

10 Ways to Market My Business for FREE

“People will do business with, and refer business to, those people they know, like and trust.”

The key to successfully marketing your organizing or productivity business is to create an environment where you build relationships.

Below are 10 ways to market your business for free:

- 1. Speak to groups about organizing and productivity**
 - senior groups
 - mom's groups
 - business networking events
 - local library
 - lunch and learns
 - local church or synagogue
 - school PTA
- 2. Promote your services through free neighborhood networks and offer advice to others**
 - [Nextdoor](#) (a neighborhood-based social network)
 - Facebook Groups or Marketplace communities
- 3. Connect with related professionals**
 - realtors
 - interior designers/decorators
 - home stagers
 - therapists
 - ADHD coaches
- 4. Form/join mastermind groups for brainstorming, peer accountability and support**
- 5. Build a following by sending out an email newsletter with tips, before and after photos, and success stories**
- 6. Blog to build an audience and attract media attention**
 - incorporate industry related statistics from NAPO's [Stats Database](#)
- 7. Create and post tips, success stories and even video to a Facebook business Page, LinkedIn page, Pinterest, Instagram**
 - use a social media scheduler to simplify posting and extend your reach
- 8. Ask for referrals from family, friends and clients**
- 9. Network – tell everyone you know and meet what you do**
- 10. Volunteer in your communities or professional associations so others see you in action**

Learn more about NAPO

The largest professional association fully dedicated to the organizing and productivity industry. www.napo.net

If You Enjoyed 10 Ways to Market My Business for FREE, NAPO Offers FREE Members-Only Resources & Webinars

New Member Kit (available in English, Spanish & Portuguese)

- Sample Client Intake Form
- Sample Annual Business Expense Form
- Sample Client Tracking Form
- Sample Invoice
- Sample Terms of Agreement

Members Only Virtual Seminars - FREE

- New Member Orientation
- Forming Successful Mastermind Groups
- Lessons Learned from Challenging Situations
- Tools for Work-Life Balance
- 6 Tips for Smartly Hiring Subcontractors
- A Business Person's Guide to Insurance
- Legal Insights: Exploring Intellectual Property, Trademarks and Anti-Trust
- Managing Your Clients Information Through a CRM
- Media Relations: How to Give Great Interviews & Become a Go-to Source
- A Guy's Perspective to Professional Organizing
- Niche Organizing: How I Decided to Specialize
- BCPO[®] Presents: How & Why to Get Certified
- and more... www.napo.net