

Offline Marketing

Discover Simple Offline Promotional Tactics For Any Online Business



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Chapter 1 - Your Online Business

If you already have an online business or if you are considering starting an online business, you may be under the impression that your marketing efforts will be based solely online. After all, you have a business that is online and where is a better way to market it than through the internet?

This is one of the most common mistakes that people make when they have any business. They choose a marketing plan and stick with it, not thinking about the big picture. This happens often in the off line business world in which businesses feel that they should not market online because “that is not where there customer base comes from.” This is wrong. An increasing number of people are using the internet to find out about off line businesses as well. It is important for any business owner, whether they have an online business or off line business to cross market as much as they can.

You probably already have some ideas about how you plan to market your business online. But if you just stick to this one way of marketing, you are only reaching a small portion of people. In order to successfully market your online business, no matter what it is, you need to use off line marketing strategies as well.

Off line marketing strategies can end up costing you a bit more than some of the online methods, but they are proven to work. There is a billion dollar business in promotional products alone that has worked well through the years to promote various businesses. The same marketing plans that work for off line businesses can also work for your online business. You just need to know how to use them and when.

You should follow simple marketing plans when you are marketing any business. Your advertising efforts should always be vamped up during your busy season so that you can get more customers. You strike when the iron is hot, so to speak, when it comes to advertising in business. You should know when your busy season is and when you are the most likely to get clients. That is when you do your most heavy promotional activities.

That does not mean that you lay low during the off season. The more people get to see the name of your business, the more you build a brand and the more people start to recognize the name of your business. You do not always have to go for direct response marketing when you are trying to market your online business. You should also be concentrating on building trust within the community both off line and online. This is known as branding and can get your long term customers who will see your name, recognize it and associate it with a name that they can trust. Even if they have never before used your product or service.

If you have taken some basic marketing courses, then you know all about what attracts people to certain businesses. There is the patriotism effect in which you imply that your product is something that every patriotic citizen should have. There is the state of the art effect, which implies that your product is the latest innovation and will keep customers up with the times. The bandwagon effect is probably the most used and most effective form of marketing. This implies that “everyone is doing it” and makes others want to find out what the fuss is about.

The bandwagon effect is seen in most commercial ads and causes an interest among consumers who do not want to feel left out of something new and exciting that everyone seems to be trying. There are other marketing strategies as well, including sales and special deals that work wonders with consumers, especially those who are looking to save money.

In order to fully develop your online business and expect it to succeed, you have to come up with a marketing plan that will help draw people to your site. There are various tools that you can use as well as strategies that you can use for free that will create an interest in your online business in the off line world.

Never think that you can just have a business, any business, and not pay attention to marketing or advertising. Businesses that relied solely on “word of mouth” for their customers are a thing of the past. They have been eaten up by those businesses who stole their “loyal” customers by clever advertising methods.

Also, do not think that your online business is something that is “too complicated” for the off line world to understand. More than 80 percent of Americans have computer access and the numbers are continuing to grow. This is especially true of younger people, most of whom have a laptop that they use for college or even high school. Computers are here to stay and so is the internet. And people recognize online businesses just as they do off line businesses.

Think of some of the most popular online businesses today. Amazon and eBay are two of them. Amazon has literally knocked out their off line competition by offering books at a discount. eBay is the auction site that has made it possible for people all over the world to trade with one another and has sent people scrambling in their attics and at thrift stores for collectibles to sell. Ask anyone around and chances are that they have heard of both of these very popular online businesses. Many of them have probably used them.

As people get used to computer technology, especially the internet, there will be no choice but for them to do business online. There are some companies that require applicants to apply for jobs online. Many state institutions have all of

their forms and applications for various benefits as well as other information online. The IRS is online. You can find out if a book is available from your local library online. You can do your banking online, in fact your bank is probably encouraging this. You can pay all of your bills in this way as well. While there are always those who insist on holding back, the trend is moving forward when it comes to this new technology.

So having an online business is the way of the future. But you still cannot ignore the people around you, the community and those in the surrounding areas who can also add to your business. In fact, if you do proper off line marketing, chances are that you will get most of your consumers in this manner.

This book will teach you some basic off line promotional tactics that you can use when you are trying to market your online business. You can use some or all of them. When you have your own business, whether offline or online, you have to think business all of the time. You should always be promoting it, no matter where you are. You should always be talking about it. The more potential customers your business reaches out to, the more successful your marketing strategy will be. Here are some of the ways that you can easily use offline promotional tactics to market your online business.

Chapter 2 - Business Cards, Flyers And Brochures

The first thing that you want to do when you have your online business is to get business cards. You can get them in a variety of different places, including offline printers as well as online printers. You can often save money by purchasing businesses cards online. There are many different online printers who will print up professional business cards for you for a nominal fee or, in some cases, no cost at all.

Vista printing is one of the online sites that offers free business cards for your business. You only pay for shipping, which is under \$5 and you can get your business cards delivered right to you. The company does have their information printed on the back of the card, but for a few dollars extra, you can have this information eliminated.

The cards made by this company and others like it online are not those business cards that you imagine that you print yourself in your own printer, with perforated edges. Forget those - they do not look professional and should not even be considered. These are colored business cards in a variety of different designs that look attractive as well as professional. You will be proud to hand these out to those who you encounter in your daily travels.

The information on your business card should reflect the nature of your business so that people do not have to guess what it is that the card is for or what business it represents. You may like the idea of a very stylish logo and simple design, but you want to be sure that anyone who looks at your business card knows why they would be contacting your business.

You should always have your business cards on hand and they should have the information of your website as well as your e-mail address so that people can contact you. Often today, people ask us for our email address when we encounter them. It is far less personal than asking for a phone number and most people are glad to give out this information. You should make sure that when you strike up a conversation with anyone that you hand them your business card.

A business card is a curious thing. People tend to hold onto them. Whereas a scrap of paper with a number or address may get lost, a business card fits snugly into a wallet or purse and is easy to keep track of. Many people even collect business cards and file them appropriately. As they are very inexpensive to purchase, you should not think of operating any business without having these valuable cards. And remember, they are only good if you have them on you. Have them with you at all times and be sure to re-order them when your supply runs out.

There are other items that you can have printed that can explain more about your business. Flyers and brochures are two that you can create yourself or have professionally created for you online. There are various off line places where you can go to have these items printed as well as online printers who will usually give you a better price.

Flyers can be put up in a variety of different places where such items are posted. Community centers, churches, grocery stores and even Laundromats all have bulletin boards where you can post flyers. Some business owners will even allow you to put flyers on their counters for their customers. Flyers are cheap to make and you can even make them yourself on your own word processing program. You should be sure to have flyers that have your information on them so that others can contact you. One way that many people use to promote themselves with flyers is to have tabs put on the flyers so that those who are interested in contacting you can pull a tab, rather than take the entire flyer. The tab can have your e-mail address as well as your website so that those who are interested in learning more about you can do so by visiting your website or sending you an e-mail.

You can also distribute flyers on car windows as well as in stairwells. While some people get annoyed at this constant distribution of flyers, others pick up the flyers and take a look at them. When you are marketing a product, you have to remember that the marketing efforts are a numbers game. Forever 100 flyers that you put on car windshields, you may get one or two prospects. But if you do this often enough, you will end up building up your business. As flyers are inexpensive, it does not cost you much to market your online business in this way.

Brochures should be used to give a better description of your business as well as the benefits that it can offer those who become customers of your online business. While you can make brochures yourself on your word processing program, it is often better to have these items made by a professional. Again, you can go to an online printer who can print up color brochures for you for a fraction of what you would pay at an off line printer. You should hand out brochures to those who express a keen interest in your online business and who you feel may be in earnest when it comes to contacting you. You should have all of the information included in the brochure, especially contact information. Some people will staple their business cards to their brochures.

There are other printed items that you can use as well to promote your online business. Postcards, for example, can be used in direct marketing campaigns. These work well for off line businesses and can do the same for online businesses as well. You can print up post cards rather inexpensively and also have them

mailed out in bulk. One of the best aspects about using postcards is that they are cheaper to mail than any other type of mail and will actually get to your target market by way of US mail. They are less likely to be thrown out than the flyers that you leave on windows.

You should try all of these products when you are planning on using offline marketing tactics to market your online business. But above all, have those business cards. Have them on hand at all times. Make an effort to come out of your shell and talk to others no matter where you happen to be.

Example One:

You are standing in line at a grocery checkout and the line is long. You strike up a conversation with the person in front of you or behind you. You mention the economy, how things are going and talk about the weather. You make the effort to make small talk - most people are not aloof in this respect and welcome a diversion, especially in a long line. You steer the conversation over to your business and then tell them to e-mail you if you can help them. Always use the phrase "if you can help them" as it does not seem like a sales pitch, but rather an opportunity. And always steer the conversation in a way so that it comes out natural that you are talking about your business and not just using the time to try to pressure them into a sale.

Example Two:

You are at a football game for your son. You are sitting with a bunch of other parents huddled on the bleachers and watching so that their kids get to play and if they play, that they do not get hurt. You start to talk to other parents. Ask about their kids and compliment them on their play. Start steering the conversation off to other matters when there is nothing exciting happening on the field and then give them your card as you leave, if they "need anything." Again, you are offering your help, not trying to sell them anything.

Example Three:

You are at a party and you are socializing with other people. Your method of employment is bound to come up in these social situations. You give them your card and tell them what you do. This is one of the easiest ways to give out your card and is not only a good way to get clients, but also a very socially acceptable custom.

Example Four:

You are at a social gathering and someone asks for your number. You give them your card. Then you give their companions your card. If you are interested in knowing someone at the gathering in a more personal way, give them your phone number on the back of the card that you give them. This not only saves you from having to scrounge around for a piece of napkin or paper, but also gives them the card. They may discuss this business with others and you may get a client from such an encounter. Or a date.

If you are waiting in line at a restaurant, to see a movie or just about anywhere else where there are people, you have an opportunity to give out your business card and procure business for your online website. You never want to come off as a salesperson. You always want to come off as a friendly individual who is more than willing to share information, make small talk and also give them some information that may be able to “help them” in getting what they need.

Take a look at the business cards, brochures, flyers and other printed materials that you can purchase online and get them to promote your business. Then, move out of your shell when you are out in the public and start looking at long lines in grocery stores as an opportunity to promote your business instead of just picking up the tabloids and reading the latest exploitations of your favorite Hollywood stars.

Chapter 3 - The Power Of Friends And Family

Your friends and family know other friends and family who you do not know. You should make sure that your friends and family know all about your business and are willing to tell others about it. Chances are that unless your online business is pornography, most of your friends and family will be glad to help you with this endeavor.

A great deal of business is had by word of mouth. Think about it - when was the last time you needed some work done on your car or on your house? What did you do to find the person to do the work? Most people will turn to friends and family and ask them if they know anyone who does this type of work. There is no better marketing than viral marketing. Word of mouth does better than any other type of advertising. So it sure pays to get your friends and family in on the act.

Make sure that you talk to your friends and family about your business and explain to them exactly what services or products you provide for others. Be sure to tell them that you are successful in this business and how much others are enjoying what you have to offer. Friends and family are just like anyone else - more apt to proudly proclaim about a successful business than one that they think is a failing enterprise. Be sure that you give them your business cards and then ask them to do just as you do, and give your cards out to others who may be interested in your services.

Your friends and family will probably not be as diligent about giving out your cards and discussing your business as you are, but if you continue to talk about your business with them, without making it the central topic of every conversation that you have with them and never asking about them, they are more inclined to help you get customers. When they hear of someone who can use the services and products that you provide, they can give them your information or your card. This is how you can spread your marketing efforts.

You can even encourage customers that you have had in the past to do the same. One way to get others to listen to what you have to say is through testimonials from other customers. You can offer discounts to customers who bring in any business. You can even use this tactic on your friends and family as well. You can provide them with something for free in order to get them to better promote your business. Cable companies do this all the time by asking you to get friends and family to join up by offering you free cable for a month. You can use this same marketing tactic for your online business.

Another way that you can get friends and family into the act is to have them host a

party where you can explain your business to others. This is similar to hostess parties that are still used today to sell a variety of different products that are usually part of a multi level marketing plan. Again, when you make your pitch to those at this party, you should always stress that you are offering something that can help them. Take the focus off of your business and put it onto others. One of the oldest and still used phrases in the marketing world is that success is gained through helping others get their needs filled. You never want to come off like a carnival barker when you are trying to promote a business, especially when you do so at a function that is hosted by one of your friends or family.

Make sure that everyone you know understands what you do and how you can help them achieve what they want. The more people you know, the better your business begins to grow. Not only does this help your business, but it also helps you as well. Too many people who have online businesses complain that they feel insulated from the outside world as they work on promoting their products online. Everyone likes to feel connected to other people and marketing your product in this way, continuing to gain more friends and business associates, is one of the best ways to not only attain success for your online business, but also to broaden your horizons with others.

In some cases, you may find that you can share marketing tips with others who are also in business. You can provide them with what they need by way of customers, such as sending clients over to them, and they can do the same for you. Most successful business people network in this way, especially professionals such as doctors and lawyers. No matter what type of online business you have, you can use social networking off line as a means to promote your business.

It starts with friends and family and then goes on from there. The more people who know about your business, the more chances you have of acquiring customers. Remember to keep in touch with existing customers and offer them incentives so that they can also recommend you to others as well. Once you learn how easy viral marketing can be, especially offline, you will start to see a vast improvement in your online business.

Chapter 4 - Spread The Word Through Groups

Another way that you can use offline promotional tactics to promote your online business is to join groups of people who you consider to be your target market. Your target market are those individuals who are likely to want to purchase your products or services. You should know your target market before you even start marketing your online business so that you do not waste time in marketing to the wrong people. While you want to get to as many people as possible for your sales, there are some people who will not have any use for your product, while there are others who are looking for what you have to offer. You want to make sure that you know who you are marketing to before you even begin your marketing strategy for your business.

Some online businesses can market to just about anyone. They have a product or service that just about anyone can use and, in the best scenarios, actually needs. In other online businesses, however, there is a niche created. Only a certain group of people will be interested in buying your products or using your services.

If you have an online business that sells hot new ring tones of the latest music, your target market is not the local senior citizens in the area. In the same respect, if you sell products for seniors and older individuals, you do not want to promote them at the local high school event. You need to know just who is going to be most likely to want to buy the products or services that you offer in order to know whom to direct your marketing efforts.

There are many groups, most likely in your area, that you can join where you will be able to meet people who will be interested in what you have to offer. You can also go to sites like Meetup.com where you can view different groups in your area. If you, for example, have an online travel business, you can join a meetup group for those who like to travel so that you can help them get the travel information that they need so that they can get to their destinations.

You can also look through groups through your local community centers as well as churches. Many groups discourage promoting business through these social groups as they are formed for the purpose of social interaction and not for the purpose of trying to solicit business. However, you can make use of these groups just by meeting others and causally mentioning what you do for a living.

One of the first things that people usually ask one another is what they do for a living, so you would not be out of line in mentioning your online business at any social group. You should never look as though you came to the group solely for the purpose of trying to procure business, however, as this is in bad form and will most likely turn others off, even if they might like what you have to offer. You

never want to come off as you are selling something when you join a social group, either online or offline. You always want to participate in the group, make friends and then mention to your friends what you do for a living. Do not come off like the salesman, come off like the friend.

There are also other groups that you can join for business owners who are like yourself such as trade groups. Trade groups are those that get together like minded business owners and get them to network with one another. When you join a trade group, the objective is to network with others by not only looking for business for yourself, but also looking to help them attain business as well. If you have a trade group in your area that pertains to the type of online business that you have, you should join in.

Trade groups are also a good way for you to pick up more tips on how to market your business better, learn new trends within your business and offer you valuable insight as to how you can get your business to grow. You should never be insular when you have an online business, or any other business for that matter. Business ideals are always growing, there are new products and innovations offered on the market every day and it is important to keep informed as to what is going on in your business.

You can find trade groups in your area by reading a trade magazine or even going online and looking for these groups. Interacting with those in person in trade groups is often more effective than just interacting online with others in the trade. You tend to find those who are more serious about their business and who have attained a level of success when you join trade groups.

One of the most important things that you can do to promote your online business is to meet with as many people as possible off line so that you can tell them about your business, learn about different trends in your business, new laws that may affect your business and gain more customers. You can do this all by joining groups. Not only is this a great way for you to grow your business, but it also gets you out of your house, away from your computer and gives you the opportunity to meet others.

So many people who have online businesses complain that although they love the idea of working at home and making their own hours, they do not like the idea of being insulated from society. By joining both social groups as well as trade groups, you not only help your business to flourish, but you are also helping yourself as well.

Chapter 5 - Act The Part

People are attracted to those who appear successful, even if the person is not as financially successful in their business as they claim. When you are trying to promote your business offline, you should never downplay your business or make statements such as you are just starting out, do not really know if you are going to make a go of this business or are not sure what you are doing. This will not turn people towards your business. To the contrary, it will have the reverse effect and people will not want anything to do with your online business. They will see it as a failure if you portray it as such.

One of the things that we learn as children is not to brag about what we have. While bragging to make others feel bad about things that they do not have to make ourselves feel better is not a good idea, there is a difference between bragging and portraying yourself as a successful individual. You are not bragging by speaking well of your business, dressing the part and acting the part of a successful business person. You are creating a persona for yourself that will not only rub off on others, but will also rub off on you as well. You have to think successful in order to be successful.

When you speak to others about your online business, it should always be in a positive way. You should talk about how well you are doing, how you are happy that you are growing your business and how much you enjoy what you do. There is a mindset that is prevalent in certain people and even in certain cultures that this is “bragging” and tempting fate. Some people today are still very superstitious about relaying the fact that they are doing well in business because they feel that others will jinx them. This is an ingrained thought pattern that is popular in many cultures. Unfortunately, it works to the disadvantage of someone who is trying to promote a business.

If you feel uncomfortable about talking about money, you do not need to do so. If you feel as though you are bragging and “tempting fate” by talking about the success of your business, then you do not need to do so. If this is something that is ingrained in the way that you feel and you cannot overcome this way of thinking, then you do not have to talk about your business all of the time. But there is no excuse for not acting and dressing the part at all times, especially when you meet with potential clients or customers.

Dressing the part means that you dress as though you are a successful business owner when you go out. Imagine that you are at the grocery store and you meet someone in line who tells you about their fabulous online business. And they are dressed in old clothes, do not have their hair combed and pretty much look as if they just came back from scrubbing floors. Would you believe them?

Now imagine the same scenario, only this time the person who speaks to you is dressed nice, well groomed and presents themselves in a confident manner. Would you be more inclined to take their word for it that they have a successful business? Of course you would. We all judge on appearance, whether we like it or not. People take one look at you, sum you up in five seconds and then treat you accordingly. If you present yourself as a successful person, you will be perceived as such by those in the outside world who you may be looking to procure as customers.

You should always act the part as well. Be confident about your business and abilities. Do not apologize for your success. If someone congratulates you on your business, tell them “thank you,” instead of making excuses as to why you succeeded. This is not bragging, but presenting yourself in a positive light.

One of the primary rules of attraction, which many people are not discovering but have actually been around since the beginning of time, is that like attracts like. If you present yourself as a successful person with a successful business, you will attract others who are of the same type. If you present yourself as a down and out loser, guess what? That’s who you are going to attract.

It is important for anyone with a business to behave and dress in a successful manner. This instills confidence in others in your business as well as instills confidence in yourself as well. Before you know it, you will be believing your own press and will be feeling very successful. This will give you even more of a confidence boost and will attract more clients to you.

People are attracted to those who have confidence. Plain and simple. This is the key to successful relationships of all kinds, especially those in the business world. If you do not have confidence in your own business, then how can you expect others to do so?

Act the part and soon you will find that you are not acting at all. You will be the successful online business person who you are portraying to others simply by getting it into your head that this is who you are. Believe in yourself and others will follow.

Chapter 6 - Promotional T-Shirts And Gifts

One way that you can advertise your online business off line is to use promotional gifts such as T-shirts, cups and hats. These are easy enough to get and less than you think to have printed up, especially if you use an online printer. There are several good online printing companies that can help you get what you need when it comes to your promotional gifts.

Before you order promotional gifts for your online business, you first should have a logo or some sort of design that others will recognize. You can get a logo in a number of different places, even hiring a graphic designer to design a logo just for you. There are sites online for just about everything, including those that offer inexpensive and custom logo design. You are better off to have your own logo design rather than a design from others so that it is yours exclusively. As your business continues to grow, you will want customers to associate the logo with your business so that you can build your brand.

After you have your logo, you can then decide what you want to purchase when it comes to promotional gift ideas or items. One of the most popular items that you can get with your name and logo on it is custom pens. People are always looking for pens, they are relatively inexpensive to order and can be given out to customers without it costing you a lot of money. If you are looking for a promotional item that is inexpensive and will portray the name of your business as well as other pertinent information, you can get promotional pens at an online printer. You normally have to order the pens in bulk and have a variety from which to choose.

Another cheap item that you can get is a magnet bearing your business card. These are relatively inexpensive and you can even make these up on your own computer, although you usually end up saving money when it comes to time and ink if you just have them printed. People are always looking for magnets to hold up things on their refrigerators. You can always be in their thoughts if you give them a magnet that they will most likely keep in plain sight all of the time. When they want your business, they will not have to look far as they will have the magnet. Best of all, these are so cheap to have made that they will hardly put a dent in your advertising budget.

T-shirts are another way that you can advertise your online business. You can give T-shirts to clients as well as to friends to wear. The great aspect about T-shirts is that they are worn all of the time, attract attention and tend to get passed around. When one person gets tired of wearing a T-shirt, they usually give it to charity or to another person who will then wear it. You can give T-shirts bearing the logo and information about your business as gifts as well as for promotional

events.

Hats are yet another promotional item that you can use to advertise your online business off line. People like hats of all sorts and you can get anything from cheap visors to golf hats with your logo printed on them. Other items include drinking bottles, cup holders and even can openers. There are many options that you can choose from when you opt for promotional items that are printed with the name and logo of your business.

When you choose to purchase these items at an off line store or printer, you often have to go through a sales person for the items. If you skip the middleman and go right to the printer, by using an online printing company, however, you can usually save quite a bit of money. You should consider buying your promotional items online and having them shipped to you rather than use the services of an off line store that will usually end up costing you more money.

Another aspect about using an online printer to print your promotional items is that there are many sites that are interactive and can actually let you see what you are getting and what it will look like before you have it printed. This is a great way to avoid surprises and get the items that you want delivered right to you the way that you imagine them to be.

You can use promotional items as gifts, to give to charity events or simply to give to customers, depending on what they are. They are one of the best ways to make an impact off line when you are trying to advertise any business, be it an off line business or online business. You can have your website put on your promotional items as well as e-mail address.

Another item that you may consider is a car wrap. This is a bit more costly than traditional promotional items like T-shirts and pens, but it can get the word out about your business every time you go out. This consists of large decals that cover your car and turn it from an ordinary car into an advertising machine. The good thing about using the car wrap is that you tend to get a lot more exposure in this way.

Billboards and park benches can also be rented if you are looking to market your online business. However, one of the best ways that you can spread the word about your business to others without it costing you a lot of money, and make others happy at the same time is to make use of promotional gift items that bear the logo and website of your online business to market your business off line.

Chapter 7 - Sponsoring Charity Events

It is important for any business to build goodwill throughout the community. This is easy to do by donating items and sponsorship to various charity events that take place throughout the year. Chances are that the community in which you live has numerous charity events that take place all of the time. People often come around for donations for these events. When you give to these charity events, you are promoting the goodwill of your business offline.

There are two ways that you can sponsor a charity event. You can put money towards the event and have your name appear as the sponsor of the event. This is the most costly, but does get the word out about your business. Those who have never before heard about your business will be inclined to want to know more about it and those who have been customers will want to be customers again as you are actually showing that you are giving to the community. This can be costly, although in most cases full sponsorship can be shared with other companies.

In addition to giving money, you can also give raffle prizes and gifts. Golf outings are often done to promote charity causes. As are charity runs and walks. You can offer your T-shirts bearing your logo to those who are organizing these events as raffle prizes. You can even make up the T-shirts for all of those who are participating in a walk or other event as a way to promote goodwill.

There are other ways that you can get your name out there as well when it comes to sponsoring charity events. If you know of a person in need, for example, you can offer to help them by organizing a fundraiser for them. You have most likely seen fundraisers in your community for various efforts. When someone is in trouble in a community, people often get together to help them out. It is one of the ways that makes a community a true community.

These fundraisers take place throughout the community and are often organized by the fire department, civic groups or even churches. You should be aware of the different fundraisers that are going on in your community so that you can do your bit to donate something, especially a promotional gift item, to the cause.

One thing that you will want to stay away from when you are donating promotional items is political events as well as anything that may be steeped in controversy. Unless you have a business that has a controversial niche, you should try to steer clear of politics. You would hate to lose a group of customers because you are promoting a candidate that they do not like.

You should realize that when you sponsor any sort of event using your business

name, your name is actually being linked to the event. While few people will have a problem with you donating money to help cure cancer, there may be some who take issue with you supporting a candidate running for the local Communist party. So be sure to realize just who you are giving your support to when you decide to market your online business in this very effective offline way.

Chapter 8 - Joining The Chamber Of Commerce

One way that you can also market your online business offline is to use your local Chamber of Commerce. This is an organization that is found in just about all cities and towns and usually costs a nominal fee to join. Not only should you be part of your local Chamber of Commerce, but you should also participate in any events that the organization holds.

Most Chamber of Commerce events are held so that local people can get a feel for the local businesses. People are encouraged to shop local and want to get to know those businesses in the area that can supply them with the goods and services that they need. Just because you have an online business and not a store in the town does not mean that you cannot join the Chamber of Commerce.

When the Chamber of Commerce has events, you should attend and have a display so that others who visit the event can learn more about your business. Be sure to have a professional display that will leave no questions in the minds of individuals as to your business and how it can help them.

You should also be sure that you have plenty of brochures on hand so that those who are interested in learning more about your business can take them with them. At most of these events, little bags are given to those who attend so that they can collect items from the various vendors.

People like to get free items such as pens and key chains, so this is the perfect time for you to give out your promotional products to those who visit the event. Most of the local Chamber of Commerce events are free to the public and are usually very popular. You should be sure to realize that they are most often visited by those who live in the community, feel strongly about shopping in the community and are adults as well as people with children. This is not an event where teenagers usually frequent, so if you have a product that is marketed solely to young people, this may not be for you. However, bear in mind that those young people have parents and grandparents who visit these events and may be interested in finding out more about your business so that they can get gifts for young people.

You tend to get a whole dynamic range of people who attend the Chamber of Commerce events in your town. It can be a good way to meet other business owners as well as spread the word about your own business. There is no selling at these events. This is strictly a chance for people to get to know you, learn something about your business and then decide if they want to use your goods or services in the future.

The more often people see you around and the more familiar they get with your business name, the more trust you will build for your business within your community. It is usually a good idea to join the Chamber of Commerce and attend events whenever you can so that you can give your business the exposure that it needs in order to grow. You can also join the committee that steers the events and come up with some ideas of your own.

Chamber of Commerce committees are organized by local business owners and are usually always looking for some sort of input that will give their businesses more exposure in the community as well as get people to shop local. If you have an online business that caters to local business owners, you should not only join your own local Chamber of Commerce, but others as well.

In some communities, there are several Chamber of Commerce organizations that you can join. They have them for the county, for the state and even for the local area. Take a look at the local Chamber of Commerce first and see what you need to do to sign up. Find out how many events they have each year and what you can do to help. Remember, the more people in town who know about your business, the more potential customers you will have who want to purchase your goods or services.

Chapter 9 - How To Hold A Seminar

If you have an online business that is an MLM or membership site, you can also promote it offline through a variety of different ways. Until now, we have focused on promoting online businesses that are selling goods or services. If you have an MLM or are an affiliate marketer, you can still make use of these ideas to market your business offline. However, you can also hold seminars in your local area as a way to really get people to listen to what you have to say.

Unlike those who have businesses that sell something tangible that people can see, those who have a membership site or an MLM need some time to explain the concept of their business to prospects. This can be done in a variety of different settings. One way that you can get people to listen to what you have to say is to hold a seminar.

One of the things that you need to do when you hold a seminar is to advertise it to as many people as possible. You should also be giving away something that will entice people to attend the seminar. Bear in mind that a good many people who attend these seminars are only there for the food and drink that is offered. However, you have to remember that sales, any type of sales, is a numbers game. So if you get 100 people showing up at your seminar and 10 sign up for your MLM, you are doing pretty good.

You should have a plan for the seminar so that people who attend will not just eat and run. You want to offer anything that you are giving away for free, such as tickets, at the end of the seminar and not before. You also want to hold off on the food until you have had a chance to talk to people about your business opportunity. You should use a Power Point presentation when you are conducting your seminar and make sure that your presentation is polished. If you are a powerful speaker, you can speak to the crowd as well so that you can get them fired up for the presentation. Those who are good speakers usually do very well at these type of presentations and are often the most successful when it comes to MLMs. You can practice your speaking skills and learn from some of the masters by taking some online courses in how to speak to crowds and get people to listen to what you have to say.

You have to remember also that you will want to look the part of the successful business person. No one is going to want to listen to anything that you have to say if you do not look professional or carry an air of confidence about yourself.

The presentation that you show people should be informative but also entertaining. There are presentations that you can have put together by those who do this for a living. You can find those who will put together a Power Point presentation for

you when you go online and look for freelancers.

After the presentation is over, you have to ask for the sale. One of the biggest mistakes that people do when they are trying to sell anything is that they are afraid to actually ask for the sale. They let prospects who may very well be interested in what they are saying and might be on the verge of signing up slip through their fingers because they do not know how to ask for the sale. You have to put the pen and paper in front of the prospects and ask them to sign on the dotted line. If they hesitate, you should ask them why and what you can do to convince them otherwise.

Once those people walk out of that seminar, they are gone. They are not going to come back after they have thought it over. Having a seminar for your business is like selling cars. Any person who has ever sold cars can tell you that the customer who walks out of the showroom never comes back. There may be the rare occasion, but for the most part, they will go to another showroom where another sales person will get them what they want.

You can hold seminars at various civic halls as well as hotels. You often have to pay for the room that you use, but this is not usually very costly. In order to cut costs down, you may want to offer some free promotional items and just coffee and cake for those who attend.

If you have an MLM or affiliate marketing plan that you need to explain to people before they will actually sign up, you have no better way to do so than with a seminar. This is much more effective offline than online as the people are actually with you face to face. Because you have given them free food and gifts, you have also created a sense of obligation that they feel and can expect to do better in this endeavor than if you try to use any other tactic to try to promote your MLM, subscription site or other online business in which you are actually instructing people how to make money.

Chapter 10 - Getting Publicity Through Newspapers

One way that you can get publicity for your online business is through your local newspaper. Most newspapers have a variety of different ways that you can advertise and promote your business either for a fee or for free. Some of the ways that you can use your local newspaper to promote your online business are the following:

- Classified Ads
- Sales Positions
- Events
- Goodwill missions

The most logical place to start to advertise is in the classified section of your newspaper. You probably have different newspapers that are delivered to your door as well as subscription newspapers in your area. The best newspapers in which to advertise are those that are free. These are often called shoppers and consist mostly of classified ads. People still read the newspapers and still look for these classified ads. Not all businesses in the area advertise online.

One thing that you need to know when you place a classified ad is that the more often people see the ad, the more they will come to know your business. You should not expect to get a barrage of calls or visits to your website based upon one ad. For this reason, you should sign up to place the ad on a regular basis. The more people see it, the more familiar they become with your business and the more they trust it.

You can also place classified ads for help wanted if you are looking for prospects for an MLM business. You can expect to receive more calls for these type of ads than you can if you are simply selling something. Many online businesses will use the ads as a way to get people to come to a seminar or meeting so that they can learn more about the business. This can be an inexpensive way to get people to attend your promotion about your business without going through the expense of seminar. It can also give you one on one time with a prospect.

You can also place events ads in the paper or press releases. These are usually free. Press releases must be written in a way so that they look like news. They should be timely and inform the public of something that is coming up, or a new product or service that is available in the area. The best part about placing press releases in your local paper is that they are free. You must be sure to word them carefully so that you can make sure they get into the paper. The papers will usually reject anything that smacks of a sales pitch. For this reason, you may want to hire a professional copy writer to write your press releases for you so that

they can get into your local paper.

In addition to classified ads, job ads and press releases, you can also do a good will act for someone in the area and have it written up in the paper. Many local papers are always looking for human interest stories. If you do an act of goodwill in the name of your business, you can notify your local paper that you are doing this charity work and ask that they cover the event. You can get a great deal of publicity for your business in this way and also build up goodwill in your community on behalf of your business.

You should look for local papers that have a wide circulation and are usually mailed out to residents free of charge. Most people enjoy getting these papers and will read them simply because they are free. You can get quite a bit of mileage when you take a look at your local newspaper and see what they can do for you by way of helping you with your business.

Chapter 11 - Coupons And Mailers

Still another way that you can promote your online business off line is to use coupons and mailers. This is a form of direct marketing that never ceases to work. People love getting anything free or some sort of discount when they are shopping. Most people will hold onto coupons and mailers so that they can take advantage of the bargains that they offer.

Just as is the case with classified ads, you normally have to sign up to have these mailers or coupons delivered on a regular basis. The more people see the coupon come in the mail, the more they will get to know about your business. They may not use the coupon the first time that you send it out, but they will look for it before they go to purchase any goods or services that you have.

Coupons and mailers are a great way to introduce your online business to an off line public. Even those who do not have access to the internet can take advantage of some of your services. When you are marketing your online business offline, you should take into account that many people feel comfortable with a phone number rather than having to go to a website. There are still a great many people who are hesitant about using a website to place an order. You can get a toll free number and have them call your business if that will make them place an order.

You can get services that can make this easy for you right online. You can get a phone system for your business that will provide you with easy access to the calls that were made as well as an answering service for less than what you would pay for a traditional land line. By using a VOIP service, which is Voice Over Internet Protocol that works from your computer, you can receive and make calls all over the world for no extra charge. You can also retrieve calls from no matter where you happen to be if you have a hand held internet system such as a Blackberry or a iPhone.

Never just limit your online business marketing to online only. There are a great many people out there who prefer the old fashioned marketing methods when it comes to choosing a product or service that is right for them. You will find that if you use the tips that are given in this book to market your business offline, you will start to see a dramatic increase in your business. Most of the tips that are offered in this e-book are relatively inexpensive to develop and can be found right online.

By combining offline marketing with your online business, you are actually able to expand your business even more than if you only rely on marketing online. You have more of a personal communication level with those who you are marketing your product or services and also get better results. What is even

better, you will find that you are out in the world a bit more, interacting with more people and also enjoying the benefits of viral marketing that spreads so much easier from person to person offline.