

Market your Business for Little or No Money

We are all looking for ways to market our business without spending a lot of money. Is it possible? Absolutely. The key is to creatively and consistently build awareness. Below are a few strategies that my clients have used to market and grow their businesses without spending a lot on advertising and promotion:

1. **Strategic Alliances** – Alliances between two companies are powerful and productive! Last year, **MCMAHON ASSOCIATES, INC.** a transportation-engineering firm with a regional office in Palm Beach Gardens, wanted to expand its services to the Fort Myers area. Fort Myers needed McMahon Associates services but wanted to work with local companies. McMahon Associates formed an alliance with an established Fort Myers-based engineering firm and jointly bid on a project. Together they won a contract that neither would have won alone – worth \$250,000! Alliances work!
2. **Awards** – Every time a nomination for an award crosses your desk – don't throw it away! Nominate a client. Last year, Bank of America nominated Wilson Alers, president of Media Stage, for the SBA's 2002 Small Business Person of the Year Award. Alers won for the entire state of Florida. Bank of America was written up with Alers in the *Wall Street Journal*, *Sun Sentinel* and *Florida Trend* magazine and attended award ceremonies in Florida and Washington, D.C.

Make sure you take time to nurture your creative ideas by scheduling "down time" or quiet time into your daily life. Then, let your creativity lead the way and take action!

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