

SOLE TRADER

Know your market



Grant
Hyman

TO promote your business effectively, especially if you're new to business, it helps to understand the real nuts and bolts of marketing.

What you think is important may turn out to be irrelevant to your target market and what you take for granted may be crucially important — so important, in fact, that they'll even pay you real money for it.

Having people willing to pay you money for what you like doing means you're getting pretty close to being successful.

And if you don't market for success, what do you market for?

Marketing is that work that facilitates demand for what you sell, so your business achieves what you want it to achieve.

Next comes research.

Getting feedback, honing in on buyers' hot buttons — you have to get out there, ask questions and carefully analyse the answers.

And you have to do it with enthusiasm.

Whether you're building your website, designing a brochure or launching yourself into the networking scene, it all comes down to finding out what your buyers want that matches with what you offer.

Once you have collected and analysed all that information, then test market your website or brochure design.

Ask relatives, friends and enemies what they think of it.

Don't laugh when I say enemies — friends and relatives want to be nice — but enemies tell you what they really think and give you the honest feedback you need.

Then once you've analysed that, put it into play and enjoy the fruits of your labour.

Grant Hyman supports & inspires Australia's solo business community at www.flyingsolo.com.au