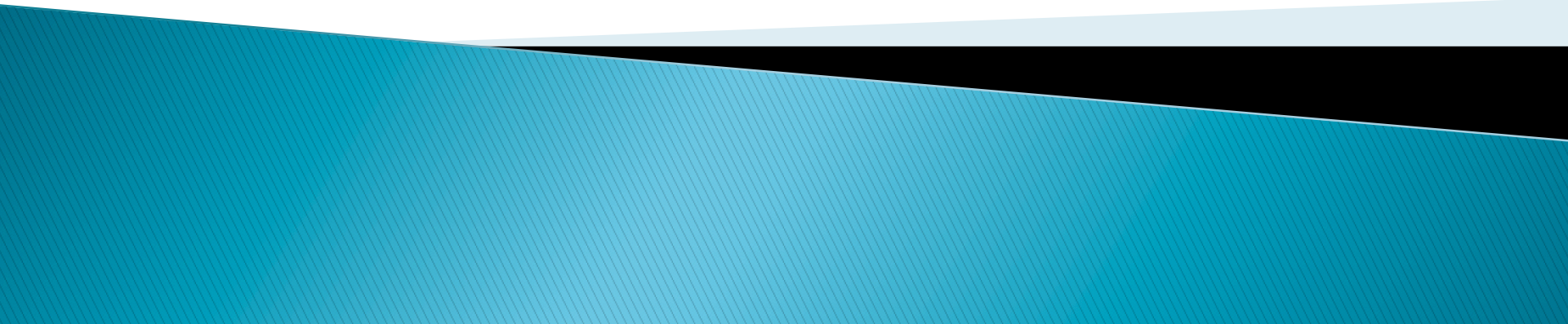
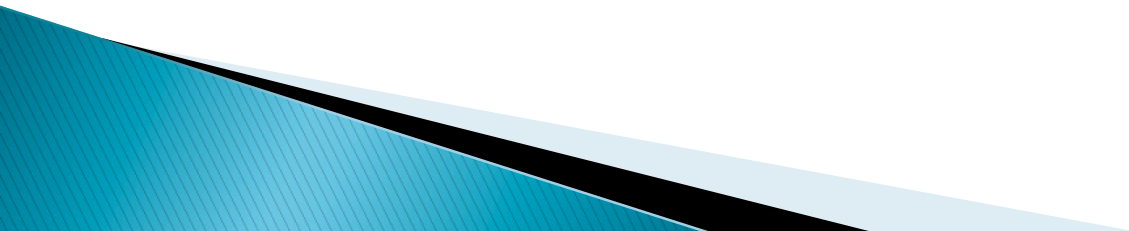


Marketing: Selling Your Assets



What is Marketing?

Marketing is the action of persuading and selling your product or service to customers. Marketing enables people to satisfy the Customers' needs and/or wants.



Forms of Marketing

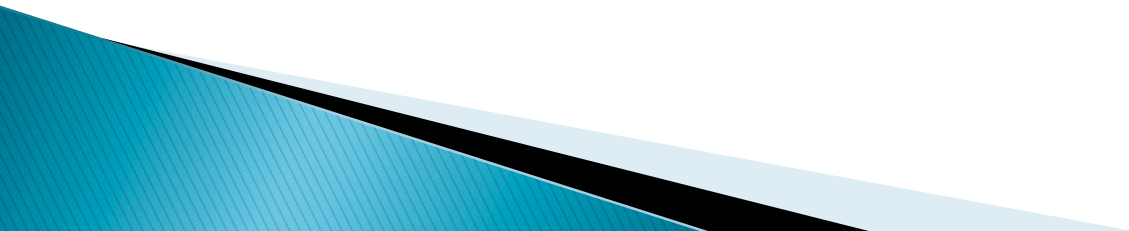
- ▶ Selling yourself– employment, relationships
- ▶ Selling a product– clothes, books, computers
- ▶ Selling a service– cleaning, cooking, car repair



Use Your Talents

Use your talents to be creative, productive, and Informative to find ways to sell your passion!

Can you convince someone why he/she should buy your product or service?



Brainstorming

- ▶ Questions to ask yourself:
 - 1. What kind of talents do I have?
 - 2. Can I use any of these talents to satisfy certain needs or wants of people?
 - 3. Who am I targeting?
 - 4. Will it be profitable?



How to Start Your Own Small Business

▶ Basic steps:

- 1. Create your identity (Name, brand, team)
- 2. Create a business plan
 - Executive summary
 - Business description
 - Marketing strategies
 - Competitive analysis
 - Development plan (logistics)
 - Business structure
 - Financials (loans, grants, profit, loss)

How to Start Your Own Small Business

- 3. Legal Aspects.
 - Find an attorney or a lawyer to help figure legal business issues.
 - Get an accountant.
 - Form a business entity.
 - Sole proprietorship, limited partnership, limited liability partnership.

How to Start Your Own Small Business

- 4. Managing Finances.
 - Covering start-up cost.
 - Finding loans and grants to cover for at least one year.
 - Plan for the costs
 - Office equipment, property, cost to make a product or sell a service, price to sell.
 - Understand your competitors.
 - What makes your product different?
 - How much are your competitors selling their products and services?

How to Start Your Own Small Business

- 5. Marketing Your Company.
 - Using websites and social media.
 - ▶ A website is an online page that you can use to promote and show off your products and services of your small business. You can create websites for free using these:
 - www.wix.com
 - www.weebly.com
 - www.zoho.com
 - ▶ Social Media:
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram



How to Start Your Own Small Business

- Business cards
 - Include name, contact information, name of business, website
 - Websites to make business cards:
 - www.vistaprint.com
 - www.moo.com



How to Start Your Own Small Business

- 6. Launching Your Business
 - Secure physical space, such as an office or your home.
 - Build your product, develop your service.
 - Send out the news of your product through social media, e-mails, word of mouth.

Resources to Help

- ▶ Network with people– call, e–mail for advice. This is a good time to sell your idea and find investors and people willing to help make your business a success.
- ▶ www.sba.gov

Professionalism–Attire

- ▶ Business Etiquette– first impressions are important!
 - Dress professionally
 - Dress shirt, pants, skirts, blouse, shoes
 - Don't reveal too much skin



Professionalism– Business Cards

▶ Business cards

- Include name, contact information, name of business, website
- Websites to make business cards:
 - www.vistaprint.com
 - www.moo.com



Professionalism– Resumes

- ▶ A resume is a list of your work history, education, achievements, and skills that is tailored to fit for a certain job or objective.