



Hello! Welcome to my website. I'm Beth Mora.

### **Why marketing YOU is as important as marketing YOUR BUSINESS.**

You could say it's one and the same thing; after all you are your business. The difference isn't in the information, but its focus. Where do you put the emphasis? How do you position your message?

Personalizing the message can help you connect with your customers. Building relationships with your customers can lead to customer loyalty. To create on-going relationships we have recommended newsletters focused on your benefit to the customer.

How else can you market **YOU**? Look at:

- Personal appearances
- Teaching / Speaking
- Volunteering in your community

These are traditional ways of making connections in your community. They are ways to enhance **YOU** and your image as a professional.

**Personal appearances** – **YOU** can be at the Trade Show or Professional Conference to meet people.

**Teaching / Speaking** – Whatever your expertise, people are interested in learning more about it. **YOU** can find community based adult learning programs in many communities, volunteer to teach a class. Service clubs, Rotary or Kiwanis for example, often are looking for speakers at their meetings. Look for places to get out and tell your story.

**Volunteer** – Every community has needs for volunteers to help and whatever your business, there will likely be a need. Volunteering builds your connections with people and their loyalty to **YOU**.

Remember, people connect with other people, not with a business license. **YOU** are the face of your business, so get your face out there.

*Beth Mora*