

THE ONE-PERSON BUSINESS

GOALS

What do you want out of life?



BRAND

What are you leading people towards?

PROBLEMS

What is standing in your way?



CONTENT

What roadblocks will they encounter?

SYSTEMS

How did you solve the problem?



PRODUCT

How can they solve their problems faster?

BENEFITS

How has it impacted your life?



MARKETING

Why should they care about your message?

"Sensible people get paid for doing what they enjoy doing." — Alan Watts

Marketing The One Person Business

Frank Withey



Marketing The One Person Business:

Marketing the One Person Business Michael F. Rounds, Nancy Miller, 1998-02 Marketing the One-Person Business Mike Rounds, Nancy Miller, 2005-01-01 **From Single to Scale** Michael Killen, 2018-09-07 Scale your single person business to profitability Increase your audience create multiple products and generate more profit This book takes you through the entire process of building a scalable business from the seemingly impossible place of being just one person Most single person businesses are stuck in a pattern of exchanging time for money Through this book you will learn how to beat that feast or famine cycle of work Ask yourself the following questions Do I have to do the work or can I outsource it to someone else Can I receive 1 000 orders tomorrow and handle it Is the process delivery repeatable so anyone can do it What You ll Learn Develop a profitable scalable business from what you re doing now Create content and attract an audience to that content Outsource your scalable process Scale your profit and money management Optimize your growth and prioritize meeting and exceeding your goals Who This Book Is For Consultants freelancers owners of small to medium sized businesses developers and entrepreneurs **CIM Coursebook 03/04 Marketing Fundamentals** Frank Withey, 2013-05-13 Each coursebook includes access to MARKETINGONLINE where you can Annotate customise and create personally tailored notes using the electronic version of the coursebook Receive regular tutorials on key topics Search the coursebook online for easy access to definitions and key concepts *Business Plans Kit For Dummies* Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenck, 2011-03-08 When you re establishing expanding or re energizing a business the best place to start is writing your business plan Not only does writing out your idea force you to think more clearly about what you want to do it will also give the people you work with a defined road map as well Business Plan Kit For Dummies Second Edition is the perfect guide to lead you through the ins and outs of constructing a great business plan This one stop resource offers a painless fun and easy way to create a winning plan that will help you lead your business to success This updated guide has all the tools you ll need to Generate a great business idea Understand what your business will be up against Map out your strategic direction Craft a stellar marketing plan Tailor your plan to fit your business s needs Put your plan and hard work into action Start an one person business small business or nonprofit Create a plan for an already established business Cash in on the Internet with planning an e business Featured in this hands on guide is valuable advice for evaluating a new business idea funding your business plan and ways to determine if your plan may need to be reworked You also get a bonus CD that includes income and overhead worksheets operation surveys customer profiles business plan components and more Don t delay your business s prosperity Business Plan Kit For Dummies Second Edition will allow you to create a blueprint for success Note CD ROM DVD and other supplementary materials are not included as part of eBook file *Small Business Marketing* Ian Chaston, 2013-09-02 In this new edition of Small Business Marketing Ian Chaston offers an insightful alternative to classicist and mainstream marketing theories drawing upon personal experience to demonstrate how a combination of established

theories and empirical evidence is the key to more successful marketing performance This book introduces students to all the key aspects of and theories behind the small business marketing process and encourages them to apply their knowledge to best suit different companies and scenarios Key Features Introduction to classic marketing theory and its relevance to SMEs The role of entrepreneurship Small firms reaction and adaptation to the economic climate The pros and cons of internet marketing The introduction of social networking as a promotional opportunity Small Business Marketing is the perfect companion for any undergraduate or postgraduate studying small business marketing

Studies in the Marketing of Farm Products Louis Dwight Harvell Weld, 1915 Entrepreneurship Heidi M. Neck, Christopher P. Neck, Emma L.

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