

# Building Your Brand: Marketing and Business Concerns

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# Who am I?

- Technologist by trade
- 1980's - Started career in Tech, Created 1st business, Showcased on National and International publications.
- 2000's - Continued in Tech, founding member of cdstomper.com. eBay titanium seller in video games category.
- Today - Boutique consulting to SMBs, on technology. "I design, develop and support technologies that improve access of information for millions of people."





# Business or Home Users?

- Structure your business!
- Define who will you serve? (B and C)
- Different Hourly Rates based on who you serve? (Home vs. Business)
- Pros and Cons of flat fees (over worked, under paid?)
- Rates from local market feedback (google rates, check retailers, competitors)



# Marketing: What Is It?

- Art of Selling your self and services
- Interest potential clients (get resources)
- Advertising (Business Cards, local user group ads. Use local industry publications)
- Publicity (Shows, Computer Fairs, Basic i-net campaigns)
- Face-to-face (cheapest way)



# Face to Face Marketing

- Talk about your business (your an IT solution provider everyone needs you)
- Events (Talk, talk, Talk)
- Potential clients and referral partners (referral networks) ACN, Cbeyond etc..



# Face to Face Marketing

- Trade shows, seminars, conferences, gatherings, mixers etc..
- Mass Transit (metro, trains, planes)
- Local businesses (local chamber events, industry mixers)
- Ask for referrals - Let clients know you look for more business they will help you!



# How to Talk to a Total Stranger

- Not everyone is approachable
- Practice your “ice breaker”
- Research (event) so you know who your audience is. Stay away from politics, religion etc..(hot topics)
- Introduce yourself to each person approach those that are alone.
- Get there early it makes a difference.





# Your Elevator Speech

- What you do & what makes you different
- Something memorable
- Practice
- Show confidence
- Be ready to adjust





# Social Media Marketing

- How to choose (Which one is right for me?) FB, G+, LI, Twitter etc.. etc..
- Location Based Services (4Sq, Yelp)
- Build out your site - Build a digital footprint!
- Post on everything interesting BLOG, contributing editor, do some media.





# Specific Suggestions

- Personal vs. Business (as your self or as a business)
- Twitter (Time drain or sink)
- Facebook (How much Facebook is too much)
- LinkedIn (Post Relevant Articles)





# Creating Business Systems

- Calendar (Gdocs, Off365 or any other)
- CRM (FMpro or Google “Free CRM”)
- Automation (Make technology work for you, the same technology you will tell your clients about)
- Finances (Quickbooks, Freshbooks, FreeAgent)
- Professionals (Accountants, Lawyers, marketers)
- Virtual Assistants - Virtual PBX (Grasshopper, Ring central)

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# Great List of Resources

- <http://www.diegocardenas.com/resources>

Private: Resources

NOVEMBER 2012 MACTECH BOOTCAMP

**MACTECH**

Thank you for attending our presentations, "Building Your Brand: Marketing and Business Concerns" and "How to Make Remote Consulting Work for You" at the November 2012 MacTech Boot Camp in Long Beach, CA. Here are some resources to help you make your business thrive.

- MacTech 2012 Keynote Presentation [click here](#)

**Legal Business Creation**

- Legal Zoom <http://www.legalzoom.com/> - Easy-to-use, online service that helped people create their own legal documents.

**General Marketing**

- Website: [Duct Tape Marketing](#) - ohn Jantsch has been called the World's Most Practical Small Business Expert for consistently delivering real-world, proven small business marketing ideas and strategies

**Consulting Business Books**

- Book: [Getting Started in Consulting](#) by Jay Alan Weiss
- Book: [Consulting for Dummies](#) by Bob Nelson

**Networking and Face to Face promoting**

- [Bernardo's List](#) provides a weekly email of networking events, focusing on the tech and small business communities in different cities
- [Meetup.com](#) - Local Social Gatherings based on likes and interests
- [Business Networking International](#) (BNI) has weekly meetings for networking with a small and consistent group to give and get referrals.
- [Mediabistro](#) lists events for creative professionals
- Chamber of Commerce in your city or town
- [MindTools](#) - Top Business Tools and Techniques

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# Contact Me:

## Many More Resources:

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## Social Me:

*Please follow, friend, like and or visit me to  
ask any questions or just to say hi!*

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