

# Marketing on a Shoestring: 101 Ways to build your business – cheaply!

## Essential Shoestring Elements

### I. Back to Basics

1. create brand and identity that says what you do
2. create tag line or motto
3. business card that represents your business
4. elevator speech

### II. Referrals

5. past or present co-workers
6. competitors
7. associations
8. your suppliers
9. customers
10. colleagues
11. coop/referral partners
12. testimonials from customers
13. endorsements from industry professionals

### III. Networking

14. Chamber of Commerce
15. trade shows/events
16. neighbors and friends
17. charity events
18. church
19. kids outings
20. social network

### IV. Expert status

21. write articles
22. create seminars
23. give presentations
24. become an expert for media quotes
25. write a book
26. teach a course

### V. PR

27. Press releases
28. photo and biography
29. reprints of stories

### VI. Advertising

30. advertise your awards
31. design for impact by using power words
32. use attention-grabbing headlines
33. advertorials
34. radio promotions and contests
35. give an award
36. use email to connect with prospects
37. create an event
38. signage for your car
39. vanity plates

### VII. Promotions

40. coupons
41. discounts
42. free samples
43. "frequent flyer" programs
44. follow up on new introductions
45. prospect list – create "A" list
46. be where prospects look
47. go where prospects are
48. pay for leads/appts.
49. create a contest
50. be reachable – keep your cell phone on!
51. telephone calls
52. personal notes
53. voice mail message with promotional pitch
54. signature line on email
55. free demo/consultation/assessment/trial

## Saving Money

### VIII. Save Money through Leverage

56. coop advertising
  57. events (with others)
  58. barter for product
  59. barter for service
  60. trade for leads and referrals
  61. use kids as billboards - T-shirts
  62. use kids to distribute door hangers or fliers
- Cheap research and consulting:
63. Internet research
  64. competitive research
  65. market research from your local library
  66. Service Corps Of Retired Executives (SCORE)
  67. find a mentor
  68. create a mastermind team

### IX. Save Money by lowering printing costs

69. desktop publishing cuts costs
70. don't date pieces for maximum usability
71. save on commercial print items by using fewer colors
72. print color copies instead of using a commercial print process
73. keep pieces generic (not event specific)
74. use postcards – affordable
75. develop "shells" from commercial printer
76. use print brokers

### X. Save Money by being more persuasive

77. offer a guarantee
78. include a call to action
79. create a sense of scarcity
80. create social proof to prove popularity
81. be a business prospects like – smile!
82. courteous staff
83. learn names of customers

### XI. Save money selling to existing customers

84. newsletters
85. new product announcements
86. items of interest
87. Holiday cards
88. thank you notes

### XII. Save Money by adding a sales channel -The Internet

89. newsletters – collect email addresses
90. affiliate program on Net
91. webring
92. links from other pages to yours
93. web site
94. chat rooms and discussion groups
95. permission marketing – opt-in lists
96. use existing shopping cart programs

### XIII. Save Money by working smarter

97. give freely to others
98. have a winner attitude
99. pro bono work
100. borrow winning ideas
101. Socratic method – ask questions!