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**TIPS FOR
SMALL
BUSINESS
OWNERS**



1

KNOW YOUR TARGET MARKET

Who are you selling to? That's who you should focus getting your product or service in front of.

2

KNOW YOUR COMPETITION

What are they doing that you can do better? What sets you apart from them? Lower price? Higher quality?



3

CREATE A STRONG BRANDING STRATEGY

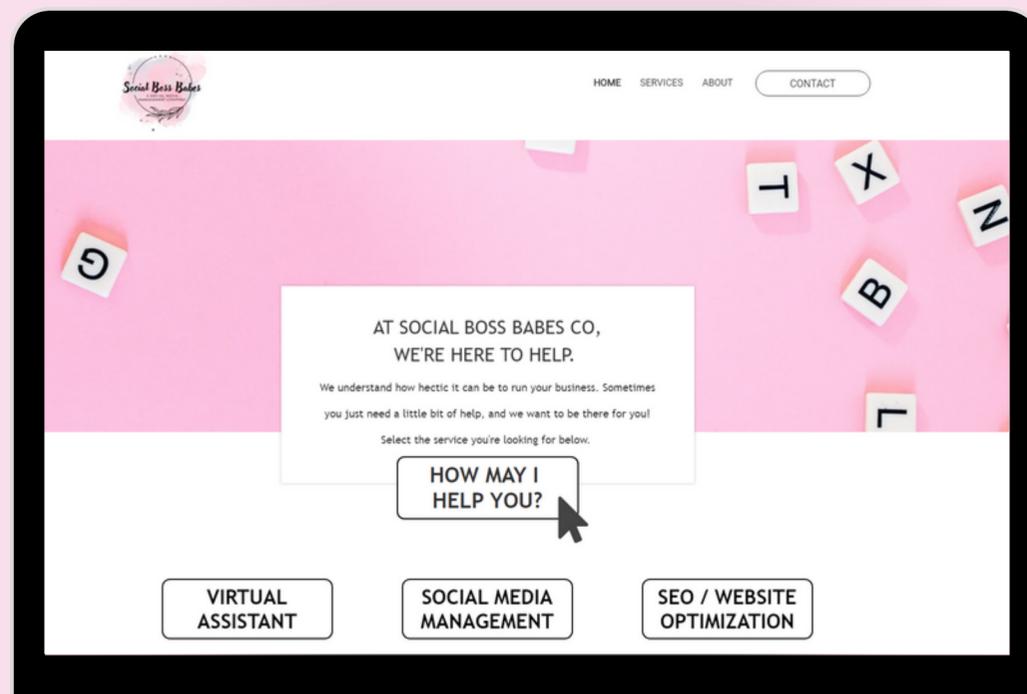
Your brand is what will make you
stand out from the competition



Have a well designed website

4

Your website is often the first impression potential customers will have of your business



Make sure your pricing is competitive

Pricing too low makes customers think you're too inexperienced.

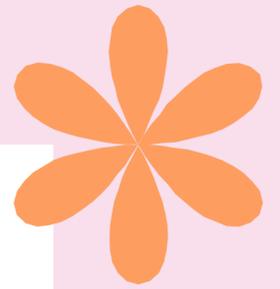


5



Offer quality products and services

Trust is everything. If you start selling low quality things, you will forever be known as unreliable.



6



7

Promote your Business

Use a combination between marketing, advertising, and networking. No one knows you're in business if you're not even sharing it!



Build positive relationships

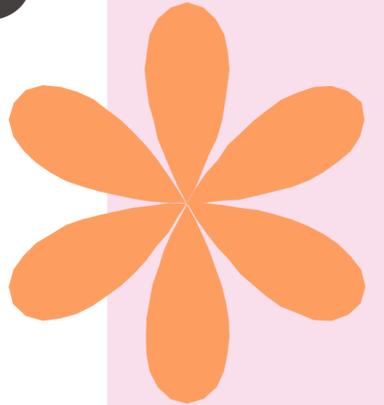
with your customers. They're the ones that will come back or spread the word about how great your services are.

8



Stay up-to-date on industry trends

pushing out of date trends may not
help with your sales



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Always be prepared

Adapt and change as needed.

