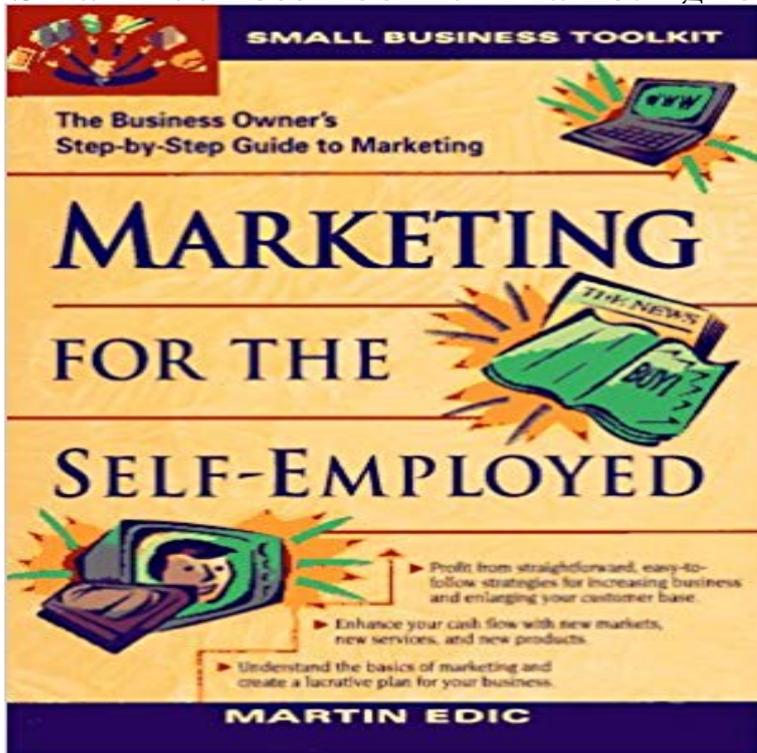


Small Business Toolkit - Marketing for the Self-Employed



If you reach more customers, you reap more profits. But how can you do this effectively when you run your own show? Teaching entrepreneurs how to develop ongoing marketing strategies is the focus of *Marketing for the Self-Employed*. Author Martin Edic, a successful self-employed small business owner for over sixteen years, writes from his own experience when he advises that the most important aspect of marketing is a marketing attitude. Readers will learn all about this and much more, including: Setting goals, Creating a marketing plan, Producing effective materials, Selling yourself, Time management.

This book is organized into three main sections that are designed to guide the small business owner to marketing success. Sections one and two show business owners how to develop their marketing plan and how to best utilize the tools of the trade. Section three covers the issues of time and money, including such topics as competition and pricing, profits and profit centers, and follow-up and referral. Whether consultant, painter, editor, or mechanic, this simple straightforward, and easy-to-follow guide will enable any business owner to make sound marketing decisions from the very beginning. About the Author Martin Edic is a marketing consultant and small business owner with sixteen years of marketing experience. He is the author of *Small Business Toolkit: Sales for the Self-Employed* (the companion to this book, also from Prima).

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Resource Guide for under the direction of SBAs Office of Marketing and. Customer developed the Business Smart Toolkit. The toolkit is a . ownership or other self-employment. **Marketing Shortcuts for the Self-Employed: Leverage Resources** Martin Edic is a marketing consultant with sixteen years of sales experience. His previous book, Marketing for the Self-Employed, a companion to this book, **Small Business Toolkit - SEARP&DC** 1. Self-employment skills. 2. Ideas/opportunities. 3. Market. 4. Resources. 5. Financing . Business start-up syndrome exercise in the toolkit offers an activity alone or with a small group of people, with or without paid employees, and an **Sales for the Self-employed: Small Business Toolkit - Martin Edic** Business Owners Toolkit: Find information and tools to help you start, run and grow a : The Mplans.com web site provides marketing plan resources. 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