

Marketing: Getting your message to your customer

This is one of the most important modules. Many businesses fail because they do not understand their customer and how to get a message to them. There is a lot of work that goes into this module, but it is work that will continue well past this module.

Honestly, the better your teen understands this module and puts it into practice, the more likely they will be successful.

What is your job on this module? I am glad you asked.

By now you have a good working relationship with your teen when it comes to business. Now is where you will help them through these steps and learn together. We have guided you as far as we can and it is at this step that you begin to step off the page and into the real world. Even if everything else was done close at hand, here is where the message starts getting to the customer. Again, let the teen work through these steps, but be there to guide and support them, lending your ever leveraged experience.

Create a Webpage: Google Sites offers free webpages. You can also purchase a hosting plan for your teen for a great price the first year and includes a free domain name. Please contact our office to see if we know of any good deals and can steer you away from some hosting that is harder to use and more expensive in the long run. A basic webpage will have these pages: About (tells about the business and owners); Contact (usually a form, be careful how you format it so you don't get a bunch of spam); Product/Service (tell what is done and how); Welcome (main page, includes special and enticing info for a new customer as well as tells why someone wants to do business)

Forum/Blog postings: When researching where to post, stick to 'big name' sites: Ask.com, Google, Youtube, etc... There are a lot of sites that when putting info out there can make you a target for spammers. Make sure to go over some tips about avoiding spammers and not getting wrapped into scams.

FAQ: Help your teen think through all the questions someone may have for their business. How can a teen run a business? May be the first question you want to address. Think about it this way, if you were coming to their page and learning about their business for the first time, what questions would you ask.

Comparison Sheet: Help them dig through the closest competitors websites. You can use the site similarsites.com to help you find them. You may want to be at the computer while they are taking notes. You are discovering treasures together like an online Indiana Jones.

Google alerts: watch the video and set up the ones relevant to your business.

Phone Script: your teen will need a lot of help going through the phone script. This process will help them think logically about how to talk about their business. It is invaluable to go through this whole thing. Your student will be less likely to be caught in an uncomfortable conversation with a prospective customer if they are able to think through conversations with their customers.