NOTABLE SERVICE GROUP

# HOW TO MARKET YOUR BUSINESS

GET SEEN. BUILD TRUST. ATTRACT CLIENTS.

FOLLOW THESE STEP-BY-STEP PATHS TO **BUILD BRAND AWARENESS**, SHOWCASE YOUR SERVICES, AND **TURN CONNECTIONS INTO CLIENTS!**

## PATH 1: ONLINE PRESENCE & BRANDING

1. **BUILD A PROFESSIONAL WEBSITE**
   Create a clean, easy-to-navigate website that showcases your services, experience, pricing (if applicable), and contact information. Use a platform like WordPress, Wix, or Squarespace.
2. **SET UP SOCIAL MEDIA PROFILES**
   Choose the platforms where your audience spends time (e.g., LinkedIn, Instagram, Facebook). Use consistent branding and post valuable content regularly.
3. **CREATE A STRONG BRAND IDENTITY**
   Design a professional logo, use consistent colors and fonts, and create a clear brand message that highlights your unique value.
4. **DESIGN AND PRINT BUSINESS CARDS**
   Include your logo, name, business name, phone number, email, website, and a brief description of your services. Keep some on hand for networking, appointments, events, and referrals.
5. **CREATE VALUABLE CONTENT**
   Share tips, helpful information, client success stories, and behind-the-scenes updates. This builds credibility and keeps your audience engaged.
6. **OPTIMIZE FOR SEARCH ENGINES (SEO)**
   Use relevant keywords, clear descriptions, and local search terms so potential clients can easily find you online.

**YOUR ONLINE PRESENCE WORKS FOR YOU!**
A professional website and active social media help you get discovered, build credibility, and bring in new clients — 24/7!

## PATH 2: NETWORKING & DIRECT MARKETING

1. **TAP INTO YOUR EXISTING NETWORK**
   Let friends, family, former colleagues, and business contacts know about your services. Personal referrals are one of the most powerful ways to gain new clients.
2. **ATTEND NETWORKING EVENTS**
   Join local business groups, industry events, chambers of commerce, and community events to meet potential clients and build relationships.
3. **USE EMAIL MARKETING**
   Create a simple email or newsletter to share updates, promotions, and helpful tips with your contacts and subscribers.
4. **DESIGN FLYERS & MARKETING MATERIALS**
   Create professional flyers, one-sheets, or digital graphics that highlight your services and contact information.
5. **GET REVIEWS & REFERRALS**
   Encourage happy clients to leave Google reviews and refer others. Positive reviews build trust and attract new business.
6. **LIST YOUR BUSINESS LOCALLY**
   Set up and optimize your Google Business Profile. Make sure your information is accurate and up to date.
7. **CONSIDER PAID ADS (IF NEEDED)**
   Use targeted ads on Google, Facebook, or Instagram to reach your ideal audience faster.
8. **SHOW UP CONSISTENTLY**
   Be active, engaged, and responsive. Consistency builds recognition, trust, and long-term clients.

**MARKETING BRINGS OPPORTUNITY!**
The more people see and hear about your business, the more chances you have to turn interest into income.

## KEY MARKETING CHANNELS TO USE

| WEBSITE | SOCIAL MEDIA | EMAIL | NETWORKING | LOCAL LISTINGS | PAID ADS |
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| Your 24/7 sales tool. | Build your brand and engage. | Stay connected and share updates. | Build relationships and referrals. | Get found in your community. | Reach more people, faster. |

*You Can Do This!*

MARKET SMART. BUILD TRUST. GROW YOUR BUSINESS.