



Welcome to MoraSmallBiz.com. I'm Beth Mora.

This website will help you become a more successful new small business owner.

Not a template or a do-it-yourself project – I help you write successful

**Business Cards, Brochures, Newsletters,
PowerPoint presentations
and much more!**

Does going on-line for information leave you feeling overwhelmed and confused?
Too much information and it's in bits and pieces. Everyone is selling something.
Do I need it? Can I afford it? How *do* you start a business in today's world?
The more you read, the more fragmented you feel?

This website will feature articles on topics you need. Check back often to see more information and updated features.

MoraSmallBiz.com – “from start up to steady income”.

More than a slogan, this website is designed as a

one stop, step by step guide to help you

launch your new small business venture, whether it's internet based or not.

Yes, there are lots of sophisticated things you can do, but right now we just want to

get started in the most cost effective way.

MoraSmallBiz.com – providing you distinctive marketing materials.

Beth Mora



Welcome to MoraSmallBiz.com. I'm Beth Mora.

You need to GET THE WORD OUT! Hello world, I'm here.

Whether you're starting a local business or want to reach the world with your product, you need to:

- make an introduction
- leave a good impression
- continue to contact your new or potential clients

MoraSmallBiz offers you **CUSTOM DESIGNED** materials to meet your needs. This is not a get something for free, if you pay for a lot of something else, you don't need. This is not a template that you have to write yourself.

Not a call center, but me and my years of experience doing this.

You need:

- **Business cards** to make your introduction
- **Brochures** to leave that good impression
- **Newsletters** to stay in regular contact with your clients

Read on to see how to effectively use these powerful marketing tools.

Welcome to your new life as a business owner. It's exciting!



Business Cards— GET THE WORD OUT.

Whether you're starting a local business or want to reach the world with your product, you need:

- **Business cards** to make your introduction
- **Brochures** to leave that good impression
- **Newsletters** to stay in regular contact with your clients

You may think everyone already knows you, but to be a successful business you need your name out beyond your current contacts. How do you make new contacts? Passing around Business Cards is how. When you give them to people you already know, they will have something tangible to pass along to others.

Having something in hand is a reminder that you and your business are there. Let's face it, we all have too much on our minds and forget things that aren't in front of us!

It is helpful to think of Business Cards as an *investment* in the future of your business. For every 100 cards you hand out, one paying customer will cover the cost of printing those cards!

Waiting until later – until your business slacks off – is too late to start marketing yourself. Do it 24/7. A handy business card to pass out is an easy way to do this.

**CUSTOM DESIGN your business cards for maximum effect!
Check out how to get the design FREE!**



Brochures – leaving a good impression.

Getting an introduction is important. But once you've had the chance to make a presentation, leave something behind to remind them of your business. Remember, out of sight, out of mind?

A professional Brochure will keep that good impression from your meeting working for you.

Brochures can be simple to elaborate but need to do three things:

1. Look professional
 2. Capture the reader's attention
 3. Give only enough detail to motivate the reader to contact you
1. First impressions are what count. If the brochure doesn't have a professional image to it, what does that say about you? Why would the reader take the time to read it?
 2. Once they start to read, can you hold their attention? Does the content interest *them*? Does it build trust and a desire to learn more?
 3. You know a lot about your business. You're excited about your business and want to share all you know and all the reasons why this is the best thing ever and all the reasons they should buy from you and . . . somewhere in there the reader goes into overload and just gives up! There is a reason you are in this business *and they are not!* They don't want or need every detail about the business. They just need to know that this is something that could **BENEFIT THEM** and **YOU** are the one they should call.

Well designed, professional looking brochures help you GET THE WORD OUT.



Welcome to MoraSmallBiz.com. I'm Beth Mora.

Why you need a NEWSLETTER – no matter what your business.

Newsletters are an easy way to build new customer awareness and stay in touch with existing customers. You don't need to take up significant amounts of your time to do this.

Call today for your custom designed NEWSLETTER.

Marketing experts recommend information about you and your company should "touch" your potential customers three times to **maximize your company name recognition**.

It is also recommended that those contacts be no more than 3 months apart, or you lose that customer awareness. In other words, if it is longer than 3 months, people will have forgotten your prior contact and this will be "new" to them. You no longer have the cumulative effect.

A recent customer survey showed that one **major reason for the loss of existing clients** is a lack of "touches". The customers didn't feel that the business cared about them; they in turn didn't care or develop any loyalty to the business. Without a relationship that adds value to your customers they will make buying decisions solely on cost.

Yes, we all get busy doing what we do. But the potential loss of income from this one statistic should have you running to a newsletter! Remember, **it costs a lot more to gain a new customer than it does to keep an existing one.**

A newsletter can:

- Increase your company recognition
- Be seen as real people by your customers
- Convey your interest in your customers
- Add value by the content / information you give them
- Keep your customers aware of new products or services
- Build in incentives for them to return with coupons / discounts, etc.
- Something your customers can give to others with their recommendation

Newsletters that match your identifiable look and reflect your message, will allow you to "touch" your customers more often. You can **build customer loyalty** with repeat business. To **save costs**, collect e-mail addresses from your clients and send the newsletter via e-mail.

Beth Mora