

15 simple, easy-to-use Marketing Techniques show you where to go to sell your product or service!

15 Proven Marketing Techniques – Read. Write. Mail/e-Mail. Low Tech., Low/No Cost., Big Returns.

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# **READ. WRITE. MAIL/E-MAIL.**

***Fifteen Proven Marketing Techniques.***

***Low Tech.***

***Low/No Cost.***

***Big Returns.***

**Katrina Belcher**

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## Technique 12: New-in-Business

What are New-in-Business (NIB) leads? In order for a new business to be legal, the individual business owner must file with the city or county for a license, and register their dba (doing business as) name. Every week, *hundreds, even thousands of new businesses* file for a license at the local City Hall or courthouse, depending on your area.

Some of these businesses consist of people opening up a shop or other public place for business. Others are working out of their home. Their mailing *and* business address will both be listed on the license application. The addresses, by the way, are almost always current and correct. If not they may not receive pertinent information from the agency they've filed with, right?

### **OKAY—HOW DO I GET THESE NIB LEADS?**

All you need to do is to stop by the local courthouse or City Hall, wherever the filing is done. Ask for the list of dba's filed for that week from the clerk, and for a place to sit down, 'cause you'll need it. Then, either write the names and addresses down in a notebook, scan them if you have one of those fancy devices, or type them in your lap-top computer. Oh, and by the way, I don't think I mentioned that there is no charge to get this information. It's public. As long as you do the work, the clerk doesn't mind.

Here's a neat little fact. Nowadays, a lot of information can be found on the Internet. Many Counties, Cities and States actually list dba's

or fictitious business names on their online databases. Most of them are free to access! Go here: <http://statelocalgov.net/> and click on your state. Next, click on the agency that governs dba's or click on your county. You'll have to do some searching to find where the database is stored and how you can access it. You may have to call or email the agency or county and ask them how you can access it online. Either way, if you prefer working online, this is a great way to get those names, addresses and phone numbers. If you still enjoy getting out and doing such work in person, then go hit up the clerk at the courthouse. It's fun!

## **I'VE GOT MY LEADS, NOW WHAT?**

The next step is to construct a letter to these new business owners (see my sample at the end of this chapter). Tell each one about the benefits of your product or service. Be sure to congratulate the dba on their new venture, and wish them the best. Offer to help in any other way, as well. Hopefully, you'll kind of start to form a "you're new-in-business, maybe I can help you get ahead faster", buddy-buddy kind of relationship with them.

For example, make sure they have the phone number of the business owner's local Chamber of Commerce, SBA (Small Business Association), the N.A.S.E. (National Association for the Self-Employed), etc., in case he needs the type of help you can't provide. Don't forget to also include your phone number, email address, and a brochure or whatever else you usually

mail out, and send it along to him. Keep him on your mailing list for future mail-outs and/or your newsletter, as well. He might not be able to afford your help right away, but he'll be interested later. Don't discount him if you don't hear back immediately.

If you send out 50-100 of these letters every week, you won't believe the results. People just starting out in business are often unsure of themselves. They're craving to hear another voice and find someone to ask for help. You can be a dba's first business associate. The "go to" person. For example, if a he needs help with anything from buying computer software to information on government regulations, refer them to the N.A.S.E., a non-profit organization for self-employed people. This organization includes a great service for their members called Shop-Talk that can help with those hard business questions and concerns.

If you help someone like this, and there comes a time when he needs your particular type of service or product, guess who he'll call? *You*, of course.

## **SAMPLE NEW-IN-BUSINESS LETTER**

Date

Dear Mr. Holiday,

I'd like to take this opportunity to introduce myself. My name is: (your name) and I represent the National Association for the Self-Employed, which was established to serve the needs of small business owners in the United States, such as you.

The N.A.S.E. was founded in 1982 by a group of small business owners who recognized that an organization of self-employed individuals could obtain many of the benefits of big business, and would help each business owner become more competitive.

I understand that you are New in business. It's nice to know that you do have a shoulder to lean on, if you need it. All sorts of small businesses are represented in the Association, from construction firms and crafts shops to marketing services and consultants.

As your local representative, I'd like to offer my services to you. If you need help in getting your business started, or just have questions about business or the N.A.S.E., please give me a call. I'll be happy to help.

Feel free to contact me at my phone number below, so we can make arrangements. Thank-you and best wishes in your new endeavor.

Personal Regards,

Katrina Belcher, Representative  
N.A.S.E.  
(619)555-2678

P.S. I've enclosed a copy of our newsletter and a brochure, so you can have some idea of the GREAT benefits that are available to you, as a self-employed individual.

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