

The launch pad for all of your marketing and visual communication needs

## 6 STEPS TO GROWING YOUR BUSINESS

### STEP 1: Set the foundation

- Branding
- Corporate ID/Stationery (Business Cards, Envelopes, Letterhead, etc.)
- Logo
- Website
- Social Media
- Presentation Materials
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### STEP 2: Define your audience

- Who are your customers/prospects?
- What are their needs?
- What is the best way to fulfill those needs?
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### STEP 3: How to find your customers

- Referrals from others
- Strategic alliances
- Warm introductions
- Volunteer activities
- Networking events
- Online advertising
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### STEP 4: Create a communication loop

- Have an online presence (Facebook, LinkedIn, Twitter, Pinterest, etc.)
- Print materials (brochures, flyers, etc.)
- Press/News Releases
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### STEP 5: Take care of business

- Do seasonal mailings
- Pass along relevant information
- Give out gift certificates/incentives
- Acknowledge life events
- Support their favorite charity
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### STEP 6: Become an expert

- Write articles or get quoted in articles
- Write a book (printed or e-Book)
- Conduct seminars/workshops
- Sit on/moderate panels
- Become a Board member for an organization
- Take a leadership position in your trade association
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