

## 42 Ways to Advertise Your Business

Now that you have a home business, what do you do now? You need to advertise and expose your business to as many people as possible! Here are some QUICK suggestions & things you can do to advertise your business! A lot of them are FREE are very low cost!

- #1) Use FREE email Signature Tags and attach them to every email you send!
- #2) Register your website business on Every FREE search engine you can find (first) and then start targeting the pay per click search engines.
- #3) Register your website with Online Shopping Directories.
- #4) Register your website with Online Work At Home Directories.
- #5) Register your website with Online Classified Ads if you are going to do any recruiting!
- #6) In your spare time you can list your website on Pet related Link Pages.
- #7) Run a Contest on your site for Newsletter Members ONLY and then list your contest at all the FREE Contest & Sweepstakes Web pages!
- #8) List your website home business with online yellow page directories
- #9) Add your listing into your local telephone paper-version phone book!
- #10). Scout out your local newspaper for pet related events! You can go and hand out business cards or set up a vendor booth.
- #11) Scout out your local newspaper for classified ads for pet related companies! Send catalogs, flyers and biz cards to the owners. Point out how they can have you host a party for their customers.
- #12) Scout out your local apartment, home associations and condos that are pet friendly. Go in person, call the manager or marketing director, send catalogs, flyers and biz cards to the owners. Point out how they can have you host a free party for their customers. It makes a great event for them to offer their residents who own pets. Also point out they can use your events as a selling point to potential residents who own pets.
- #13) Exchange business cards or flyers with other work at home business owners. Use these as "bag fillers" and as you pack up orders throw in one of their cards and have the other business person do the same. You both get FREE advertising! (don't do this with others who sell similar products as you)
- #14) Network with other Home Business Owners. Schedule a Home Business EXPO locally in your area. Several of you can get together and come up with ideas on where to hold one.
- #15) Entice First Time Customers to purchase from you. Offer them an incentive like a personal discount or a special FREEBIE for them making their first purchase with you. Once you rope them in, give them the BEST Service so that they will come back for more and refer you to others that they know! Word of mouth is sometimes the BEST FREE advertising!
- #16) Recruit Helper Friends! Have your friends help you spread the word! Give them catalogs, flyers & business cards! Tell them to pass them out, get you orders etc. Offer the "helpers" free items or personal discounts! A lot of times these helpers will end up being full recruits after they see how profitable & easy Your Home Business can be!
- #17) Sponsor Online & Local Contests! Donate a Prize or Gift Certificate! This will help get your a lot of Business Exposure! If you do online sponsoring, make sure you pick HIGH Traffic Websites!
- #18) Contact Local Business owners (usually smaller businesses work best). See if you can hang a flyer in their store window or set up a small table display. Offer them a personal discount or a freebie for allowing you this business exposure or swap "bag filler" business cards with them!
- #19) If you want low-cost photo-copying for your business flyers try the public library! A lot of times they are a lot cheaper for photo-coping then the big print shops!
- #20) Distribute Flyers & Business Cards to: Apartment Complex Rental offices! Please display them in something attractive. New move-in tenants are always out shopping & buying "new" things for their pets.

#21) Get permission to hang up flyers at grocery store memo boards, Vet offices, pet stores, pet related businesses, school teacher lounges, public laundry mats, church directory memo boards, senior centers, nurses & doctor lounges etc!

#22) Place online classified ads everywhere! You can also place ads online at your local newspaper, tv stations and radio stations websites! Don't forget to also place a classified ad in your local print version newspapers too!

#23) Contact local TV stations & radio stations and offer to donate a Prize Package or Gift Certificate for one of their numerous contests that they are always holding!

#24) Get yourself a self inking or rubber stamp made up with your Website URL and contact info on it! Stamp everything with it! Not only does this save you time but you will be more "apt" to stamp up everything and anything if it ONLY takes a second to do it!!!

#25) Make sure you leave info about Your Business on your answering machine or voice mail message! Not everyone who phones you knows that you sell or represent a particular company! (especially those pesky bill collectors & telemarketers)!

#26) Write your Website URL & email ad on every piece of mail leaving your home, including the bills! Either get return address labels with it printed on or handwrite it! Do you know how many hands touch once piece of mail? GREAT FREE advertising for you!

#27) Give a product from your company as a gift as much as possible! Not only does someone really appreciate the gift but its FREE advertising & you are helping your own sales! Why buy something elsewhere and get NO sales credit for it or any free advertising! Works GREAT for all Holiday Gifts plus birthdays and so forth.

#28) I leave my business card behind everywhere I go! I even include one in the Hotel MAID's Tip envelope that I leave behind with my tip in it! You can also do this at restaurants, bars, clubs etc! Anywhere you might leave a tip behind!

#29) Contact your local Welcome Wagon Group! Network with them! See if you can add your business card, flyer, catalog to the Welcome Wagon Package in your area! If you have samples then donate one to their package!

#30) Take your outdated catalogs and randomly mail or distribute them thru-out your neighborhood! Make sure you stamp it OUTDATED and provide contact info for yourself so they can contact you if interested to get a current catalog!

#31) Talk about your business everywhere you go!

#32) Don't be afraid to ask others to book a party from you or to check out your website etc! The worse thing that could happen is the word "NO" but in the future if they need service from you they will remember that conversation with you!

#33) Contact Local Sorority Houses! College Girls love to shop & spend money!

#34) Contact College Campuses & Private Schools and see if you can set up a Table Display during their open house days!

#35) Update your personal Business Website as much as possible! People who regularly visit our website don't want to see the same thing over & over! Make sure you include detailed ordering & payment information along with contact information on your WELCOME or MAIN page! People don't want to guess at these things! Also offer as many payment acceptance forms as possible! Don't limit yourself to CREDIT CARDS only as a lot of people these days are trying to NOT use them and others are afraid to use them on the internet!

#36) Does your church hold spring & holiday bazaars? Don't forget to set up a table display with your business info! Volunteer your time for Church Sales, Holiday Bazaars etc. In exchange, set up a table or booth with your info.

#37) Invest in BLANK postcards or invest in Pet Themed Postcards! These are cheaper to mail out than using catalogs! Include your business & Contact info on them and mail them out to everyone advertising your business! This works well with random mailings from phone books as they are much more inexpensive to do and recipients usually tack them to the front of their refrigerator until they need to contact you!

#38) Business SALE aids and Advertising! If you can afford invest in getting some printed refrigerator magnets, snack bag chip clips, post-it note memo pads, pens, pencils etc....get these printed up with your Business Info on them! Pass them out to everyone! Everyone loves something for FREE!

#39) Business Gift Giving Program: Contact all the businesses in your area and provide them with printed info about the Business Gift Giving Program along with your contact info! I suggest you make a list of contacts and commit yourself to 5-10 a month that way you will not get over-burdened with time & money expenses if you make a reasonable goal for yourself to keep! A lot of Businesses look for unique affordable gifts they can give to their employees especially around the Holidays!

#40) If time is a problem for you, get yourself organized! When watching TV or a movie, stamp the backs of your catalogs, make up your hostess party info packages, stuff your envelopes for Fundraising and Business Gift Contacts etc! You can do this during the commercials instead of just sitting there & biting your nails LOL Enlist the help of your kids! Children love to feel that they have a "job" and offering them a few bucks or another incentive for helping you with your business!

#41) Get Pet Themed Banking Checks! Your bank checks pass thru tons of hands that could become potential customers! If possible get your email address or website URL preprinted onto them! I also suggest using preprinted postal address labels too! (try to get checks that have pictures of some of the products you sell on them or at the very least make sure somewhere on the check it says: Pampered Paw Gifts Paw Party Consultant)

#42) Most importantly is to be patient! If you work hard in promoting your business your Business will Flourish!