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SMALL BUSINESSES RECEIVE A HELPING HAND

Dean Parker

Being your own boss is what drives most people into starting their own small business. However once the business is established many owners find that they must also try to be the accountant, marketer and sales person. Smart operators soon realise that they are not specialists in all of these areas. Many small businesses benefit from outsourcing some of these important business activities to specialists. Outsourcing doesn't have to be about completely handing over the marketing or accounting to an outsider as they consult with you to achieve your goals. Your business can gain from borrowing expert skills, leaving you free to build and focus on more profitable activities.

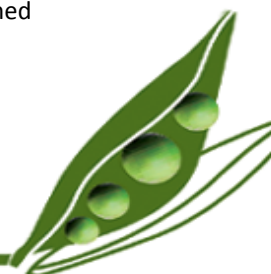
There are many challenges facing small business owners and operators. In these uncertain times employing a full time marketing person is a luxury many small businesses cannot afford. Outsourcing marketing enables small business operators to compete with larger organisations that already outsource their marketing or have dedicated marketing employees.

It is hard for many small businesses to justify marketing when they are watching every penny. Outsourced marketing has given numerous organisations the benefits of having a marketing specialist working for them, without the full-time cost. All businesses require a marketing focus as it helps set them apart from the competition in many varied ways.

Marketing consultants can guide your business to presenting a stronger brand. A strong and consistent brand is easy and inexpensive to implement. It means customers will identify, remember and trust your brand, resulting in increased sales and customer loyalty.

Every business needs a marketing plan - it will be the handbook that will guide your business to maximise opportunities while providing all staff with clear direction. What can seem a daunting task is made easy when the service of a marketing consultant is employed.

Many brochures, advertisements and websites fail as they do not quickly and clearly convey an attractive message to their customers. Sadly, many business' make their promotional material too wordy and confusing. They list the features of their product/service, while downplaying the benefits. Fresh eyes and the knowledge of a trained marketer will give business sales tools a much needed boost and provide a greater return.



It's never too late to let an expert help you with marketing your business. They'll help you punch above your weight and let you get back to running your business and maximising profits.

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Dean Parker combines 15 years of marketing experience with a Masters of Marketing degree to help small/medium business owners maximise their profit.

Four P's Marketing Solutions assists small business with all marketing activities including planning, corporate branding, website content, trade shows, advertising and various promotional strategies.

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