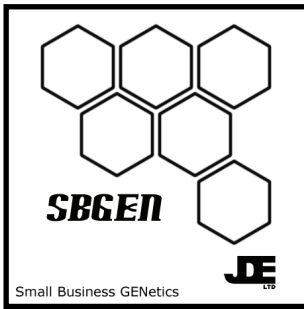


"MARKETING"

YOUR MARKETING R-A-D-A-R

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"MARKETING" YOUR MARKETING R-A-D-A-R

Many people believe that one should constantly be on the "lookout" for new business opportunities. Most agree that there is a "time and place" during which to be actively looking. I disagree. When you're a small business, every opportunity counts and it is possible to have your marketing "RADAR" always on and still not be one of those awkward people who hand out their business cards at weddings...

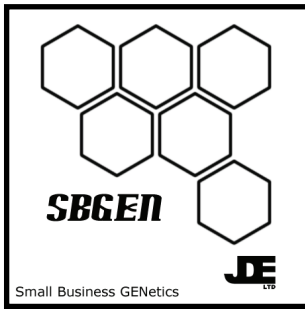
Your marketing RADAR should always be on. The moment may not be quite right or the situation appropriate to investigate a potential opportunity further, but it is important to recognize an opportunity when it arises and developing it.

RADAR - Recognize A Deficiency And React

At first glance, this may seem either a little obvious or an attempt at trying to find a clever acronym, but please humor the author...

Recognize A Deficiency... When someone says "I need" or "can you help", then something is missing. There is a deficiency. More often than not, that deficiency does not present itself in a manner that can directly affect your business with the requesting person. A neighbor asking you for a recipe does not suggest he or she is looking for a new house just yet, but the fact that you have been presented with a marketing opportunity should not be overlooked.

The purpose of this exercise is not to sell something. It is about marketing



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yourself and your business. The neighbor who just asked you for a recipe has "opened" a "marketing door". If you email the recipe, ensure your email signature has all the necessary business "stuff" in it. Who knows? Perhaps the next conversation will begin with "I didn't know you did..." and finish with "I have a friend who needs".

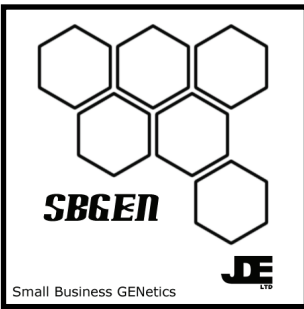
Granted, this is an "ideal world" situation, but it's a plausible one.

Recognize A Deficiency... simply means acknowledging that an opportunity for you to (directly or indirectly) put your marketing message across.

...**And React.** Well, you've hopefully done that by writing the recipe on a business card or something. The next part is follow-up. Give it a little time, but follow up with a call, visit or email and ask "did you get what you needed"?

The person with the deficiency has opened the door to communication. Follow up is a courtesy at minimum, an opportunity at best. There's an idea time and place for the follow up and there is an art to finding that moment when you can get most of the person's attention.

If one didn't exist before then you have started developing a relationship. If the relationship already existed, you are "fleshing out" what the other person knows about you...and they will remember.



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The amount of follow-up will depend on a number of things, not least of which is what the original deficiency was. Asking for a recipe probably doesn't require you to send flowers...

The important thing is to realize that there are many potential opportunities to be exploited. Exploited *isn't* a bad word and shouldn't make you think that you are "using" people. At the end of the day, if you write the recipe on a business card and follow up and nothing happens, you're still a good neighbor. You could just as easily have written it on a Post-It note, but instead you took the opportunity to keep your marketing message "out there", in front of people...where it belongs.

Other opportunities might include volunteering, wearing a shirt with your company message on it, sponsoring an event. You are still doing what you're doing, but you're keeping your marketing "RADAR" on all the time.