

Building awareness

In addition to direct contact with potential clients, there are a number of activities you can initiate to build awareness of your product or service indirectly, or to maintain a constant level of awareness of what you offer.

Some of these ideas include:

- Keep a mailing list of clients you have worked with, and keep in touch with them.
- Talk to other small business operators and ask for referrals (complementary services).
- List your business in the Yellow Pages.
- Become a sponsor, or find a sponsor to enable you to deliver a free service to a specific group.
- Write short articles for various newsletters, or start your own newsletter for clients.
- Give short talks at business clubs, or guest spots on radio.
- Produce good quality business cards, stationery and brochures.
- Ask for written references from people you have done work for, when you complete the task.
- Write up your professional credentials in an easy to read one-page document.