

15 Tips To Help You Build Up The Buzz Around Your Business

By Crissy Herron

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When it comes to your business, promoting yourself is very, very important. Once you start your own business, you are also taking on the role of publicist, promoter, and marketer!

In fact, how well you distribute your message can be more important than how well you conduct your business. You can be the best person in your field, but if no one knows your business exists, they can't buy anything from you.

The following 15 tips will help you start generating some buzz around your business.

1. **Know Your Market** - It can't be said enough, if you don't really know who you are marketing to, it is going to be hard to reach them. Define your market as specifically as possible, learn as much as you can about what they like and what they need, and then adapt your marketing message to them.
2. **Be Consistent** - Getting the name out about your business isn't something that will happen overnight. It can take some time. Just be consistent and you will start seeing results.
3. **Develop A Strong Online Presence** - Doing business online has many benefits. One of which is the fact that you truly can do business with people from around the globe. In order to have such a wide customer base, you need to have a strong online presence.
4. **Give Your Website A Once-Over** - Your website can be your best asset when it comes to promoting your business. You probably stumble across new sites all the time. If a site looks good, you'll probably stay for a bit. But if it looks bad, you click away pretty fast. Give your site a once-over and make sure it is sending out the best "first impression" possible.
5. **Blog On A Regular Basis** - People love to read blogs, and your blog could be the first way many of your customers find you. Not only will it bring you web traffic, but it can also serve as the foundation of your customer relationships (more on that topic later!)
6. **Make Friends. Lots of friends.** - Social networking sites such as MySpace, Facebook, Twitter, and Linked In can help you "meet" lots of people you may not have met otherwise. Some of these people could turn into customers, some may turn into friends that will help you learn new things, and others will become great sources of referrals. Of course, you have to start networking on these sites first!

7. **Form Partnerships** – Speaking of all these new people you will be meeting, take some time to cultivate a few business partnerships. When you work with other people on a project, your business will be exposed to all of their customers (and vice versa). Forming business partnerships can be a great way to develop new products, expand your business, and learn new things in the process.
8. **Toot Your Own Horn** – Many people are very modest, and if you happen to be this type of person, it can almost seem like bragging to let others know about your accomplishments. When you are creating a press release, a media page or a media kit, tooting your own horn is a necessity. If you don't let people know about your achievements, they'll assume there's nothing worth knowing.
9. **Send Out A Press Release** – These can be sent to your local media outlets, such as newspapers, magazines, and even radio and television stations. But don't stop there; distribute them online to increase your exposure AND the links coming into your website.
10. **Distribute Content Everywhere** – The more content you have out there, the more that can be introduced to your site. You can accomplish this by writing articles and submitting them to article distribution sites, becoming a contributing blogger to several blogs, and even sending query letters to magazines and newspapers, asking if they would be interested in publishing your story.
11. **Recruit Help** – Starting an affiliate program can increase your sales and help you become more well-known. When people join your affiliate program, they are acting as your virtual sales force. They will advertise your products and services for you. When they bring in a sale, you give them a certain percentage back in the form of a commission.
12. **Follow Up** – I'm sure you've heard the old saying "the fortune is in the follow up." It's become an "old saying" because it still rings true! Follow up on any press releases you send out, any emails you send to potential business partners, and any other business matters.
13. **Stay In Touch** – You need to follow up with your customers, too (both past and potential!). Starting a mailing list is the easiest way to do this. You'll need an autoresponder service, which will do the actual mailings for you. You can even set them up months in advance. The autoresponder service will walk you through setting up a sign up box that you can place on your website or blog. When one of your readers fills out their name and address, they'll be automatically added to your mailing list.

14. **Think Local** – There’s no doubt about it, the internet has opened up a whole new world of customers to everyone with a website. But that doesn’t mean you should forget about your local market. If you pass by a bulletin board, hang up a business card or flyer. If your newspaper offers affordable advertising, take out an ad. Your options are limitless.
15. **Believe In Yourself** – You have to remember to believe in yourself, because if you don’t, no one else will.

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About The Author:

Crissy Herron is the founder of www.IndieBizChicks.com, a site “for women who’d rather work for themselves, than work for the man.” When it comes to promoting a website (on a less than stellar budget) she knows how to do it. She went from zero visitors to over 5,000 per month in only 8 months, and with spending less than \$150 on advertising.

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