



Tell your story

S = Stand out

T = Tantalizing

O = On THEIR radar screen

R = Real

Y = Yes!

Know your own brand -- tell your unique story. Your story needs to give a consumer a reason to choose you over the competitors.



Remember....if you don't create and live your brand, the marketplace will define one for you. In many cases, that's not to your advantage.

Why drive to Cleveland without a map?



Sure, you can reach your goals without a map but not without wasting resources. Map out your course and then you will get there faster and more efficiently.



Consistency. Consistency. Consistency. When you are sick to death of it -- your consumers are just noticing it.



Give your marketing tactics time to grow roots. Be patient. If you can't stick something out for a minimum of 6 months, don't bother to even start.

Be a drip, not a downpour.



Your marketplace can only absorb so much before the rest just runs off. Far better to have your marketing efforts be a constant drip. Better to talk to them on a regular basis, giving only small morsels of information. Do not deluge them.

And on a scale that is hard to fathom.



Social media is here to stay and it can be huge for small businesses.
Be sure you don't ignore its potential.

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Google Alerts (BETA)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

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[Google Alerts](#)

If you do nothing else, be listening to the social media space. If they are not talking about you today, they will be.

*In the factory we make cosmetics;
in the drugstore we sell hope.*

- Charles Revson

Know what you are really selling. That's the basis of your story and your brand.



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