



10 Affordable (Cheap) Ways to Market Your Business

1. Unique/innovative business card – color, die-cut, fold-over

2. Workshops: present mini workshops, specializing in your area of expertise

3. Internet: link your site wherever possible, with sites that make sense

4. Partnering: partner with a complimentary business – graphic designer with an ISP or copywriter; personal chef with a party planner; chiropractor and a massage therapist

5. Articles: write an article for your local newspaper, association newsletter, web site

6. Direct mail: do the unexpected, but limit distribution & exposure

7. Newsletters: you write, keep it light, no ads; send to clients, prospective clients

8. Press Releases about new clients, awards, new office, and partnerships

9. Volunteer: associates will learn about you and what you can do; exposure in the community/to other business owners

10. Networking: chambers, associations
