



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

There's no free lunch – but I'll help you buy lunch in a better restaurant!

You can envision your business, read up on the latest industry news and plan a business strategy. In fact, you should do those things. However, until you actually do something to make those things come true, you're just dreaming.

All the lectures in Driver's Ed class won't make you a driver. Driver's Training is what makes you a driver. The books are good, but putting your foot onto the gas pedal and taking it to the street is the only way you will become a driver.

Starting a business is the same concept. You need to get going, get out there and get it done. You need to work your plan.

**Custom designed professional marketing materials
help you work your plan more effectively.**

Think of it as power steering. You still have to steer, but power steering sure makes it easier! You have to do some work, but not all of the work. **Marketing materials** with a coordinated look will help people recognize you and your business. **Business cards** get you introduced, **brochures** help leave that good impression and on-going contact with customers and potential customers. With **newsletters** you help them remember to come back to you.

Being successful isn't a "one and done" kind of thing. If you're looking for success in a day you will be disappointed. A consistent focus on moving your business forward each day builds your success.

Building blocks for a successful business include providing quality work product and customer service. Other blocks can include regularly calling potential customers and seeking introductions to decision makers. Intentionally get out there by joining professional organizations, service and community groups.

**Add the help of marketing materials to make your efforts more effective.
Make the most of your hard work and
you'll still be buying lunch, but at a better restaurant!**

Beth Mora