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Marketing 101: Printed Materials

Get some business cards printed. Put all your telephone numbers on it. Put your email. Put your website address. On the back, put a sentence or two about what makes you different, or what makes you interesting. If you can put a sentence in there that explains why people like to do business with you, that's even better.

A one-page flyer about your business that you can pass out to prospective customers is also a very effective, very inexpensive way to market yourself. The creation of this flyer also forces you to think critically about your business, and to understand what it is that you do best. Use pictures, if that makes sense.

Spend some money and get these flyers printed in color.

Don't be afraid to pass these out to anybody who is a prospective, or who is in a position to pass one out to a prospective customer.

Later on, you can do brochures, printed catalogs, direct mail marketing campaigns-- but this stuff is the real basic stuff you can and should do immediately.