



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

### **How else can I GET THE WORD OUT? Say it **3** times!**

Successful businesses look to have their name and product information reach potential clients three times. Why three? Because multiple mentions build customer awareness and a sense that you are “happening”.

You need recognition. That is why it's important to have a consistent look and message in those three contacts.

Three contacts can include:

- Post card mailing – targeted to your niche or geographic area
- Print ads – targeted to a specific interest group or general
- Newsletters – targeted to keep your customers at reasonable cost

**Post Card** – save money – mailings can be targeted to your potential customers, whether identified by demographics or geographic parameters.

**Print ads** – be more effective – your ad can be targeted with an ad in a trade publication or general, such as the local newspaper.

**Newsletters**, whether mailed or distributed via e-mail, allow you to “touch” your existing customers more often. They can match your identifiable look. They can reflect your message.

You may not need anything further. Work your new business and make a plan to grow one step at a time. Just remember not to get totally focused on the business coming in today at the expense of ensuring business continues to come in tomorrow. Waiting until the new orders slow down or stop is waiting too long to do marketing!

**Order your marketing materials today!**

*Beth Mora*