

## **NINE TIPS FOR MARKETING ON A SHOESTRING**

1. Marketing is fundamentally about publicity: letting people know who you are and what services you provide. One of the easiest ways to get publicity is to send out press releases. Don't worry about whether the paper will publish it or not. Learn how to write a proper press release, and send it by e-mail or fax.
2. Remember that marketing has been described as a contact sport. Get out there and do something. If you can't send out a press release once a month, figure out why not and fix it. Don't worry what other people think about what you are doing. There is no one who does not want to work less and make more.
3. Don't be intimidated. There are a lot of resources out there. There are a whole series of books about "Guerilla Marketing" by Jay Levinson. They are easy to read and available at the public library or used at alibris.com.
4. Get a logo. Have it designed by a professional. We recommend:  
  
Daniel Pearlmutter, Ultra Tech Designs, [danielpearlmutter@charter.net](mailto:danielpearlmutter@charter.net),  
314-772-7294
5. Get a webpage. You can use Front Page or you can admit that you are intimidated and/or don't have the time and you can hire a professional to design your page and help you optimize your listing. We recommend:  
  
Lauren Kolbe, KolbeCo Marketing Resources, [Lauren@kolbeco.net](mailto:Lauren@kolbeco.net)
6. Make sure that you have an "elevator speech" -- be able to introduce yourself and tell someone what you do during the time it takes for an elevator to travel several floors. Be comfortable with handing out your business card. And do it.
7. Stop telling yourself that you don't have time to market. Set a goal that you can reach and stick to it. Remember that the results will not be immediate. Studies show that it takes someone an average of seven times to hear your name and what you do before they remember.
8. Don't worry what other people think about what you are doing. There is no one who does not want to work less and make more.
9. Don't overlook doing well by doing good. Find a charity that you can help and do it. Be respectful of them and don't blatantly promote yourself. By being a collection point for donations, you will get your name out there in a very positive light. Pick a charity that relates to what you do.

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