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**TIPS FOR  
SMALL  
BUSINESS  
OWNERS**



*Social Boss Babes*  
A SOCIAL MEDIA  
MANAGEMENT COMPANY

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# KNOW YOUR TARGET MARKET

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Who are you selling to? That's who you should focus getting your product or service in front of.

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# KNOW YOUR COMPETITION

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What are they doing that you can do better? What sets you apart from them? Lower price? Higher quality?



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# **CREATE A STRONG BRANDING STRATEGY**

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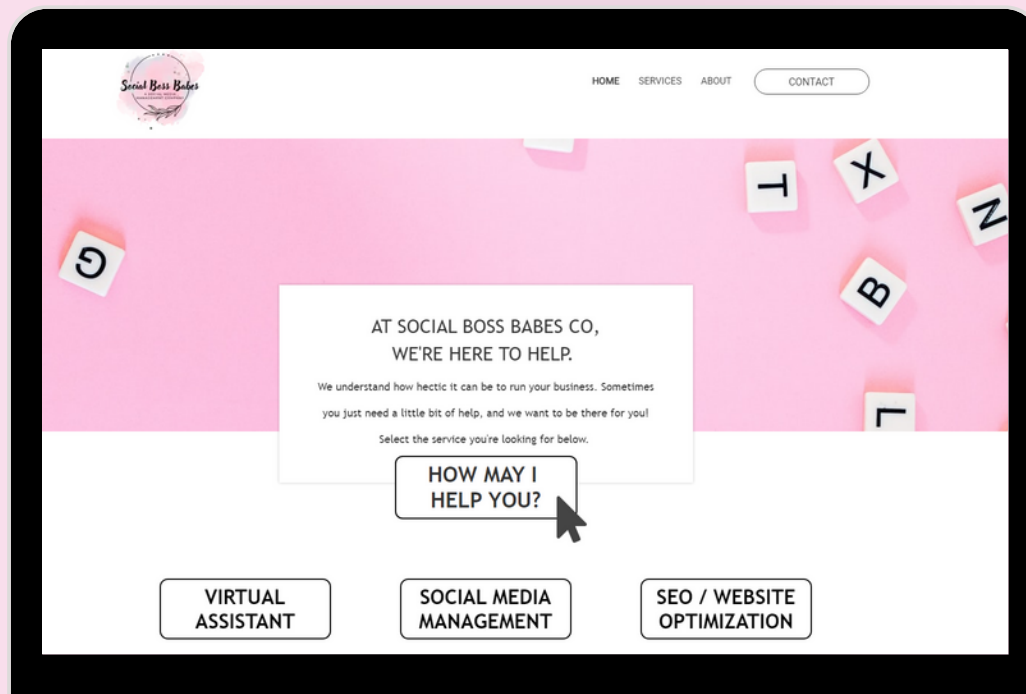
Your brand is what will make you  
stand out from the competition



# Have a well designed website

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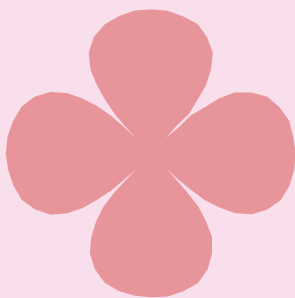
Your website is often the first impression potential customers will have of your business



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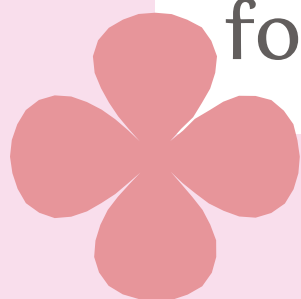
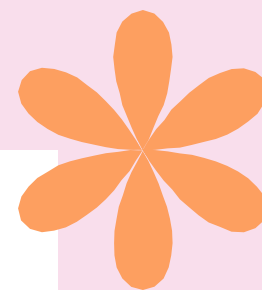
# Make sure your pricing is competitive

Pricing too low makes customers think you're too inexperienced.



# Offer quality products and services

Trust is everything. If you start selling low quality things, you will forever be known as unreliable.



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# Promote your Business

Use a combination between marketing, advertising, and networking. No one knows you're in business if you're not even sharing it!



# Build positive relationships

with your customers. They're the ones that will come back or spread the word about how great your services are.

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# Stay up-to-date on industry trends

pushing out of date trends may not  
help with your sales



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# Always be prepared

Adapt and change as needed.

