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### **Business Plans and Marketing Your Business**

Do you have a Business/Marketing Plan for your business or organization? I will never push something I feel is a waste of time and having a Plan isn't one of those wasted things, unless you don't use it. As responsible people, we plan for a lot of things – vacations, finances, buying a car or home, education and so on – we also need to make a plan for our business or organization.

Business Plans and Marketing Plans are very important. Even in my office I develop plans for many things we're working on. Sometimes it's a daunting task but very useful when it's done. If you do a Business Plan, the marketing component is usually included. These plans are a roadmap for your business success and should be reviewed and updated periodically.

Over the years I've met with countless people who wanted to start a business. Many lost interest when I tasked them with writing a Business/Marketing Plan. Yes, it takes time. Yes, it can be intimidating. But I can tell you, if you want someone to believe in the success of your idea, you need a plan. The process will also open your eyes and mind to new thoughts and ideas for the success of your business.

I am here to help you with your Business/Marketing Plan. I will not write it for you but I will help you through the process, offer suggestions, thoughts and ideas. Let's talk!

Additionally, when it comes to marketing, if you are like me, your eyes glaze over with dollar signs. Being the frugal (or maybe cheap) human being I am, I'm always looking for something relatively inexpensive or free. Even though I work with government funding as my revenue source, it's my responsibility to spend tax-payer money responsibly. Our small businesses are no different, we are all looking for the best way to get the word out about our products and services.

The following resources are relatively inexpensive marketing choices. Most of these I'm sure you're familiar with, but I will list them anyway.

- Facebook – this platform has become one of the best ways of getting your message out to the public. The cost? Your time.
- Google Business – I highly recommend getting this set up. I use Google all the time to find business services, restaurants and products. The cost? Your time.
- Yelp – this is another excellent resource that I use quite often, especially when traveling and I want to find a wonderful place to eat or other resources. I use the app on my phone often. The cost? Your time.
- Word of mouth – this one we've known about since the beginning of time. There's nothing better than having someone say something nice about your business to others.
- Jefferson County Business Directory – FREE – you can find it on the county website at [jfcountyks.com](http://jfcountyks.com). Click on *Business* and then *Local Businesses*. Click *Online Form* to submit your business info.
- Local Newspaper – although not free, it's important to support local your local news source.