**YOUR NEW STARTUP BUSINESS**

One thing that motivates and keeps entrepreneurs positive and continually looking for new opportunities, is the better earning potential. If your business becomes a success you can potentially earn much more without being dependent on what your employer is willing to pay. Yet the bigger income is not guaranteed and during the early stages of your business it may be less than your last salary or perhaps even nothing at all.

Another luring aspect of working for yourself is the freedom of not having an employer breathing down your neck all the time. You can decide how to fill your days, what you will do and what not. You are the boss after all. Unfortunately, every upside usually has a downside as well. While you no longer work for an employer, working for yourself means that you are responsible for everything. While an employee can leave at 5 pm, this is seldom possible for the owner.

**CLEVER ADVERTISING IS IMPORTANT**

Marketers will tell you that to best market or sell your product or service you should use the correct marketing recipe or marketing mix. The ingredients for this recipe are known as the four Ps, which stand for Product, Price, Promotion and Place. Product can also refer to service, place refers to distribution and promotion to how you will go about to get the message of your product or service to potential clients. This means we all basically use these elements to a greater or lesser extent to market what we sell.

Our main focus though, is usually on the price and the quality of the product or service. Everybody tries to be cheaper or claim their product or service to be better.

Product features and price do not really inspire action to purchase a certain product or service. Many purchases, especially of more expensive items, are underpinned by an emotional decision-making process.

**YOUR PHONE A MARKETING TOOL**

Technological advances have a huge influence on the way we live and work. It also has a big influence on how we run our businesses.

Almost everybody has a cell phone or smartphone. People use their smartphones much more to access the Internet than to make phone calls. Therefore, using the Internet and social media in your marketing campaign is not only wise, but it is becoming a necessity.

As the Internet with its low-cost structure grows, more businesses use Facebook, e-mail marketing, their web sites, and other social media platforms as part of their marketing strategy.

If you do not have access to a computer, but have a cell phone or smartphone, do not only use it as a toy, but also as a tool for marketing in your business.