

Action	Who/when? <i>Note down who to target and/or when you plan to do the activity.</i>
Set up database to monitor where enquirers/ customers find your business.	
Print business cards and hand them out.	
Devise a sentence to sum up your business, and practise it on anyone who asks 'what do you do?'	
Write a list of ideas on which to base a press release.	
Ask others what's unique about your business. Ask your customers about the publications they read and the websites they visit.	
Start a list of national and local publications to target. Collect newspapers and magazines.	
Make contacts at your target publications: phone journalists and ask them about the type of story they are interested in.	
Listen to a local radio station to find shows you could contribute to, promoting your expertise.	
Work out whether you could afford to offer a competition to one of your target publications.	
Look for local groups where you could do a talk or demonstration, call and offer your services.	

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If you do not have one, plan a website.	
Find out about 'Search Engine Optimisation' to ensure that search engines can find you easily and link potential customers to you.	
Make a list of other websites that complement yours to swap links with. Do you have a 'banner' you can send to them? Swap email signatures too.	
Plan regular updates to your site to keep people coming back.	
Have a space on your website for people to sign up for updates about your business.	
Submit your website to online shopping sites, business directories and local websites.	
Look into online ads, such as Google adwords, Espotting, Overture and Mirago ads.	
Plan a newsletter to send out regularly to keep old customers and potential new ones interested.	
Plan a programme of special offers.	
Post special offers or new product promotions on relevant forums.	

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Use your existing customers. Enclose a reorder form with their goods, and offer incentives so they recommend you to friends.	
Network – look for local business or women's groups.	
Look on the internet for relevant chat groups and forums – online networking can help build business contacts and reach potential customers.	
Write an article and use it in your newsletter.	
Offer the article to another website to use in their newsletter or on their website.	
Look for other complementary businesses and swap leaflets and promotional materials.	
Online auctions can attract new customers – think creatively about what you can auction to attract people.	
Send letters and samples to prospective clients.	
Sell at shows, shopping centres, craft fairs.	
Follow up enquiries that have not lead to an order – if you understand why people do not order you will be able to improve what you offer.	

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