

Biz Guru Ltd

www.MarketingGuerrillas.com

www.WriteAndCorrect.com



Biz Guru Marketing

Helping your business become more profitable.

Biz Guru Marketing

With growing competition it is now ever more difficult to market your business. Biz Guru's Marketing offers a perfect solution for your company's growing marketing needs. Our Biz Guru Marketing services consists of:

Telephone Marketing Strategy

To get the best from your marketing budget, it is best to decide what products and services you wish to sell to whom, where and how. Your Marketing Strategy will address how you can position your company in your market, differentiate yourself from other companies and how you can market your business.

To provide support, ideas and input to your marketing strategy, we spend about an hour on the telephone with you. During this consultation we will discuss your business, your products and services and their market. The consultation is two way and we encourage you to discuss marketing matters that concern you and ask questions of things that you do not know. As an experienced business consultant I will seek to provide answers to your marketing questions. We are not lawyers so are unable to provide legal advice.

At the end of the consultancy, you will have a clearer idea of your marketing ideas and what you wish to sell and to whom. We will have the information needed to produce your marketing strategy. Please note that this is a marketing strategy not a marketing plan. We are proud of our experience and are happy to share with you decades of practical experience. We will write and then email your Marketing Strategy to you.

Biz Guru Telephone Marketing Strategy
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\$495

Customer Contact Marketing

Keeping in contact with your customers is vitally important and in this pack we provide a number of different methods:

Articles (10): Article writing is one of the best ways to ensure that your company is known and recognized as an authority on your subject. We will write ten, keyword rich articles for you to submit to major article directories. You can also use these articles on your web site as well as split them and use them in your newsletters. The articles will be from 550 - 750 words in length, totally new and written just for you.

Press Release: To obtain maximum exposure for your business or a new product or service that you have, we will prepare a Press Release combining key word rich information about your company. The press release will be one page in the required format. We will suggest a quality service that we use ourselves as we believe that you deserve the same quality. This will get your newsletter send to 1,000's of press officers.

Company Newsletters (10): Equipped with a set of or ten newsletters a company can educate, entice to purchase, and retain their customers. They will outline the company's current focus while allowing its readers an opportunity to familiarize themselves with your vision and product line. Soon after researching your company we will provide you with a set of ten newsletters that can be used to send to your mailing list. Each newsletter will be about 300-500 words and run in a series.

Biz Guru Customer Contact Marketing
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\$495

Marketing Pack

It is important to have a series of documents to hand out to interested potential customers, suppliers and journalists.

Press Release: To obtain maximum exposure for your business or a new product or service that you have, we will prepare a Press Release combining key word rich information about your company. The press release will be one page in the required format.

Press Hand Out: If a journalist contacts you to ask for more details about your company or products, it is handy to have a hand out to support your press release. This provides the journalist with more information from which to write an article about your company. This press hand out will be about 1,000 words and expand upon the press release.

Proposal (B2B): Even though you may deal mainly with individual customers, there is always the opportunity to obtain a contract to provide goods and services directly to a company. These kinds of contracts provide regular work for a company and are highly sought after. This proposal will be approximately two pages and introduce your company and products to a prospective buyer.

OR

Hand Out Brochure (B2C or B2B): This two page brochure can be bi-fold, tri-fold or in the same format as this brochure. We can write it for B2B or B2C potential customers. It will be a valuable hand out when networking or a download from your website. It will be provided in MsWord format and PDF format. The later is suitable for printers and website download.

Biz Guru Marketing Pack

\$495

Technical Marketing

White Paper: These highlight your company's expertise and are show great detail on a technical subject. Often highlighting new trends, concepts and/or features. It is intended to be an authoritative discussion, helping the reader understand a solution to a problem or understand an issue. I will research your subject area, finding a new angle on the subject matter and then write a six page white paper for you.

Technical Articles (4): Posting these on your web site an on selected technical article sites highlights yours company's expertise. These are complex to research and write but I will write four of them, each about 1,000 words. This will provide you with a month's worth of posting.

Biz Guru Technical Marketing

\$495

Article Packs

5 Articles on one chosen subject

This is one of our most popular packages and provides you with a one month's posting on article sites and/or your website 5 x 500 words: **\$140** or 5 x 1,000 words: **\$275**

10 Articles on one chosen subject

This is one of our most popular packages and provides you with two month's posting on article sites and/or your website. 10 articles of 500 words each. **\$275**

Article Pack 1	\$140	5 x 500 words
Article Pack 2	\$275	5 x 1,000 words
Article Pack 3	\$275	10 x 500 words

Business Marketing Specials

Business Presentation Deck: Every company needs to present themselves to a potential client at some time. Let us help you be the best you can with a 10 slide and 1,000 word support document for only **\$250**.

Social Media Profile

Every company needs to market their business on social media and LinkedIn is one of the best to network on. Let me write a 1,000 word profile for **\$150**.

Case Studies

Case studies are excellent way to promote how successful your company has been with a very tricky project. Your client will be happy to mentioned as it is marketing for them as well. A 3 page case study is \$250 and this includes a ½ hour Skype call to ascertain the details of the project to be written about. **\$250**.

Technical White Papers

These are hard to research but really important to showcase your company's capabilities and speciality. They are a great marketing tool. A 3 page white paper is \$250 and this includes a ½ hour Skype call to ascertain the details of the subject to be written about. **\$250**.

Standard Proposal Documents: I will produce a library of 5 standard documents found in many PQQs and tenders. These can all be used time and time again with only minimal changes. Examples of such documents are: Health & Safety Statement, Safe Guarding Document, Diversity, Quality Document and Risk Management Document. **\$250**.

Our Terms & Policies

We are always happy to mix and match our marketing activities. Please contact us if you have a particular mix of activities that you are seeking.

For Ad Hoc work, all rates or prices will be quoted at the start of the project and are then a fixed price project.

Where graphics are provided they will be royalty free and charged as an extra.

All payments can be made by PayPal, bank transfer or debit/credit card via our web link.

All work will be invoiced before the start of the work and invoices MUST be paid within 3 days of presentation.

All articles, documents, manuals and plans are produced in MsWord. PDF versions (non editable) are available FOC.

All copyrights remain with Biz Guru Ltd until payment has been cleared.

What do I do next?

You can go to www.MarketingGuerrillas.com and make your payment on the appropriate page or contact us for more assistance. We look forward having you as our customer.

Contact Us:

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How Much Does It Cost To Start A New Business? *and loads of other questions asked by entrepreneurs.*



Starting a new business is scary and yet thousands of people start a new business every month. Taken from the hundreds of questions that new and aspiring entrepreneurs have asked The Biz Guru over the years, this book hopes to help you start or improve your business.

Such questions as “How much does it cost to start a business?” “What must my business plan include?” and “How do I find the perfect price for my product?” and 400 pages more of questions are answered in an easy to understand and down to earth manner that you can refer to again and again.

The established entrepreneur is not forgotten and common questions about running, expanding and even selling your business are covered. There are check lists, common sense solutions and examples a plenty and if you have any other questions then you can send them off to The Biz Guru who will gladly answer them for you.

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Available from Amazon or www.StartMyNewBusiness.com