

## **Building Market Awareness**

Congratulations! You are a business owner. You're on your way to achieving success, but you will need to take some very important steps along the way. A critical technique and effective marketing tactic is to create awareness about your new business.

How, you ask?

Well, there are many ways to create awareness about your business, but the method we are going to discuss here is the "Power of Free". The internet provides an infinite number of opportunities for you to promote your business... for free! It is up to you to take advantage of it.

The "Power of Free" is all about knowing the who, what, where and how of marketing your business on the web.

- **Who** is your target market?
- **What** is your plan of action?
- **How** do you plan to execute your plan?

We will explore these questions further as we walk through the process of marketing your business on the web and how to benefit from the "Power of Free".

As you will quickly learn, the "Power of Free" is a great way to let others know who you are, what you do, and entice them to become paying customers once they have been given a taste of what you have to offer.

Let's get started!

### **The "Who"**

*Who is your target market?*

Before you can sell to your target market, you must first know and understand who they are. Don't make the mistake of trying to reach everyone. In other words, hone in on who is most likely to use your products/services and benefit from them.

Ask yourself the following questions:

- Is your target market made up of mostly men or women?
- What is the age demographic you are targeting?
- Are you offering a service they want or a service they need?
- What is the level of education of your target market?

Trying to gain customers without first identifying them is the equivalent of tying your shoes before putting them on your feet. Make sure to take this critical step before ever moving forward in marketing your business.

## **The “What”**

*What is your plan of action?*

The “Power of Free” is all about taking advantage of the outlets available to you. You must put yourself out there in order to entice others to come to you. It takes careful **planning**, **time** and **commitment** to become part of the online conversation and to build a reputation as a reputable, reliable online marketer.

Let’s explore just how you should approach your awareness campaign by taking advantage of the “Power of Free”.