

## What Business Are You In?

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**Does every single person you came in contact with today, know what business you are in?**

You can be the very best at what you do; you can be the most experienced person in your field; you can give the best customer service; you can have the most extensive education; you can have the best products; but, if no one knows who you are, how are you going to build your business?

"PROMOTION"

"You have to get the clients to come to you, before they will know how FABULOUS YOU ARE".

Every day you need to be promoting your business; making sure everyone you meet knows what you do; even if some of the people you talk to seem like they would not need your services or products.

### **Example:**

You gave one of your business cards to your car repairman, and one day he heard someone talking about getting a gift certificate for their mom to get her nails done; and the car repairman says "I met a Nail Technician last week, and here is the card, why don't you call them and see if you can get a gift certificate."

*Quote:*

*Don't judge each day by the harvest you reap, but by the seeds you plant.*

*Author: Robert Louis Stevenson*

Even if you are not in sales, or you do not own your own business, you still need to promote where you work, and what you do; because, if you can get a "new" client for the business you work for, this will help the business grow (Job security).

It is the responsibility of "everyone" in the business to promote, not just the advertising or sales departments.

*Quote:*

*Out of need springs desire, and out of desire springs the energy and the will to win.*

*Author: Denis Waitley*

When I first started out in business, I was 18 years old, and I had to get as many clients as I could, and in the least amount of time; because I did not have, a reserve bank account. Every week I needed to make money, or I wasn't going to be able to pay the bills for that week. When you have to make money, and you have no choice, you will be surprised at how creative you can become; as long as you never let the option of: "not" making money pop into your head.

When there is "no option" your brain can figure out amazing things.

I have always said "Either: WE DO IT, or WE DO IT; we have NO OPTION".

This puts us in the right frame of mind, to promote our business.

I did not have an advertising budget when I first started my business; the only thing I had in my budget was: "pay the rent, so I can stay in business another month"; so, I had to have a lot of creativity, excitement & motivation.

Promotion is as important to running a successful business, as homework is to our children: even though no one wants to do it, everyone has to do it, to be successful!



Tammy Taylor  
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It is necessary to spend at least one hour a day, on business promotion or planning how to promote your business; and you can't rely on other people to do it for you, no matter how great your product is or your service.

"Getting New business is all about PROMOTION"  
"Keeping business is all about CUSTOMER SERVICE"!

Remember: Make sure every new client that walks through your business doors or calls on the phone feels welcome, like they are the most important person in the world to you.

There are many different ways to promote your business.

The BEST, LEAST EXPENSIVE, MOST PRODUCTIVE way, is the PERSONAL TOUCH:

Make a 4-color Business Card that advertises you, and what you do.

A 4-color Business Card is more like a mini-brochure that is easily placed in a wallet, so they will keep it and they will not throw it away.

- Pass out your "Business Cards/ mini-color brochures" to every single person you come in contact with, every day.
- Especially make sure your own established clients always have at least 5 of your "Business Cards/ mini-color brochures" with them at all times and ask them to pass them out. (Your established clients are your best advertisement.) And, tell them for every referral, you will give them a little discount or a gift.
- Make sure you promote your business to all of your neighboring businesses, give them a "Neighbor Discount" and ask them to display your "Business Cards/ mini-color brochures" in their business. And, for every referral, you will give them a little extra discount or a free gift.

**Your GOAL is: Pass out 10 "Business Cards/ mini-color brochures" a day. (EVERY DAY)**

Here is a sample of one of my all time favorite business cards:



You will be amazed at how you can build "new" business, just by letting everyone know who you are, and what you do.

Go Get'm Tiger!!!

*With love,  
Tammy Taylor*

**Proverbs 18:15 Intelligent people are always open to new ideas. In fact, they look for them.**