

14.0 Marketing

14.7 Flyers cont.

One rather more time consuming, but essential task is to distribute your flyers around the doors of your work territory. The benefit is that you're getting your message directly into the homes and in front of your target market. The downside however is that many people will inevitably throw your flyers straight in the recycling bin! It has been shown that you have around 5 seconds to grab someone's attention with your flyer before they decide to bin it or to read on.

Don't be disheartened though – if you work to an estimate of just 1% as a success rate your 10,000 flyers will deliver 100 paying customers! Persistence is the key to your marketing being a success. To make things easier you could draft in help from some friends and family. I'm sure they will be thrilled to help!



SMOKIN HOT TIP!

Many businesses will let you piggy back on their own distribution network for a small fee which will save a lot of time. Try your local newspaper or ask the local takeaway to put a flyer in with every delivery!

We have put together a full business branding and marketing package for you! This exclusive offer can be found on page 94



Flyer example.

14.8 Franchise options

As mentioned before you may wish to go down the route of purchasing an existing franchise. With this option you are usually provided with pre-determined branding, promotional materials and a marketing pack. All of this comes at a price of course with most franchise start-ups costing £8000-£12,000.