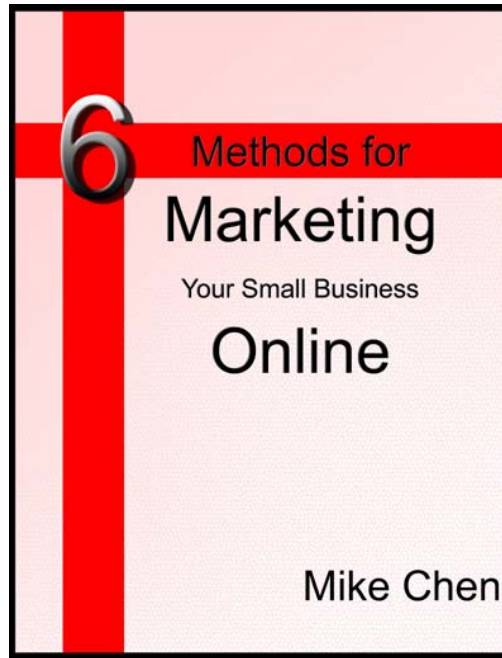


Media Kit

Introducing...

6 Methods for Marketing Your Small Business Online



The new ebook from Mike Chen to help small business owners reach their target audience, establish lucrative business partnerships, and much, much more.

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MEDIA KIT

BOOK: *6 Methods for Marketing Your Small Business Online*

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TARGET AUDIENCE:

This book is a must for all small and home-based businesses that require assistance with marketing online. The author has captured all of the basic elements necessary for online marketing success, and presented them way that is both very entertaining and highly educational way. The ebook contains tips that even veteran business pros will find beneficial.

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Mike is available for copywriting projects, marketing and writing consultation, and training seminars. Contact info@mikechenwriting.com for more information.

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Freelance Writer/Copywriter

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Excerpt From

6 Methods for Marketing Your Small Business Online

Forward — *So You Want To Market Online?*

The key to any successful business is getting as much attention as possible. If no one knows that you exist, then you'll never get any customers. Any business can set up a website - it's preventing their site from getting lost in the online shuffle that's the problem. Many small businesses run into trouble when they build a website even though they're not sure how to market their business online. The web is continually growing, and making your business stand out among the legions of random web junk - let alone your competitors' websites - can seem like a daunting task.

Never fear, dear reader. What you're about to see are six unique, creative, and inexpensive methods to market your business online. The true secret to web marketing success is finding your target audience and connecting with them. The six methods here provide you with the tools and ideas, along with real world examples, of how you can filter through the online world to lock potential clientele in your sights and showcase your business without having to use a sales pitch. They'll teach you to utilize the Internet's greatest

resource - people like you and me - to drive attention and web traffic to your business.

Will these methods work for absolutely everyone? Not necessarily all of them, no. But the beauty of these methods is that they are mere blueprints for marketing. Your creativity and your resourcefulness will allow these ideas to grow and flourish - and with it, so will your business.

Best of all, these methods are relatively inexpensive. All they require are time and thought. So if your advertising budget is already stretched, or if you're just looking for new ways to generate interest in your business, then you've come to the right place.

If you're wondering who can use this book, the answer to that question is simple: everyone! However, this book is designed specifically for small businesses that want to grow through online marketing but are unsure about the first step to take. This book is also perfect for businesses that are just starting up and on a limited marketing budget. When you can't advertise with the big boys, your back is against the proverbial business wall - and that's when these methods, along with sprinkle of hard work and a dash of creativity, come into play.

Let's get started then, shall we?

Method 0 — *First Things First*

I know, you're thinking, "Method 0? What does that mean?" It's simple. Method 0 is the prerequisite. In order to successfully market your business online, you'll need to follow Method 0. Sorry, there's no way around this. If you don't have a web presence, then read below for tips on getting started. If you already have a website, it's still worth reading through Method 0 to ensure that your site looks as professional as possible.

These days, having a website is pretty much essential for owning a small business. It's not only a place to promote your product or service, but also a way to give potential clients a feeling for what your company stands for and offers. After all, half of business comes down to the business-customer relationship. You could have the highest quality product in the world, but if you don't have a good relationship with your customer, it may be difficult to generate repeat business.

But before we get to content, let's talk about presentation. Ideally, you've got enough in your budget to hire a freelance web designer. There are

plenty of ways to find professional designers. If you're in a major metropolitan market, Craig's List (www.craigslist.org) is bound to have listings for your area. It's also possible to simply do a web search for "freelance graphic designer" through Google or Yahoo. Check out every web designer's online portfolio. Remember, you're running a business, so functionality is key. Go through the sites displayed in each designer's portfolio and keep notes about what you like and what you don't like. When you've picked a designer, refer back to your notes to give him or her direction as to what your site should look like.

Even if your budget is limited, it might be worth dipping into some savings to hire a graphic designer. If they can generate a few more sales just by giving your site a great presentation, then the investment will have already paid for itself. Also, if your site is going to handle an online catalog and web sales, you'll almost certainly need to hire a professional who understands e-commerce methods.

If your budget is more limited, then one step is to go with a pre-existing website template. Sites such as Design Galaxy (www.designgalaxy.net) offer templates under the \$50 range. The obvious benefit is the money saved; the drawback is that you won't be able to customize everything to exactly what you want. Nevertheless, if it looks professional and you're happy with the aesthetics, then you're good to go. If you have e-commerce needs, then you'll have to do some hunting to find a web template meeting that requirement.

The other alternative is to build the site yourself. This isn't recommended unless you've got graphic design experience and understand at least basic html coding. The worst thing you could do is throw together a site and

come off looking unprofessional. Remember, potential clients may have their first exposure to your business through the web - if your site does not look as professional as your competitor's, how are you going to attract clients? Also, if you need secure encryption for online sales, this will be nearly impossible for someone without web design experience. The following figures illustrate the difference between a professionally designed site and one that was pieced together by a novice.

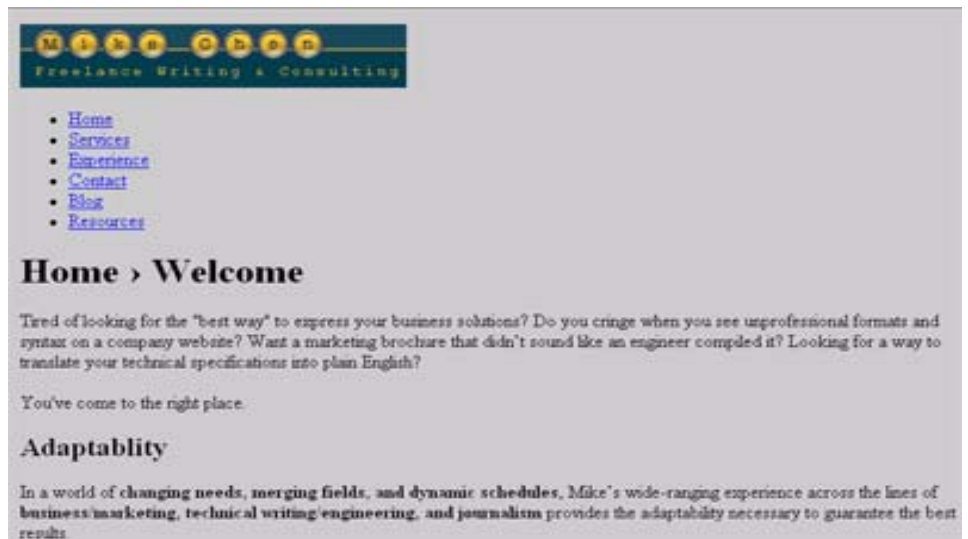


FIGURE 1. An Unprofessional Site



FIGURE 2. A Professional Site

Once you've found your method of web building and finalized the look and feel of your website, it's time to fill out the content. Your website should follow the same steps as any good reporter writing an article. That is, it should answer the questions who, what, where, when, why, and how. Let's take a look at each question:

- **Who:** Who are you and who is your client? It's important to keep these two identities in mind. For example, dog-sitters and nannies may want to go for a more personal tone while product manufacturers will want a bit of a sales pitch. In these examples, the target audience is completely different - and the writing should reflect that. Remember who you are and who your audience is.
- **What:** What do you do? This is a simple idea, but it's key to be specific. If you own a record store, do you specialize in any genres? Do you buy and sell used

CDs? Do you have vinyl? People will come to your site looking for exact information regarding what you do - so tell them!

- **Where:** If you run strictly an e-commerce website, then the where is taken care of with your website address. But if you have a brick-and-mortar location, your customer needs to know how to get there. You can't have customers if they can't find you, so don't forget this step!
- **When:** Does your store have hours? If you provide a service, when are you available? Always tell your potential clients when you can help them. Remember, people work all different hours of the day, and when they look for something, they want it to fit their schedule.
- **Why:** Why are you better than your competitors? Many small businesses neglect this fact on their website. In fact, many websites simply list a few services and contact information. This doesn't help your client out at all. You're in the business of selling a product or service - as well as selling yourself! Tell your clients why you're better, and if you can, include some testimonials from former clients. Nothing is a better seller than the truth.
- **How:** How does your business operate? Do you give clients an estimate? Do you have a catalog that customers select from? Maybe you go on-site for a consultation. Whatever it is, tell your potential clients exactly how you provide your services! Any questions your website can clear up with a little bit of information means another hurdle cleared towards a potential sale.

Now that you've got the general direction of your content, you face another decision: do you write it yourself or do you hire a professional copywriter? Bad copy exists all over the web, and it goes hand-in-hand with looking unprofessional. As a professional writer, I cringe every time I go shopping for something and see the plethora of grammatical and spelling errors littering the web. The same argument applies here as with graphic designers - if a professionally written website can effectively generate just a few extra clients, then it'll have already paid for itself.

Where do you find a freelance copywriter? Generally, they'll have their websites with portfolio pieces and testimonials (for an example, check out my site at www.mikechenwriting.com), so all you have to do is find them. The same search methods apply, though if you've contracted a graphic designer, it's a good idea to see if he or she can recommend a writer.

If you take the task on yourself, research similar businesses to your own and try and mimic the style that you like best. Have any friends that excelled in English classes double and triple check your grammar and voice. The worst way to spoil a good website is to have a great design with horrible copy.

Once your website is up and running, the next trick is getting people to go there.

Method 0 Checklist

- Find a designer or a template that works for you
- Write out the basic content:
 - Who:** Find your target audience
 - What:** Specifically state what you do
 - Where:** Tell your audience where they can find you
 - When:** Tell your audience about your availability
 - Why:** Tell your audience why you're better than the rest
 - How:** Tell your audience your methods
- Find a writer or a friend to help edit/write your copy

Other Sample Writings of Author

Help Non-Profits Help You
By Mike Chen

Everyone has that one soft spot that always pulls on their heart strings. You know what I'm talking about – that one brochure you get in the mail that stands out and causes you to run straight for your checkbook to write out a donation. Everyone believes in some sort of philanthropy, but did you know that you could use your passion to help your business grow?

There's a non-profit group for every cause out there. From animal rescues to political action committees to health and environmental causes, there's bound to be plenty out there that tickles your fancy. Every single one of those organizations wants your help. The greatest asset that non-profits have is the power of volunteers. But volunteering for a cause you believe in doesn't mean you can't get a little something in return as well. Whatever your business is, there's a way you can use it to help out a non-profit. Let's take a look at an example.

Patrick is a graphic designer who loves animals with all his heart. He's got two cats, a dog, and a school of goldfish. He digs up the contact information for his local animal rescue and tells them that he's a graphic designer and he'd like to donate his talents for their organization. Of course, they don't turn him down – they need all the help they can get!

Patrick volunteers to revamp the rescue's website free of charge. For his efforts, he asks to place in a small banner linking to his own business. He also asks for a small blurb in the rescue's monthly newsletter. The rescue is more than happy to give this to him – what's two inches of print space and a banner ad compared to the amount of money they saved by having a volunteer redesign their website?

Since the rescue newsletter goes out to anyone who has contributed money or time in the past, it hits a lot of people – including other businesses. Suddenly, Patrick has an automatic in with everyone reading the newsletter. They know that he does good work and that he has a good heart. Those traits go a long way in determining whom people decide to work with.

Patrick also offers to design monthly flyers for the group. In exchange, he asks to put in a tiny advertisement on each flyer and also a regular ad in the group's newsletter. Once again, the group has no problem because they are receiving a service that could cost them hundreds of dollars in exchange for advertising.

Gratis work won't carry your business on its own – far from it. But if you're the type of person who feels the need to donate their time and/or money to a worthy cause, why not turn it around and make it work for you as well? It's a win-win situation: you get to contribute to something you believe in, the group receives the help they need, and your

business gets more exposure.

Even if your business doesn't sell a product or service that a non-profit group could directly use, there's still ways to make this work. You can contact your non-profit group of choice and offer to donate 20% of the next month's profits to the group in. To help out, all you ask is that the group advertise what you're doing in their newsletter, promotional campaigns, and email lists. They'll want to get the word out because the more people that buy from you, the more money to support their group. Even though you'll lose 20% of the cut, it will go to a good cause and you'll more than likely earn that money back just through the increased advertising. Even better, you'll be exposed to a whole new group of customers, some of whom will give you repeat business for years.

Take a few minutes and think about what causes you'd like to work with. Chances are, you'll find something that fits your business like a glove. Give them a shout today to see how you can help them help you.