



January 2016

Helping Your Self-Employed Customers Reach Their Market

Even for very small part-time businesses, reaching potential buyers is essential to success – yet it often seems the most difficult part of running the business. Here are five good ideas you can share with your S/E customers:

- **Identify a design theme** | Think what makes your business special, then develop a visual way to convey that message. A great logo or website design itself can sometimes be all it takes to attract new customers. Sketch out some different ideas and discuss them with others.
- **Create a tagline** | If you had to summarize the value of your business in ten words or less what would you say? This is your business's tagline. It's a short, catchy description of who your business is, typically read right after a business name. For example, "Carly's Coffee House. Giving your morning the kick it needs." A lot can be said in just a few words.
- **Ask for customer feedback** | Your customers will give you good ideas about what you are doing well and what you could be doing better. Ask – and listen! It is surprising what you can learn.
- **Be more social online** | Social media sites have opened up new opportunities for small businesses everywhere to connect with a much wider community. Use these sites to give your brand a personality, sharing not just business updates, but pictures, videos, and articles that express the values your business holds. People do business with who they can relate to. Don't be afraid to show the human side of your business.
- **Volunteer your services** | Your services and expertise are among the most valuable things your business has to offer. Whether it's church, school, a nonprofit cause, or just general local events, investing in your community shows that you share something in common and care. Community engagement also helps you to connect with consumers more easily.

ADDITIONAL RESOURCES |

For more, check out our SMLS [Target Marketing](#) and [Marketing Communications](#) booklets

Discuss these options with your S/E customers. When it comes to marketing and branding, more heads are always better than one. It is through sharing ideas like these that lead to new business opportunities. Strong branding lead to strong sales.

As always, please [contact us](#) with any questions. We value working together to help more individuals with disabilities attain their income and quality of life objectives through self-employment pursuits.

For more information, visit: <http://www.buzvr.org/>

[Knowledge Institute](#) specializes in entrepreneurial education and small business development through [eLearning](#), [curriculum development](#), [publishing](#), [interactive resource communities](#), [public speaking](#) and philanthropic endeavors.

Join Our Mailing List!