

## How to Promote Your Business

In the following article, I try and give you some tips and advice I have learned over the years on what I learned in how to promote your business. Like the movie said, if you build it, they will come but that doesn't work in the business world.

Ever since I was in college, being my own boss was something I've always wanted to be. A computer wizard in my own right, I envisioned myself running my own business dealing with computers and the internet. I had programming skills. I could code webpages. I could easily assemble computers, as well as handle computer repairs. I could be a consultant. I could be a technical support specialist. I could be a webmaster. With these skills backing me up, I was confident I'd be able to make it.

But as dreams come, I realized that being a "computer wizard" isn't that unique nowadays, and that there are thousands of people just like me. "Computer wizards" are a dime a dozen, after all. Plus, I had one major problem: I didn't know much on promoting a business.

We all know of people enrolling for business schools. I was one of those who didn't think much of going to school, confident that my computer skills would be enough to get my business going. I was dead wrong.

We all know about the value of connections. I did have a few, and I utilized those. After all, good PR is always good for business. But as time went by, those connections became saturated. Exhausted. The income I garnered from those connections just didn't seem to make ends meet.

I read about and applied strategies shared by others. I maintained a good website. Excellent keyword optimization practices implemented, my site got a decent amount of web traffic, but that just didn't equate to having new clients.

Eventually, I realized what my problem was: my understanding on marketing my business: When it comes to promoting or marketing a business, one needs to first understand the nature of one's business, in conjunction with were the business stands.

My problem was I was playing the Major Leagues, when I was actual still in the Little League playpen. I was thinking of infiltrating a national scale, when in fact, I haven't even begun working in my own neighbourhood.

With this, I decided to go small. I went around and marketed myself as a "local". It wasn't as easy as I had thought, but it got things going. I posted flyers, attended conventions, made friends with computer sales personnel, and even went to schools and offered my services as a computer specialist.

Six months after, clients started coming in. Not as "national" as I had dreamed, but they were clients. I then realized that all I had to do was go small and establish my name from there. I was just aiming too high. Now, things are going much more steady, which is strong enough to be my foundation in my efforts in going big.

## About the Author

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