

## Create a Name For Yourself

by Deborah Chaddock Brown

"Opportunities do not come to those who wait. They are captured by those who attack." General George Patton



I once had a franchise owner who was famous for saying "If you can just bring the customers to the door, I'll do the rest." As a representative for the franchisor, I knew that the advertising expenditure purchased both local and national advertising, but getting customers to the door requires more than just a 30-second spot and an Advo coupon.

Entrepreneur magazine recently listed five things we can do to "attack," as Patton suggests, our target market:

1. Make yourself news. Find ways to be news worthy and then write a press release and get the word out.
2. Ditch the traditional media list. Spend time getting your name in the blogosphere - comment on other blogs, write articles, write blog posts.
3. Create an online press center. I'm seeing this more and more - with professional bios, jpegs of your photo and company logo that can easily be cut and pasted by the media.
4. Think big. Target Narrow. Instead of using a shot gun approach - target your message to the media vehicles that reach your perfect prospect.
5. Make yourself easy to find. Work at being visible on the web in a multitude of ways.

It takes time. Last week I chatted with a friend of mine who owns a business and she commented that she has never shared her business successes with the community or her customers. She's won awards, landed national contracts and been a recognized authority in her field and yet unless you talk to her, you won't ever know the great things she is accomplishing because she is failing to make a name for herself outside her immediate circle.

Not unlike the shoemaker's shoeless children, we need to make our own press a priority.

When was the last time you posted a press release on your website? Do you regularly seek opportunities to put your name in front of your customers/prospects?

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## School Has Begun: Clean Slate For All

We usually associate a fresh start with January 1, but why wait? Our kids have just begun a new year and with it come many things to be excited about:

- Reconnecting with friends (Networking)
- Cool school supplies (New Products or Services)
- New Subjects (Learn something new)
- Special 1st day outfit (Try out a new 30-second commercial)
- Routine (Schedule regular blogs or press releases to get your name out there)

Now is the opportunity to start fresh.

What new habit can you begin?

## The W-List

The list keeps growing – the magic list, a compilation of female bloggers from around the world sharing their thoughts and expertise. I was honored by being listed with both blogs: BizInformer and Websites People Read.

I would encourage you to check out the blogs on this list of wonderful women and add your favorites as well. Here is the latest W-List on Becoming Your StellarSelf.

## Where is Deborah speaking next?

September 20 "What you should know about your business website"

Twinsburg, Ohio Chamber of Commerce