

the planning stages will prevent many challenges and frustrations later on in your business. These people can help you with the numbers of your business plan, and help you get your business in business without making the mistakes others do.

Phase 3: Market Research

Yes, the word research makes us all want to cringe. After all, how can you do research without arduous hours in the library, reading until your eyes are bleary and falling asleep on an open book? You can relax, because that scenario is not necessary for gathering market information. There are much better ways of doing market research than heading to the library:

- *Talk to local experts in subjects related to your business idea.
- *Join a trade association and pump the other members for information
- *Government reports provide already compiled studies that can help you understand your target market
- *Do a survey. You get incredibly valuable information from a survey as long as you ask the right questions and pole the right people.

Phase 4: Your Target Market

You can't sell to people if you don't know who they are. Knowing your target demographic is vital to every business. Without that knowledge, you can't market in the right places, say the right things in your marketing, or meet any of your prospects' needs.

Write a description of your target customer, answering the following questions:

- *What does this person do?
- *How old is this person?
- *What problems does this person have?
- *What does this person value most?
- *How does this person approach spending money on products and services?
- *How much money does this person make?
- *Does this person have children?
- *Is there something that makes this person different from the rest of the population?

There are many more questions you'll have to ask yourself about your target market, but if you genuinely care about them and want to meet their needs, the questions will come to you automatically, along with the answers.

Phase 5: Naming the Price

The right to charge high prices for your products or services usually comes with time, after developing a reputation and many business relationships.

As a newbie, you should probably keep your prices in about the middle of the accepted price range.

Don't try to enter a new business and compete on price. Aim for getting repeat customers by competing on value and customer service, or whatever your competition is lacking. There has to be a reason for customers to choose you over the competition, and believe me, high prices are not going to win their business.

Phase 6: Ready, Set, GO!

Once you've completed the above phases, you're ready to jump in, but go feet first, not head first (save your head for more planning). Keep working with advisors, consultants, clients, and prospects to improve your business's future potential. Take time to talk to your employees and see how things are going. Listen to their concerns and try to make changes to keep a positive working environment.

And keep redefining and getting to know your target market. You'll continue to discover things about them you didn't already know, and that will help you cater to their needs more effectively.

Kevin Nunley provides marketing advice and copywriting. See his 10,000 marketing ideas and popular promotion packages at <http://DrNunley.com>
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****ARTICLE III****

Network Marketing Made Simple
by Bob Welcome

Anyone who knows anything about network marketing or has spent a lot of time online has learned something. They've learned that perhaps the hardest aspect of making a living this way is building your downline to bring in that much-needed residual income.

This potentially difficult, but extremely necessary part of network marketing is what scares many of us away from trying out this industry for ourselves. But, thanks to innovations on the part of the experts, this once-hairy process doesn't have to keep you from following your online dreams.

These days, there are ample opportunities for income seekers to get a downline almost automatically. When you sign up, some companies will guarantee your leads, or even better, give you a pre-assembled downline of members for nothing. This means a

fantastic opportunity for you to start making a profit much quicker than those who go the traditional route. Sign up may even be free, and you could also find yourself with a free website.

These opportunities are out there for those who look in the right places, and joining a program like this could very well be the network marketing answer you've been looking for.

Of course, most programs require that members pay a small monthly fee to be members of their paying network marketing company, but with a downline built for you and placed under you, many programs have taken away the worry over joining something on your own, and then finding out that building a downline yourself is a hugetask. Aside from the nominal fee, all you really have to do is promote your free website, and everything else is worked out for you.

The experts hope that this innovative approach to network marketing and downline building will revolutionize the industry, making it easy for anyone to start profiting from their business right away.

Author Bob Welcome is a representative of Networkers Downline, the company that offers free signup, free pre-made downline, free website, and automatic placement in a successful, high-paying network marketing company. For more information about Networkers Downline or to sign up, visit Bob's website <http://www.networkersdownline.com/?BW1070062> or contact Bob at +61 7 49267217.

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