

Really helpful
advice to for new
businesses with
not much budget!



Getting Started

A quick guide to how to get started in business without spending much. Help on those Marketing things you need to do when starting a business from Tim Arnold Principal of Tarrystone CONSULTANTS.

INTRODUCTION

I get many responses from our web site which are from start ups. Of course I fully appreciate when starting up you may not have the budget to use a consultant or invest in a marketing director!

None the less I would like to be as helpful as I can to you.

You may not have much budget but you do have the time and the energy to get started.

FUNDING

Try not to borrow. If you do, better top up the mortgage than sign a personal guarantee with a bank.

Get an accountant, get a limited company and register for VAT.

GETTING STARTED

Your objective must be to get things done which look good and are as low cost as you can get. *The web offers you many opportunities* to do this and indeed should be a corner stone of the business communications.

There is even a dedicated portal www.start-ups.co.uk but it is funded by ads.

However if you want some dedicated 'cut-through' advice follow these tips to make a good start in the marketing of your business.

WHAT IS MARKETING?

The fact that you came to a marketing consultant means you wanted to have a start in Marketing. Here are four fundamentals;-

- 1. Define the business by what customers will buy NOT what you can do*
- 2. Identify potential customers by what they do*
- 3. Once you have a customer welcome them, thank them and keep in touch and then ask them to recommend a friend.*
- 4. Remember Marketing is building a brand which has values and is recognisable. Think of it this way; **products are people and brands are friends.***

NAME

Choose one that describes what you do then have a strap line that says how well you do it. *Aim for one that can you can get a .com or at least.co.uk* (See below or go to <http://www.lowcostnames.co.uk> to check on availability and register your own name)

LOGO & IDENTITY

If you want a logo and can see one these are ready made and cost around £20-£30. *Don't put 'Ltd' in the name or logo!*

<http://www.alevare.com/corporate-identities.html>

If you want to spend a little more here is an online service from £160

<http://www.logopro.co.uk/>

At **Tarrystone** we use a local designer and his costs will be £250-£500 and that would include all artwork for stationery and logos etc.

With your logo you can have a web site designed and hosted for a year for around £200 which includes emails too.

Be consistent with colours and typefaces and don't use too many.

WEB SITE DESIGN

I recommend <http://www.eadesign.co.uk/firsttimer.htm> (see the Tarrystone site www.tarrystone.com)

Make sure you pay attention to search engines; two fundamentals decide what people will search for and make those phrase page titles. *Invest in pay per click with Google ad words* but make sure you stay within a budget.

As you grow we can help as this area can become very costly.

If you have no budget right now then create a blog – it is, after all, a web site and it is free - <https://www.blogger.com/start>

WEB SITE CONTENT

In deciding what goes into the web site / blog - stick to the following;-

- **Why** (*Customers should come to you*)
- **What** (*What you can do for them - and why it is better than anyone else*)
- **How** (*How you run the service form the customers point of view and what it costs*)
- **When** (*Call us now! And keep the offer fresh with say seasonal offers*)
- **Where** (*Your contact details and location*)
- **Who** (*About you and your successful customers - use quotes*)

COPY

When you write here are two simple copy writers' tips

1. Use 'you' not 'we' so you think for your customer
2. Every time you say 'come to us' use the magic word 'because'
3. Remember when you produce any marketing communication ask yourself what you want *the reader to do* as a result of seeing it.
4. You should always have a call to action start - with 'Buy this now...'

PRINTING

Online there is a low cost company with cards from £10 but use their note cards version so *your card is your brochure*

<http://www.moo.com/products/notecards.php>

Another alternative is www.vistaprint.co.uk

Or of course print them yourself on the PC or go to Prontoprint (you could even design your own logo and letter-head in 'MSword' as a starter but the thoughts above will give you a professional start for a few hundred pounds.

ADVERTISING

All advertising is expensive if it doesn't work and fantastically cheap if it does! Make sure you advertise where customer are looking for your service; directories, classified and local / specific portals on line. In magazines and local press run a series of small ads with a simple call to action message, this way you have a better chance of your offer being seen and in building awareness too.

Hand out leaflets to likely looking potential customers.

NEW is one of the most important words. So when you are use it!

SALES PROMOTION

Use an offer of say *10% discount* or FREE added service to get an order but make sure it is time related and has a close out date.

You can do this best by using money off vouchers.

KEEP IN TOUCH

Use email as much as possible.

Yahoo Groups will enable you to send one email to many.

You could consider ACT as software which will enable you to keep track of customers. (There are some freeware versions of equivalents) and do regular mailing and updates.

There is no substitute to being there, a call, a visit any contact will help build business. And remember two things:-

1. *Word of mouth is the best and the cheapest form of advertising*
2. *Recommendation is the best way to get a new customer*

PR

Get a digital camera. Take shot of you your happy customer, your product being used. Write a short release, who you are, who is in the picture and what is interesting. Send it to the local press and radio stations and any local news groups.

Use Yahoo Groups and there are several free PR web distributors like http://www.prweb.com/destination.php?awsrc=dmseb_fp – the link has a useful free booklet too. Post your photographs on You Tube and My Space and Flickr.

MAKE A PLAN

By month, by activity and constantly revise and review.

Make a note of what works and what doesn't.

Don't spend too much! Make sure the costs can be covered by your sales forecast.

OVER TO YOU

When it comes to documents and presentations etc maybe that's the time you start to talk to us again.

Certainly do so when it's time to talk business growth and future developments.

In the meantime you have a business to build. I hope found these notes helpful.

Good Luck with your business.

Do give me call to let me know how you progress.

Tim Arnold

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