

# **THE 15 MINUTE MARKETER: The Business You're REALLY In**

by Nancy Gerber

When someone asks what you do, how do you answer? When you think about your work, how do you describe it?

Whatever business you think you're in – coaching, speaking, carpet cleaning, cutting hair, landscaping – that is NOT your business.

The business you are REALLY in is MARKETING your business and services.

In order for your business to grow, survive and thrive, marketing must be your primary focus and priority. It's essential to be in constant and consistent action specifically to attract new customers and keep your current ones happy and delighted to remain with you.

You can have the most perfect web site imaginable. If no one visits, what's the point? You can design and build the most attractive retail store possible. If enough people don't walk through the doors, you've wasted your money. You can invest in the best professional training and certification processes available. If no one knows about you, and how you can help them, all that time and effort is meaningless.

As anyone who's been married a long time knows – it's all about engaging in activities that keep you connected so that you stay married.

Everyone who is working to stay active and healthy knows -- it's all about continuing your routine and doing some kind of fitness activity every day no matter what.

If you don't keep it going, if you don't do it, you lose it.

Marketing is not optional. We do it regularly, or our businesses perish.

We must continue to do it -- in good times and bad. (Ever hear the phrase, "Dig your well before you're thirsty."?)

Whether you're new in business or a seasoned veteran, accept that marketing needs to be a non-negotiable part of your business day, week, year, lifetime.

So, here's your "15 Minute Marketer" challenge for this week. Look at your calendar and daily activities. Schedule time for marketing -- learning it, planning it, researching it and -- most important of all -- doing it! If you cannot seem to find the time, ask yourself: What priorities need to shift? What activities can be delegated? What needs to change so that I CAN make it my business?

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For over 35 years Nancy Gerber, "YOUR Connection Magician", has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves.

Nancy has been privileged to study and work with many of the leaders and experts in Internet and direct marketing. Her expertise in creating connections and building relationships, along with her many years as a Professional coach, give her unique insights and skills as a marketing coach and consultant. In addition to her commitment to helping entrepreneurs understand the basics of marketing, she's an expert in content development and personality marketing.

Her website [MarketingMambo.com](http://MarketingMambo.com) "***The Dance of Connection That Creates Lifetime Customers – One Step At A Time***" -- was created for unconventional entrepreneurs who want to find and keep their best customers without losing their souls.

Sign up for "***The 15 Minute Marketer***" on the [Marketing Mambo.com](http://MarketingMambo.com) site and receive a practical, FREE and immediately useful marketing tip every Monday morning. You'll also gain access to Nancy's MARKETING MAMBO POWER ROLODEX -- the cream of the crop in Technology and Business Resources -- along with articles, interviews and other great resources