

Web Site Design

S.O.E.

Internet Marketing

E-commerce

Web Development



Develop and Promote

Building on Success

78 Beech Road,  
Branston,  
Lincoln  
LN4 1UZ  
Company No 6501467

T (01522) 822520  
M (07743) 786124

[www.developandpromote.co.uk](http://www.developandpromote.co.uk)

VAT No. 926 9763 72

## Break the rules

Why we must break the rules to grow in this recession. Have you ever been told any of these?

Be like the other kids.

Get a proper job.

Be like your friends.

These are the rules you must follow!

As an entrepreneur you have decided to take a different path from the norm for a very good reason. If you copy everyone else you will probably end up like everyone else!

Think of some of the great entrepreneurs like Richard Branson and Duncan Bannatyne. Take Richard, he is well known for doing something different to market his companies. I am not suggesting that you try to fly a hot air balloon around the world but do not conform.

In this recession we are expected to get our heads down and look for ways to cut costs. Some of the biggest companies in the UK have tried this and gone out of business. If you want to position yourself above your competitors you need to do something different.

This is vital during a recession.

As entrepreneurs it is much easier for us to implement changes in our business than the large corporations who have to have so many board meetings to agree to talk about it.

We must be different and not conforming during the recession. Here are some ways to avoid it:-

1. Do not pull back on Advertising and Marketing, unless we know it is not working. We need to explore ways of attracting customers at low cost while others panic. Look at our [newsletter package](#) to see how this can be done.
2. Do not buy into the belief that people are not spending money. We do understand that their decision making process has changed. We can re-position ourselves using advanced sales and marketing approaches. Try [Pay Per Click advertising](#) using one of our packages.

3. While everyone else stops and looks for cost cutting measures we need to take Action. Implementing some of our articles pointers will put you in a good position and if you action every single one over the coming months you will grow like our other customers.
4. Do not conform in the negative mindset that is being broadcast at the moment. Look at the papers this week. One report says that unemployment has risen again and the following day a different report says house sales prices are still falling. While others are watching and reading the doom and gloom you should be working on your Marketing. When did you last update your web site? If is it new did you get a report on if it is Search Engine Optimised (SEO). Get one of our [free analysis reports](#) of your current web site.

Call Develop and Promote on 01522 822520 to get some help.