

## 50 Ideas to Promote your Business

- Networking
- Car Sign
- Leaflets / Flyers
- Local Press
- Local Radio
- Exhibitions
- Volunteering
- Sponsorship
- Website Reciprocal Links
- Letter to Editors
- Links with relevant associations
- On-line forums
- Walk around the neighbourhood
- Yellow Pages
- Car Stickers / T-shirts
- Word of Mouth
- Referrals
- Posters
- Awards
- Local Television News
- Speeches / Seminars
- Newsletter
- Write an article
- Have a regular column
- Telesales
- Offer a guarantee
- Box of chocolates to past clients
- Point of sale
- Advertising
- Search engines
- On-line directories
- Ad words
- Website banners
- Sign outside your premises
- Tell everybody!!
- Use contacts
- Send out postcards
- Team up with similar businesses and promote together
- Give away free items
- Hold an 'open house'
- Create your own event
- Competitions
- Celebrity Visits
- Market Stalls / Festivals
- Hold a Party
- Send out greetings cards
- Be a guest on a talk show
- Promote using your leisure activities
- Use every outgoing piece of paper as promotion
- Give out free information

We can also tailor ideas to promote your business specifically for YOU. You'll get 50 ideas that will promote *your* business, based on *your* target client. If you're interested in this, please email us on [info@exceptionalthinking.co.uk](mailto:info@exceptionalthinking.co.uk) or call us on 0845 644 9371.