

Marketing On A Shoestring

Written by Candice S. Edye

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By the time you're ready to launch your business you've probably invested what capital you do have in a website, products, packaging and business cards and there's very little left over to spend on marketing. Well the good news is there's a lot you can do that costs nothing other than your time.

This **\$2,000 + GST** package is packed full of practical ways to market your small business. It includes six phone coaching sessions that provide you with the knowledge, skills, systems and tools that will get people talking about you. The coaching sessions address the following topics:

Session 1: Developing a story that's "remark-able" and building word-of-mouth marketing

Session 2: Finding the right hook for your target market

Session 3: Developing content assets and telling your 'story'

Session 4: Creating a sales funnel and lead generation system

Session 5: Making the most of public relations

Session 6: Creating a marketing calendar

If you can't afford to outsource your marketing, but can't afford to waste your money on ineffective strategies then [contact us](#) to find out how we can help you. Our strategies take into account not only the financial constraints that impact on what you can do, but also the time constraints that face start-up businesses. Most people starting a business are also juggling part-time or full-time work or possibly working from home. We work with you to develop a

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strategy that fits comfortably with your unique situation.