

# Market Your Business for Pennies

**Forget paid advertising and tons of networking. Get in front of groups of choice prospects and show your expertise!**

If you're busy it is really easy to let your marketing slide. Don't! My mentor, Mark LeBlanc, [www.markleblanc.com](http://www.markleblanc.com), taught me that the marketing you do now pays off in three months. So, if in March things are slow it's because you weren't doing much marketing in December.

This is the time to be calling local civic organizations, women's groups, church groups, chamber of commerce, etc. and get on their schedule to speak to them in the spring. Don't know who to contact? You need to get in front of your niche.

I just read an article by James Roche, [www.infoproductguy.com](http://www.infoproductguy.com), and he said the easiest way to figure out your niche is to look in the mirror. Yes, you are your choice client. So, where do you hang out? What organizations/associations do you belong to? These places are where you need to speak.

And, speaking in front of these groups will cost only pennies compared to paid advertising or the time you spend at networking events.

## Here's exactly what you do:

1. Along with Googling organizations/associations in your area start carrying along a small spiral notebook. As you're out and about and you notice a place of business that could use your expertise (such as large insurance companies, large health spas, etc.) write it down in your notebook.
2. When you get back to your office add these places to your list of possible speaking venues and contact them.
3. Don't know what to say? Less is more as they are busy just like everybody else. Say who are you, what your topic is, and ask if that would be a good fit for their group. Want to know more about how to do this? Everything you need to know and do is laid out easily in my Speak Now and Forever Get New Clients Home Study Program, [www.elizabethhagen.com/speaknow](http://www.elizabethhagen.com/speaknow).
4. This month set a goal to contact a certain number of places and don't give up! Once you start speaking, start demonstrating your expertise, and have a great promotional piece to get them to take action that night - your phone is going to start ringing with the right kind of prospective clients wanting to work with you!

## Elizabeth's Assignment:

1. **Make a decision** that now is a good time to market.
2. **Follow** the steps I gave you.
3. **Take action** and do something every day toward your goal.
4. **Stay focused** by setting time aside each day/week to work on your presentation and make it fun!
5. **Want a great Intake Form** to keep track of your notes while you visit with the meeting planner? Get it at [www.elizabethhagen.com/pdf/needtoknow.pdf](http://www.elizabethhagen.com/pdf/needtoknow.pdf). This is just one of the many form/templates you get in my home study program.

## Elizabeth's Recommended Tools

**Sample of Women's Association Websites (on these websites find your local chapters):**

[www.abwa.org](http://www.abwa.org)

[www.nawbo.org](http://www.nawbo.org)

[www.abanet.org/women](http://www.abanet.org/women)

[www.apiw.org](http://www.apiw.org)

[www.napmw.org](http://www.napmw.org)

Elizabeth Hagen is a dynamic and inspiring speaker, author, and consultant who has motivated thousands to take action and get organized. She is President of ElizabethHagen.com and works with overwhelmed people to help them get more focused, more organized, more confident and more productive. Her book [\*Organize with Confidence!\*](#) will change your life and her [\*Speak Now and Forever Get New Clients Home Study Program\*](#) will change your business! Subscribe to Elizabeth's free ezine "Extraordinary Results" at [www.elizabethhagen.com](http://www.elizabethhagen.com) and receive the *31 Tips to Simplify Your Life* as her gift to you.