in to listen to you.

You can choose whether they can chip in, or can't be heard, or a mix of the two.

You don't need a special phone to do this, as there are plenty of firms out there that will allow a number of people to call in.

## Tip

You can set it up so people who call in:

- Each pay per minute to cover the cost of the call
- Each pay more per minute so you get paid for your time and knowledge
- Get the call free, so you pay the lot (unless they're abroad)

Record your teleseminars and then bundle several together as a package; use it to sell or to generate leads

Listeners can cut their costs substantially by calling in using a VOIP (Voice Over Internet Protocol) provider like Skype ([www.Skype.com](http://www.Skype.com)).

You can use your teleseminars to

- Run a seminar
- Give tutorials
- Carry out instructive interviews with experts in the field of interest

If you're interviewing someone and not paying them, they can still be rewarded by a) the exposure, and b) you recommending or endorsing their product or recommending to the listeners to go a particular website (which will probably be a sales page for one of the person's products).

# Public Speaking

Public speaking can cover anything from a talk to a local group (Women's Institute, Mothers and Toddlers, Train Spotters, the housing industry, and so on) to speaking at local business events, and then at larger seminars, workshops and conferences.

It's not so difficult with a little practice, sufficient knowledge of your subject, and a receptive audience. If you need training, get it: start with a couple of the many books on the subject, and then bring in video courses or a trainer if you need to.

People are usually there because they want to be. They want you to succeed, because that means they made the right decision to come, and it means they learn something that is of help and/or interest to them.

Speaking not only elevates your position in the eyes of others: because you have an audience of potential clients, it also gives you the opportunity to begin leveraging that position from the start. When you speak at an event, and especially when you stage your own, you'll not only get seen as the expert, you also get to:

- Meet and get to know the other speakers/contacts in your field
- Be seen associating with them (it will help you!)
- Promote your services
- Promote your book or any product you have on the market

Look around now for groups who want people to talk for them, whether you're doing it for free or on a paid basis.

## Tip

Record your talks, and use them later to sell as a stand alone or as part of a package (or give them out free as lead generation packages). Make sure the other people involved have agreed to this.

# Seminars / Events

Marketing any business is an ongoing process. It's especially easy to lose sight of the need to market when your business is going well and you're busy as a result. Now's the time to revisit past methods, and add something else to the mix - something like seminars and events.

## Tip

Raising your profile and boosting your personal credibility like this is a great way to give your business a boost.

Ask pre-seminar questions like, 'Have the attendees ever had this sort of talk before?' and, 'Could I have some questions before the seminar from the attendees?' If they're people you've invited to the seminar, ask them the same questions.

Even if it's your first seminar and you're very nervous, don't say so: people want to feel secure in your expertise. If someone asks, you can answer something like, 'Yes, this is my first seminar on this particular subject' and they'll assume you've done others before

Also find out if they have a video/computer projector or overhead projector, or just a flip chart, or nothing, and ascertain who's going to pay for any materials such as photocopying. Remember, they'll see you as the expert, so you don't need to go in and say you're new at it - they'll stop listening or get grumpy and no one will benefit.

Should you charge? Probably yes, even if it's just £10. Most people we know who run seminars find they get a much better turn out if people have had to pay up front, not least because charging gives the perception that you are offering something of value.

Get someone to record your workshop for you, or do it yourself if you have or have access to a decent video camera, microphones, and possibly a sound mixer. Use the recordings to sell the seminar to people who couldn't attend. Get the people who did attend to help promote your videos (give them a cut of the proceeds), and get them to give video testimonials (which you'll use next time to want to promote an event).

# Testimonials

Testimonials can add a lot of credibility to your business. They can be written, or on audio or on video, or a mix. Use testimonials on your website (especially any landing pages), on your business literature, and on sales letters for products you want to promote.

## Tip

If you don't have any yet, don't make them up. Either just don't show any on your website or literature, or do a few reduced fee/free sessions/freebies initially just to get them.

Rather than write a testimonial and ask someone to sign it, try to get them to write the whole thing themselves as it's difficult to do a range of styles. But if they need help, give it.

Ask someone for a testimonial while their pleasure in what you've done for them is still hot: a) it's easier to do, and b) they're likely to give you a raving review

Ask them to write as much detail as possible, as that can make quite a difference. 'My tax bill was 23.4% lower this year thanks to JB Accountant' is better than saying, 'Thanks, JB Accountant, you saved me a lot on my tax bill this year.' That said, a vague testimonial that still praises you is better than none at all.

Get permission to use the testimonials, and to use name, town and company name as well. Keep originals (even if emailed to you) on file so anyone who wants to can see them.

You can use sound bites (choice bits) if you don't want to print a whole testimonial (bits may be irrelevant, or if the whole thing is too long for your design/layout).

And unless you're showing a scan of the testimonial, feel free to put in spelling and punctuation corrections - but leave the words and tone intact.

# Referral System

One of the best ways to sell you, your product or your service is through word of mouth. Of course, 'word of mouth' can be written, but the point is, people who are pleased with your service will often be happy to tell others. The corollary is, people who are disappointed or fed up with you will tell others too - and often many more than if they're pleased. Both sides of this equation need to be considered when you set up your referral system.

Make sure you give a good guarantee, and make sure you follow up. If someone is unhappy, ask them what it would take to make them feel better about you/your product. Rather than saying, 'Go away and never darken my door again', most people will give a reasonable request for something you can do for them. Do it quickly and gracefully (even if it leaves you out of pocket), and then over-deliver (even if it's just to add a large bunch of flowers to the mix). These people are likely to become customers again and to tell others how well and nicely you sorted the problem out.

## Tip

Ask your delighted clients to tell other people directly and, when they do, reward them (with money, a freebie, a voucher, a gift, etc). Make it easy for them: let them have vouchers to give out, or a link they can email on

Don't assume people will talk about you without being asked to: it may well not occur to them. The worst they can say is 'no'. When someone is happy with your services, ask if they can pass your name on, or if they have any people you could contact. For example, ask if there's someone you can call or write to (and then say something like, 'Jack Johnson said I should call you as he thought you'd be interested in the non-drip, 60-second-dry paint I've just developed').

Have a referral system set up so you can see which clients are helping recommend which products.

# SEO

You may not have the time or inclination to go down the Pay Per Click (PPC) route, though it is easy and cost-effective, but you still want to get your website visited.

You help this by using techniques such as having plenty of online articles pointing to your site, and you can do it through 'search engine optimisation' (SEO). Good SEO means your website will come up on page one (or two) of a search engine for free when someone runs a search. These free listings are referred to as 'organic'.

You can get paid professionals to do this for you, or at least make a start by following some basic pointers. The optimisation rules change quite often but you can do quite well if you:

- Use keywords in your metatags and page title (there is debate on this, but it doesn't hurt to do it anyway)
- Use keywords and phrases in your web page, especially in the first 25 words
- Embolden key words
- Use keywords in links
- Use plenty of theme rich copy (don't just use keywords, use related theme words too)

Hiding loads of white keywords on a white background will get you dropped out of the rankings pretty quickly, as will keywords that aren't relevant.

## Tip

Use keywords in your website page if you can. For example, [www.JBKitchens.com](http://www.JBKitchens.com) will get more notice than [www.JBKS.com](http://www.JBKS.com). You can always use the good domain name for advertising and just have it pointed to your main site

# Affiliates

Affiliate systems are an organised way of getting referrals. An affiliate is someone who'll promote your product (they may not know you personally) to a list of customers they have when they feel the customers will benefit from your product.

It goes like this:

1. An affiliate recommends your product and one of his or her 'list' clicks on the link to your site. This link is a special one generated for that affiliate alone, but it still takes a visitor to your site
2. The person on the list looks at your site and either clicks away (or signs up to your newsletter), or
3. The person buys your product
4. Your affiliate gets a reward (usually financial) for the sale

## Tip

Supply your affiliates with ready made words/letters that they can send out to their lists; it will save the affiliates time and effort, so they'll be more likely to help you. Encourage them to personalise the wording a bit.

It's best if you set up a proper affiliate system: that is, use **software** that can track and work out everything for you.

Big names like Amazon and Dixons pay a small percentage of the sale to their affiliates, while people who make electronic products (like e-courses), often offer 50% and sometimes even more.

Let people know directly about your affiliate system, or let them know through places like [ClickBank](#) (digital products only for now) or [Commission Junction](#). Use payments systems (like [PayPal](#)) that support affiliate sales.

# Joint Ventures

Joint ventures (or JVs) are similar in a way to affiliate schemes, but they're more formal, and often include more than one small product.

You can use joint venturing where you have one asset, and another business has a complementary one. You approach your clients (or theirs) jointly, and split the profits. For example, say you have a great product on how to decorate your living room in only two hours, and you know the local estate agent and DIY shop both have good lists they can promote to: you get them to talk glowingly about your product. Each subsequent sale you make is more than you would have done otherwise, so it's worth splitting the profits.

## Tip

Say you sell extreme sports gear: you could promote someone's insurance and each time you sell the package, you get a 'reward' (payment). From the insurance firm's point of view, they get another sales team that's costing them nothing until you secure them a sale.

Take time getting to know potential JV partners, and builds solid relationships with them. They needn't be local: start mixing with expert visitors and speakers at conferences across the country

Look out for non-competitive businesses that have the sort of customers you want to reach. You win because you're getting a virtually overnight expansion of the amount of people you meet. They win as they get an immediate additional income stream and their customers are pleased.

Of course, you can work with competitors if you play it right, you trust one another, and you understand the benefits of collaboration. For example, you may have the time to produce a product that they don't, and they can sell your product to their list. The clients are pleased, and your competitor still makes some money. Then you can swap roles.

Or you may interview them (during a teleseminars, maybe) and you both get your names raised in the listeners' consciousness.

# News Releases

News releases are an ideal way to gain free publicity. You can use them on their own or as part of a campaign. The disadvantage of news releases is that you can't guarantee they'll be used. If you just have to get your release in, consider paying for advertising space.

News releases were always known as press releases, but we often send releases to media other than the newspapers, so the term 'news release' is often used now.

## Tip

For a conventional 'hard copy' release, use one to three double-spaced type written pages to announce news about your company, product or service. If you're not a PR pro, when you write your news release, read it and then axe the first paragraph - that way you get straight to the nitty-gritty and grab readers' attention.

Don't give up if it's 'spiked' or not printed, and don't take it personally. Even PR pros can't guarantee you'll get printed. Keep sending releases regularly (but only when there's a newsworthy story)

For email releases, keep the content down to 500 or so words of text organized into five paragraphs, each with two or three sentence paragraphs.

Include a compelling headline, date, and when it can be used. Then write the release: who, what, where, why, when, how, statistics, quotes, etc. At the end write 'Ends' and then include any contact details, invites to the press (for example, to come to the opening ceremony of LR Co Ltd), and details of any pictures you've attached.

You can find a directory of all trade magazines and publications in the UK at [www.mediauk.com](http://www.mediauk.com), and a comprehensive list of existing trade publications is available at [www.tradepub.com](http://www.tradepub.com). There are online news release services at places like [PR Web](http://PR Web). If you want to send a news release via email, look at [Publicity Advisor's guidelines](#).

# Radio

Radio advertising can be a good part of your marketing mix, but never spend more than you can afford to lose. Invest in radio advertising after you've tried out more obvious forms of marketing (such as marketing to existing customers and running a Pay per Click campaign).

Whatever the salespeople tell you, make sure you test on a small scale before rolling it out. Don't be taken in by radio advertising rep saying, 'And we'll give you a massive 60% off if you pay for three months' worth up front.' 60% off means nothing if you get no response.

Radio advertising is worth considering because, amongst other things:

- It's reasonably cheap, especially compared to TV advertising
- It lets you send a personal message direct into homes
- People can have a strong attachment to their regular radio station so may 'trust' it to put on ads that will help them
- A magazine or paper may have 'a readership of 40,000' but not all will read your ad. If 70,000 people *hear* your ad, the chances are many more will receive the message
- It's a better advertising medium for those who prefer listening to reading

Avoid 'clever' ads. They may bring you personal recognition, but won't bring you in the money you want. Instead, use a straightforward voice over and employ AIDA (attention, interest, desire, action).

## Tip

People are often doing other things when listening, for example, getting ready for work, so make your phone number or website very easy to remember; a catchy tune can help, but test both response rates

# Sponsorship

Sponsorship is a good way to market yourself or your product or brand over a longish time. Eventually people will associate you with something good (if it's not good, don't sponsor it) and the brand recognition may help steer them in your direction when they want to buy the sort of product or service you sell. Sponsorship needn't cost you a lot.

For this reason, try to sponsor something that is congruent with your business; for example, avoid sponsoring a skateboarding event if you're selling tropical fish.

Sponsorship by itself may not reap quick financial rewards, so stipulate as part of your sponsorship, you not only get your name up there (on the hoardings, the sports shirts, the newsletters, etc), but that you get the chance to market yourself through vouchers, etc and maybe through being allowed to email or write to the people on their membership/guest/team lists.

## Tip

You don't have to just give money to be a sponsor: you can offer your products and services in lieu

Consider sponsoring things like:

- Weather, sports and promotions on the radio, TV and some directory websites
- A breakfast networking event
- A local schools' football league
- Some stalls at a marketing/networking event
- Research (that's in the public eye)
- A local magazine (specific pages or the whole thing)
- People's newsletters (you get to put in your own ad then)
- Trips

And so on ... just look around and see the opportunities. Ask around.

# FAQs

FAQs, or Frequently Asked Questions (and their answers) can be a very good way to market yourself. Even better, the materials/ideas are half done for you as your prospects and clients write in with their questions, or you [collect them via surveys](#). All you have to do is answer them!

### Use FAQs

## Tip

- On your sales literature
- On your website or blog
- On the radio, TV (as an interview)
- On someone else's website (with a link to yours)
- To help structure your podcasts, teleseminars and sales letters
- In your 'thank you for your purchase' emails - you can pre-empt their queries, and you will look caring and thoughtful
- To structure information products and talks, seminars and conferences
- To use at the end of any session (a service or a talk)
- To help write your book or manual (hard copy or electronic)

Encourage your clients and prospects to send in their 'most burning question' about your service or product, and reward them for doing so

You could be the expert on a membership site where one of the benefits of (paid) membership is members get to ask the experts any question, and then see their answer appear on the site soon thereafter. You get plenty of publicity this way, and a link to your site and/or products.

# Membership Websites

A membership site can be quick to set up and it can last long-term. It needs a fair bit of effort (but not too much skill) to set up but then requires much less input to keep it running successfully. It can become a business in its own right; some successful online marketers make most of their income directly or indirectly from membership sites.

A good site adds authority to you and your brand, not least because people perceive it as a difficult thing to do, so they're impressed.

## Tip

People join your site and in exchange, you give them content and resources they couldn't easily get elsewhere. You may be merely saving them a lot of time (and therefore money and hassle), or supplying them with hard to find or cutting edge information.

Research different membership site models, and maybe come up with your own new version or twist

Your site can be:

- Free (you make money through affiliate products, adverts, and promotions for your own products)
- Paid at a set fee or at different levels with each level up getting access to more materials, advice and products than the last
- Paid for monthly, quarterly or annually (allowing you different cash flow and promotion options)

Whether your site is free or paid membership, use software that's designed to help. It may cost a little upfront, but it will save you a LOT of hassle. You can buy packages off the shelf or get a programmer to do it for you; make sure that he or she is familiar with online marketing and database driven sites.

# Social Networking

Social networking is defined as the grouping of individuals together into to specific groups, often like a small community or a neighbourhood.

Individuals use it to meet other Internet users and develop friendships and social networking websites are, in a way, like an online community of Internet users. You need to register with the sites and then you can create your own profile and see other people's.

Social networking isn't just restricted to social groups: more and more business groups are using it to promote themselves and to 'meet' with likeminded people.

## Tip

Social networking sites include Delicious, [MySpace](#), [Facebook](#), [Orkut](#), [LinkedIn](#), FriendFinder, Yahoo! 360, Digg, Flickr, Bloglines, Squidoo, [Skype](#), Yedda, Second Life, [Ecademy](#) and more.

Buy some software and make your own social networking site for those in your sector or those who buy from it

Just visit their online websites and request additional information. You'll find more with an Internet search.

You use social networking to promote your business in a few ways. One main method is to use it to promote your blog. Why bother? Well, you can *raise your profile* through your blog ... and point people to your main site from where you'll be selling your backend or affiliate products.

Likewise, you can just subtly promote your business - just don't shove it in people's faces, and don't infringe a site's rules. If you have a website, even better. You can use web 2.0 to put a podcast or video of yourself on your site. You'll get quick responses and if you respond quickly to the feedback, you may be able to make a sale and/or gain an affiliate.

# About Cinnamon Edge

We help you get the right marketing mix, increasing your client list and increasing your profits.

As well as creating information products for clients, we produce and publish books and manuals under the Cinnamon Edge label.

This list will be added to regularly, so click here to see what's on offer today.

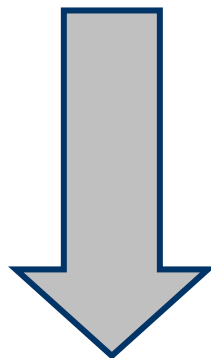
For instance, ask us about

**The Life Coaching Manual** (How to be a life coach, how to set up a life coaching business, and how to market your business)

**Seminar Niche Dominator** (How to gain recognition and huge profits through running seminars)

**The Complete Marketing Manual** (See below)

**Read on now to find out more about The Complete Marketing Manual**



# The Complete Marketing Manual: What It Will Tell You

- An Introduction
- The Contents

## An Introduction

Welcome to The Complete Marketing Manual. In here, you may find some marketing methods you know about and already use, you *will* see marketing methods you already know about and don't use and *we know* you'll discover marketing methods you didn't know about and could profitably employ.

Even the methods you apply already will be revealed here in a new light, so you might use them more effectively, while some you might have been avoiding or finding difficult or impossible will be demystified and made easy and less intimidating.

In short, whatever your current marketing strategy, this manual will add some more powerful weapons to your armoury.

While we've assembled the manual's sections into a more or less logical order, each one is designed to stand alone, with a little overlap where appropriate and minimal cross-referencing needed. That means you can read most of the manual in whatever order takes your fancy or seems most appropriate to you.

## 21 Easy & Effective Ways To Get Your Business Noticed

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A beautifully simple definition we came across is this: ‘Marketing is the bringing together of a customer and a product.’

That sums it up nicely, but of course you want to know how you can bring your customers to your products. And, having got them together, persuade your customer to buy from you. Selling, or closing the deal, is sometimes seen as the glamorous part of the marketing process, but it can’t happen if the rest of the process isn’t there to bring customer and product together; to set up the chance of a deal in the first place. That’s what marketing is for, and that’s why we’re here.

Although advertising is a part of marketing, there’s a lot more to marketing than that. You’ll find few of the techniques we describe and explain here could be described as advertising and, in fact, advertising only works properly as part of your coordinated marketing strategy.

We speak elsewhere in the manual about identifying and focusing on your ideal customer and your target market, but one thing we’ve seen afflict countless marketing efforts is a simple lack of purpose.

Before you implement any of the numerous strategies and techniques we cover here, you have to know what you want your prospective customer to do. Merely telling them you exist, or even convincing them your product is wonderful, won’t be enough.

The single most important thing in any undertaking is **TAKING ACTION**. That’s taking action yourself to implement what you’ve decided to do, and asking for action from the people at whom your marketing effort is aimed.

And, to demand an action, you have to be clear what that action is. If you’re not clear, your prospect certainly won’t be and, chances are, nothing will happen at all.

So, a key to marketing is clarifying its purpose, so it can truly serve yours.

## 21 Easy & Effective Ways To Get Your Business Noticed

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And the other key is to get on and just do it. So ... be a bit like a darts player: get into position, focus, aim, and throw true.

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Our marketing tips are based on the premise that you want to

- Increase the number of people who enquire about your product or service
- Increase the conversion rate of prospects to customers/clients
- Increase the amount your customers/clients spend with you
- Increase your ROIs (returns on investments)
- Increase your gross profits

All of what we've written for you bears these criteria in mind. Here are some of the topics we explore:

- ✓ What is marketing?
- ✓ Standing out from the others - your USP, and how to make it work for you
- ✓ How the inner mind works and how you can use that to your business advantage
- ✓ How to get your prospects to understand the benefits of what you're offering
- ✓ What split testing is and how it could increase your profits overnight ... and maybe even save your business
- ✓ How to communicate so you reach people's emotions (they're much more likely to buy then)

## 21 Easy & Effective Ways To Get Your Business Noticed

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- ✓ How to write a perfect sales letter (it's a learnable science, not an obscure art) that will make people queue up to buy from you
- ✓ Applying AIDA to all forms of advertising
- ✓ How to build a list and how to build relationships with your prospects and clients for long-term benefits
- ✓ Joint Ventures: what they are and how to make them work for you
- ✓ Website design - not how to use HTML, but what components you need to make your site(s) successful
- ✓ Web 2.0 - it doesn't matter how 'traditional' your business is, you can benefit from cutting edge Internet Marketing know-how: here we look at ways you may not have even thought about
- ✓ Seven Ways To... Here we show you 7 ways to:
  - Halve the cost of your advertising
  - Get free advertising
  - Get people to your seminar
  - Avoid marketing mistakes
  - To turn common business marketing mistakes into business benefits
  - To look at your pricing
  - To maximise your sales letter conversion rates
  - To write headlines that will increase the response rate of your adverts
- ✓ ... and plenty more

[Click here to invest in yourself, your business future and your profits](#)

And find out more about what we do at [www.CinnamonEdge.com](http://www.CinnamonEdge.com)