



MENTOR•HER

MARKETING YOUR BUSINESS

HOW TO ATTRACT
CLIENTS

PUBLISHED ON
WEEK THREE

FOR
RUNNING A BUSINESS

WEEK ONE RECAP

Your marketing plan is all about understanding where your customers are and how you're going to reach them. As a small business owner, you don't have time to be posting 20 pieces of content every day, all formatted differently for 10 social media platforms. Not even the biggest corporate brands maintain daily activity across every social media platform. They know that they don't have to. Just like you prefer Instagram over Facebook, or LinkedIn over Pinterest, your customers are people who generally frequent one platform over another and that's where you need to be spending your marketing budget's money (and time) to get the best results. In this manual, we focus on your customer acquisition, cutting down all your demographic fragments to understand your customer's consumer behavior in more depth. You should choose two social media platforms to focus your business marketing on so you can stay focused and grow faster. At the end, we'll look at your Unique Selling Point and think of a few ways you can use this to your advantage by constructing deals and offers around it. So, let's begin by rehashing the ideas from Week One's Manual: Validating Your Business Idea.

FROM WEEK ONE:

Are you selling locally, nationally or internationally?

A

What's your industry?

B

What did you choose as your trait for your large target audience?

C

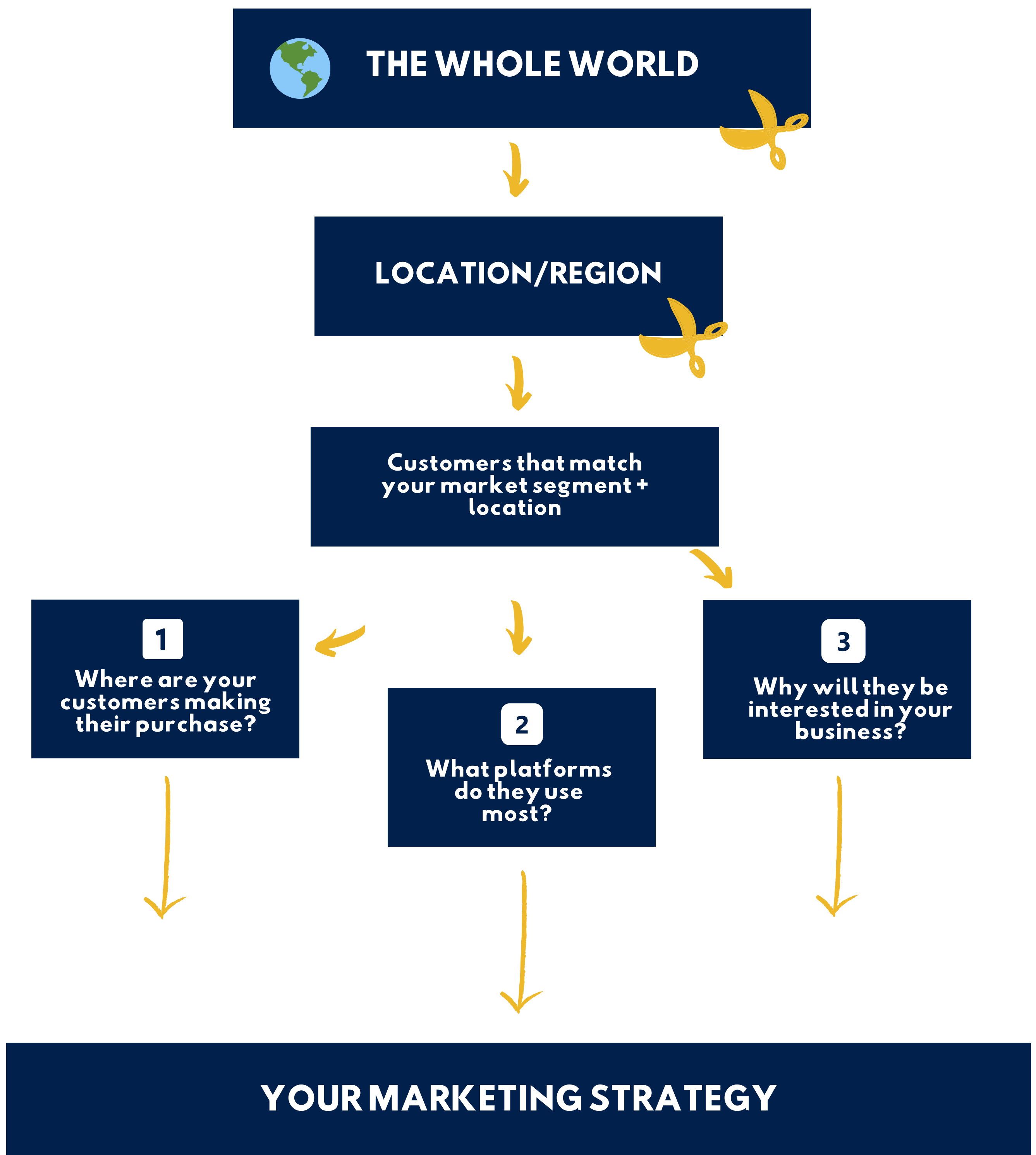
What's your unique selling point?

D

CUSTOMER ACQUISITION

Customer acquisition is the most important aspect in planning your sales and marketing strategy: where will your customers find out about your business and what you're offering?

Once you figure out where your customers come from, we can highlight the main marketing avenues to focus on. Marketing can be expensive and a big time-waster if you try and do everything at once. By focusing on the most important platforms, you can attract the right customers who are going to want your product and to spend money with you. So, we need to define your audience and really examine your customer's behaviour. So, here's how we break it down:



CUSTOMER LOCATION

Are you selling locally, nationally or internationally? _____

A

The first aspect to look at when considering your customer location is deciding **where** you should be spending your money in marketing. You want to attract people in to making a sale, whether that's in a store or through online advertisements. If they're in a shop or googling similar products, you need to ensure that they are being told about your product or service up front and being led to checkout process in an easy and simple way.



If you're running an online business, like a t-shirt or jewelry store, your customers will come from a large pool of people and will mostly find you through social media and Google. You have a huge amount of people that you want to reach. Although it includes people in your local vicinity, if you have the ability to ship your product or perform your service worldwide, your customer base will go much further than just your nearest market. Reaching a large array of people can only be achieved with online solutions.

It's important that when you're **only** selling online, you have a clear and easy path for customers to navigate your website. Your website is your business so you should consider putting effort into identifying the best sales funnels and making check out an easy and simple process.



If you're selling to people offline, your audience is coming from a local or national level where your product or service is supplied in a single or multiple store(s). Offline only means that you don't sell or take money over the internet or through your website. Because you have this direct connection with your customers who are engaging with you or your suppliers personally, you should focus on promoting this relationship offline before you move online.

For businesses stocking products with suppliers, it's important that you develop a good relationship with the representatives within these companies. Other important factors include word of mouth, personal networking, flyers posted locally and local media. If you have a local brand that's focused on you- it's important that people see your face. This adds a personal trust element that's important for you to thrive in your community.



If you have a successful business offline and want to get into online sales, moving into online marketing can expand your radius and attract even more customers. If you do choose to promote your product online, it should be focused directly on interacting with people who are already patrons of your stores and suppliers. If you can gather energy and interest with customers on the ground, you can get testimonials and build a brand and following that will come with you online and promote you through word of mouth and endorsement on social media platforms.

As you expand, online marketing will become very important. Making the right decisions early on in what platforms to use and what ones to merely exist on will be important as your business grows on its national scale.

YOUR INDUSTRY

What's your industry? _____

B

Your customers are already out there, they're already making purchases by being advertised and marketed to by your competitors. Big companies have come before you and made mistakes along the way- whatever platforms they're focused on is where your future customers are. Wherever you see their name, you need to try your best to get your brand beside theirs so that **their** customers will hopefully move over to **you**. By examining your industry and the companies already working within it, we can find out what these channels are.



Although the big players in your industry might utilize options that are not accessible to you: like television advertisements or whole page ads in the Irish Times, you'll still be able to identify where to spend a limited marketing budget on a local, national and international scale by identifying which industry your business belongs. Once you start asking yourselves these questions and keeping an eye on how your competitors behave, you'll be able to understand exactly which channels you should be spending money in.

So, how do customers find your competitors?

For offline businesses, think about some of these questions and put yourself in the shoes of their customers. Is there a banner inside the door of a shop to direct someone to a particular perfume? Are they regularly featured in magazine spots and radio shows? Are they handing flyers to local businesses and offices? Are they setting up stands and attending local markets? Are they utilizing ad spaces on the sides of buses, the back of toilet cubicles or in shopping centres? If your competitor's product is supplied by a supplier, like a supermarket, do they do a lot of advertising using the supermarket's online and offline channels without developing their own accounts?

For online businesses, if you go on your competitor's website and leave it, are you haunted by re-targeting Facebook ads demanding that you come back and make a purchase? Do they rank high on Google if you google the **type** of product or service, excluding any company name? Do they have a large Instagram following but only a few followers on other platforms? What's the normal type of content (text, photos, videos) that your competitors post on social media and how often do they do it? Are influencers engaging with them online?

As a note: If your competitors don't seem to have a presence offline or online, it may mean that they are probably focused on internal relationships, on developing their current clientele and networking within the industry and making contacts. If this is your situation, you should explore how you can also achieve a similar standard, what connections you need to make and the groups you need to join or the events you need to attend to get these connections.

YOUR BUYER PERSONA

What did you choose as your trait for your large target audience?

C

Let's go back to your niche trait for your largest target audience. This can let you know a lot about where your customers are making purchases and where you should be putting your time and money. You might have chosen traits like: age group, gender, profession or interest. By identifying what aspect most defines your target audience, and whether they are in your local, national or international area, you should be able to make more sense about where you need to be engaging with them the most. Your competitors may have already figured this out, so it's important to pay attention to what they're doing, but some times by examining the different types of audiences out there you'll find a new avenue to take advantage of.



If your audience is defined by their age range, consider what platforms they use and where they might be attracted to your business. For example, young people under the age of 20 don't use Facebook anymore, so it's important for people who want to target these consumers to have a presence on Tik Tok, Instagram and Snapchat. For an age range of 65+, online platforms shouldn't be your most important focus, you should instead look at newspapers and radio spots, alongside local flyers.

Let's say your offline business wants to attract wealthy men or women in your local area, consider where they are currently patronizing. Consider exclusive gyms, restaurants and bars, and how you could collaborate with these businesses (through print offs like flyers or perhaps a free event) to get your brand in front of the right people.

If your customers are defined by their occupation, you may be able to find that they are attracted to certain platforms. For example, primary school teachers spend a huge amount of time on Pinterest for arts and crafts inspiration. If you're looking to sell to journalists, politicians or writers- Twitter is a great platform to engage with each on a personal scale. Small businesses owners will be on Facebook and Instagram trying to engage their own customers. Or, if you want to sell to the head of HR departments, LinkedIn will be the most useful for gaining connections.

If your business has a niche audience for people who are passionate about the industry, like bicycle enthusiasts, new parents, beer lovers, etc., consider where they get their industry news. Are there associations you can join or advertise with? Are there publications or newsletters for people interested in a particular industry?

**CONSIDER WHO YOUR TARGET AUDIENCE IS, AND YOUR
BUYER PERSONA,
WHAT PLATFORMS THEY USE THE MOST AND WHICH SOCIAL
MEDIA SHOULD YOU FOCUS ON?**



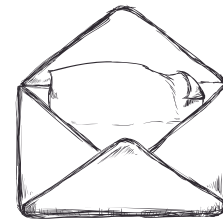
MARKETING BASICS

Some marketing platforms will work brilliantly for some businesses and not at all for others, but there are some (mainly free) ways to boost your business marketing online that can make waves for your business. Whatever your business, industry or location, you should learn the below four tactics as well as choosing two social media platforms to reach your customers.



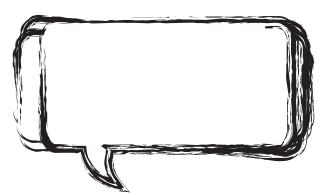
PRESS RELEASES

Press releases are the best way to reach out to local, national and international media when you have a newsworthy event. Whether it's a new product or service launch, investment or a feel-good story- if you write it up in a press release format and send it to local and national radio stations, newspapers and bloggers you never know what might come of it! There's a certain format for writing press releases, so make sure to give that a google first.



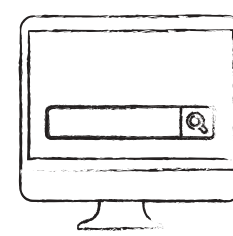
EMAIL CAMPAIGNS

All businesses should have a well-designed, easy to read email campaign that they send to their followers. This should start off with your friends and family and, as your business grows, incorporate your customers so that you can continue to keep them updated on all your news. Consider including unique offers, testimonials and photo or video content embedded in the email to engage people.



BLOGGING

There's very few businesses that won't grow from writing blog posts. It's simple: if you have a website you should have a blog. Blogging really helps improve your ranking on Google search results. Depending on your business and industry, write about what you know, what your customers learn from you or sneak peek your product or service!



SEARCH ENGINE OPTIMIZATION (SEO)

Every business should have a functioning website that works well on desktop and mobile and has clear routes to check out if you're selling online. On the last week of this programme we're going to be giving you a checklist of what you need to improve SEO, which includes regularly submitting sitemaps to Google and how to set up a Google Business account. If you haven't got a website, now's the time to start looking!

& CHOOSE TWO SOCIAL MEDIAS

Whether you're selling locally or internationally, social media is going to be important for your business. But there are lots of different kind of social medias out there and they all take time for your business to grow on. That's why we suggest only focusing on 2-3 social medias for your business. This helps you track your time and ensures that you're focusing on the right channels for your business to gain new customers. Choosing which ones are best is all about you who your customers are.

SOCIAL MEDIA PLATFORMS

There are three ways to view social media platforms. The most obvious way to utilize them is to post content on a regular basis. But you can also grow a lot by engaging with your customers on platforms (which can be costly in terms of your time) or through paid advertisements.



Posting on social media is the easiest way to get traction for your business. It doesn't take up a vast amount of time, and you don't have to spend a lot of money. Social media posts vary for businesses, but if you're selling Business to Customer (B2C) it's recommended- to beat the algorithm and be shown to the majority of your followers- you need to be posting once a day or at least every other day.

We suggest making a Marketing Plan and spend a day per week or every fortnight scheduling posts for social media. Facebook and Instagram have an incorporated platform to let you schedule posts called the Creator Studio which can help you manage scheduling, in the same way Twitter has Tweet Deck.

If you can post regularly on social media, with interesting and attractive content that shows off your business, you'll see your brand grow rapidly with more and more people engaging with you online.



Posting on social media daily, is a good start to get your business off the ground. But if you don't have a big following, it won't help your brand to spend all day creating content that nobody will see. Engaging on social media is one of the biggest ways that brands build real customer bases without buying followers or spending huge money on advertising.

This can be a monotonous, boring job but it will really help people to reach your brand and you'll find engagement and followers grow exponentially if you can stick with it!

Engaging on social media platforms can be as simple as responding to people's comments and messages. But to really attract new customers, you should be researching hashtags and other ways that people in your industry (both companies and consumers) interact with each other online. Once you figure that out, you should be trying to get your business involved in these engagements.



Paid advertising is normally the first thing people think when they consider Marketing. Where to spend your limited budget or well-earned money can be difficult.

When choosing the social media platforms to focus your business on, you'll find that each has their own unique advertising solutions to get your business in front of your customers.

In terms of social media platforms, Facebook (and, by definition, Instagram) targeted advertisements are renowned as the best way to get your business in front of the right people. It's the cheapest, easiest and most accessible way to find customers with a limited budget. Although it can take some time in the beginning for the algorithm to understand and find your customers it's generally the best way to make sales leads easily.

If you have an online business, Google Advertisements are something you should also consider spending money on.

WHAT PLATFORMS WILL YOU FOCUS YOUR BUSINESS ON?





FACEBOOK

Facebook, the online platform for connecting with friends, offers business solutions that no other social media provides. It is the only platform that allows you to integrate an online store, allows for customer reviews and the ability to post a variety of posts like text, video, photo carousels, testimonials and website links. Beside this, Facebook advertising solutions allow you to target your advertisements directly to your customer profile through location, age, gender, interests and behaviors. Every business should have an updated Facebook page, that's easy to find and features your logo, description and website links. Excluding young people under the age of 18, the platform hosts a large percentage of every population from college graduates to parents which is why it's a platform not to be ignored. The decision to make Facebook a focus for your business, with daily/weekly posts, is something you should try and test, but the platform has benefits for some businesses more than others.

FACEBOOK IS BEST FOR BUSINESS OWNERS...

- Who have physical products that they want to sell online (you can integrate your online store with Facebook Shop feature).
- Whose business relies heavily on excellent customer service (the opportunity to receive reviews).
- Who want to run ads to attract people in niche groups (targeted Facebook advertisements).
- Who want to build a community of like-minded individuals (through Facebook Groups).
- Who want to market their business and its journey to friends and family.

POSTING

For posting on Facebook, you'll find that some posts work exceptionally well, while other posts barely reach a tenth of your audience. Figuring out the Facebook algorithm is a task that you can dedicate your life to: it's constantly changing and impossible to keep up with. To have the algorithm favour your content, you should post once a day every day on Facebook if you believe that's the platform your customers use the most. You should also:

- Use square images (aspect ratio 1:1) on Facebook timeline feeds, with text taking up no more than 20% of the image. You can use Facebook's Text Overlay tool to test your images before posting.
- Post video content as much as possible as it performs better than images and text posts.
- Post positive, funny and inspirational content as much as possible as it works the best.

ENGAGEMENT

Engaging with customers on Facebook is primarily done through personal accounts on comment sections. If you want to build a community of customers, whether that's for online classes, clubs and discussion, the best thing you can do is create a Facebook group to encourage conversations among your customers. You should also always ensure that- if people comment on your page's posts- you respond to comments and questions which will boost the post to more people organically. Alongside this, always ensure you respond to messages to your page promptly to demonstrate that you're an active user of Facebook and ready to engage with people's questions.



Instagram is the visual social media platform that can give advantages to almost every business. Like Facebook, whether you chose to use Instagram daily or monthly, it's worth having some type of presence on the app. You can use Facebook's targeted advertisements through Instagram too, which is something to take advantage of if you're interested in spending money on your marketing budget. Instagram gives your customers the opportunity to visualize your business, whether you provide a product or service. It's important that you have interesting, real and clear content for Instagram. The accounts that perform the best have similar styles and recognizable branding across all their content from their logo to timeline to stories.

INSTAGRAM IS BEST FOR BUSINESS OWNERS...

- Who have physical products that they want to sell online (you can integrate Instagram Shops via Facebook Shop).
- Who have a business that's all about your personal brand: you can show off your day to day life and engage your possible customers in conversation and live videos.
- Who have a lot of image and video content of your product or service.
- Who have a younger customer demographic anywhere from 18-35 years old.

POSTING

It's recommended that you post 1.5 times a day. To maximize your reach, every timeline post should include:

- A clear image with minimal text, try to use actual photos of your business if you have any and stay away from photos that are unclear or stock images.
- The inclusion of a location. Attract new customers by using the location where your customers are located, even if you're not physically there.
- Hashtags. You can use up to 30 hashtags per post. Although a lot of people will tell you that using all 30 is a bit of an overkill, if you want to reach new customers, it's often a great way to get your business noticed. To use hashtags, you should research what your competitors, industry and customers use.
- Tagging. Always ensure you tag the businesses, brands or collaborators that are involved in your business.

For posting on stories with Instagram, posting 3-4 story posts a day works well, especially if you can repost or tag other small businesses and influencers and engage with them through stories. You can also include gifs, polls, questionnaires and the Instagram live feature to promote your community.

ENGAGEMENT

Engaging with your followers on Instagram by liking, commenting and following accounts is one of the most important aspects if you want to grow your following on this app. Engaging with accounts that might be potential customers can drive a huge amount of traffic to your site but it can be time-consuming. Bulk liking, commenting and following people is a strategy that is used by a lot of small businesses that want to grow with real followers quickly (as opposed to buying followers online). Authentic followers are going to bring you actual money so it's important to have a real following. Many people will spend their mornings or afternoons researching hashtags, customer locations, or similar accounts and then flying down the list of accounts and liking, commenting and/or following every account on the list without paying much attention. Although it can feel a bit robotic, it does drive people to your account. Beware, if you do it too much, Instagram will block you for an hour or a day for unusual account activity.



TWITTER

Twitter is the self described micro-blogging and social networking service that's popular with anybody who wants to share an opinion, insight or funny tidbit. It's the platform for conversations, news, discussion and opinions that will suit some businesses very well. Your business should be utilizing Twitter if your brand or your customers are interested or relevant in the news, maintains a certain opinion or likes to engage with discussion. It's the best place for bloggers and journalists and businesses that are run on a personal brand. If your small business doesn't fit into those categories- you should use Twitter only occasionally, to post news and photo or video content about your business.

TWITTER IS BEST FOR BUSINESS OWNERS...

- Who have an opinionated, social, political or conversationalist brand.
- Who want to engage with customers through 1 to 1 online discussion.
- Who have a personal brand that's based on your day-to-day life.
- Whose customers are journalists, bloggers, business owners or similar people who frequent the platform.

POSTING

If your customers are on Twitter, and you want to spend time on the platform, it's recommended that you post 5-10 tweets a day. Research shows that posting a lot of tweets won't lose you followers, so you can go far beyond the recommended 10 if you feel it's a good idea!

To maximize your posts, Twitter recommends:

- 1 or 2 hashtags per tweet
- Use video, images and gifs as much as possible
- When you're posting images the recommended aspect ratio is 16:9.
- Take advantage of Twitter's insights and analytics to continuously test what works best for your brand.
- Engage with your customers for feedback through conversations and polls.
- Use interesting, funny, stylistic and interactive tweets.

ENGAGEMENT

Engagement is the heart of Twitter and is a must if you want to attract followers, encourage discussion and for people to engage with you or your brand. You should be liking and retweeting content that you feel amplifies your brands message or corresponds with your industry. Engage with people who you feel will respond to you, augment your position on the platform and make more and more people interested in what you're offering.



LINKEDIN

LinkedIn is the world's largest professional networking platform and can be beneficial for a range of businesses and business owners. Like every other platform, you and your business should have accounts on LinkedIn so that people can connect with you and view your business. For most people, posting on LinkedIn now and again will be sufficient. Whether that's for a news event, product or service launch or just to let people know how your business journey is progressing. For others, using LinkedIn daily can be very beneficial depending on what type of customers you're trying to attract.

LINKEDIN IS BEST FOR BUSINESS OWNERS...

- Who have a customer demographic that are **other** business owners who you want to attract to buying your product or service.
- Who have a customer demographic made up of people in corporate careers, whether that's HR, Sales, Marketing or executive positions.
- Whose customer demographic are companies whose employees you can reach through LinkedIn.
- Who has a political, social or newsworthy brand that needs to be constantly engaged in conversation with other people in order to attract customers.

POSTING

Posting on LinkedIn is similar to Facebook, as it offers a wide range of content including text posts, video, images, polls and articles.

Sharing relevant blog posts and articles is a great opportunity to share things with your professional network. Any time that you share on LinkedIn, you should be adding your own comments and encouraging people who might see your post to engage with you by asking questions.

If you're gaining leads from your customers on LinkedIn it's important that you're creating your own content, whether that's articles about your opinions or your industry at large, video tutorials or images demonstrating your product or service. Any post that you have that's your own content, you should brainstorm as to whether you have any associates you can tag in the post, and use relevant hashtags that your customers might be able to find you by like #irishbusiness, #womaninbusiness etc.

ENGAGEMENT

Commenting and liking other people's posts on LinkedIn is an excellent way to show people that you care about their journey and you're committed to helping them at any stage you get. Always connect and support the people that you actually know before attempting to connect with people who might be right outside your circle. Reacting to posts is definitely the safest way to go, but if your customers are getting hundreds of likes on their posts, commenting might be the best way to stand out. When you're commenting on other people's post, try to add value to the conversation and encourage a comment back instead of offering just praise.

OTHER PLATFORMS

Here are some other platforms to consider, depending on your demographic and customer profile:



TIKTOK

TikTok is the platform for short-form mobile versions that's been widely discussed in the news recently. The app is mainly intended for influencers, younger people and although it's easy for celebrities to go viral, it's best to stay away from it if you want to develop a serious brand.



YOUTUBE

YouTube is a video-hosting platform that's perfect for businesses who are uploading a lot of tutorials or demonstrations of their products and services. You can easily integrate YouTube videos on most websites and use it as a platform to display your work.



WHATSAPP

WhatsApp is the messaging platform that is great if you want to encourage a community of people with ongoing discussion. You can do this by sending your customers a link to join a group chat and have a weekly schedule for different subjects to encourage conversation.



PINTEREST

Pinterest is a visual platform, excellent for reaching customers in international markets. If your product ships worldwide or your service is internationally available- you can use Pinterest to drive traffic to your website by posting images that link back to blog links among other pages on your website.

CREATING AN OFFER

Now that you have thought more about where your customers are making their purchases and the best places to find them. You need to create an offer that will get them excited about making a purchase with you. Creating an offer and running campaigns is an important part of your market strategy. To attract people to your brand, it's important to consider why your business is different from all the other businesses out there. If you see how unique your business is, you should be demonstrating this to your customers. Although your Unique Selling Point is important, it can also be beneficial to go beyond it by encouraging new customers to come on board and take a chance trying out your business by offering discounts or freebies that are attractive.

Let's start with your USP:

What's your unique selling point?

D

Considering your answer from Week One, you might have chosen one of the below choices as your USP:

- A. You found a gap in the market
- B. It's a local business that people need
- C. You've Invented something Brand New
- D. You're Bringing Something New to The Table

As much as you may feel that your Unique Selling Point should demonstrate exactly why someone should buy your product, by offering an introductory offer- they'll be able to test it themselves and take the risk of spending their money with you. You should brainstorm exciting and interesting ways to utilize your USP in content marketing to demonstrate why it's unique to everything else that's come before it.

The majority of your content that you create on social media should be about why people should buy your product or service: **why** it's brand new, **why** it's different, what the new addition is and the most important aspect of all, **why it's beneficial**, why your customers will benefit from making a purchase and in what way will it positively impact their lives. If your product or service is entirely based on your own image, personal brand or expertise, you might feel that developing the right story will make up a large strain of your marketing strategy, which is something we'll be developing next week.

The rest of your content should be targeted campaigns to either attract brand new customers or get current customers to try new products and services or things that aren't selling as well as they could. This is made up of offers that people who don't know much about your business to become attracted to.

Offers should still make you a profit on your product or service and should be achievable over short amounts of time like a week or month. Consider what you and your business can afford to lose on a sale by going back to last week's manual about Making a Plan before you consider the options on the next page.

CREATING AN OFFER

Depending on what stage your business is at, considering offering your followers or customers an introductory price or opportunity to buy from you can be highly beneficial in getting you off the ground. Whether it's a social media campaign on Facebook or Instagram, a Google Advertisement offer or something flashy to stick on a flyer, making people *feel* like they're getting the best deal in Ireland will make your business memorable. It can also help you build up a customer base to keep people coming back. We don't recommend having an offer for your business running all the time: the key to a good marketing campaign is to have a time limit on it, so that people feel incentivised to take advantage as soon as possible. You should run campaigns for sales and discounts only when you feel your business could do with the extra little push. This most likely will occur at the beginning of your business launch or when you launch an extra product or service or a seasonal time in the year when business might be a bit slow in general.

A DISCOUNT

Consider discounting your product or service. If you're selling a lot of products or services at once, consider discounting one by a percentage point like 15% or 25% off. This could be one of your products that doesn't sell well, or a service that you make the most profit on. If you're discounting a product by a percentage point, make sure you're still making a profit! When looking at discounting, whether it's by a percentage point or to a number like €99, be aware that consumer psychology indicates that people are more attractive to things that are priced with an uneven number at the end. Keep this in mind throughout your pricing model. People feel like they're getting the best deal if you tell them the price for a product or service is €879 rather than a whole number like €900. Discounting can also apply when you're packaging or grouping products or services together. If a customer has already continued to check out with the original product or service and you offer them 50% off another product at checkout when grouped with their original choice, you may be able to make a bit more money.

A FREEBIE

If you feel like a discount won't work for your business or you can't afford to take another cut to your margin, consider what freebies you can add to your business to encourage sales. Generally freebies are often offered to new customers, like a free trial, a free consultation, free delivery or a free gift with products. Making your customers feel like they're getting more for their money will be great in making people continue to check out your business and give you a try in the beginning.

GUARANTEE

For some businesses, you can offer a guarantee to your business. You'll see a "100% money back guarantee" with large companies like mattress companies, household products or online shopping. If your business is one that can give a guarantee, it can demonstrate how sure you are that they're going to love what you're selling. It can also give consumers the ease of mind that they can return their product and get money back if it doesn't work for them which may entice them to make a purchase.

NEXT WEEK...



MENTOR•HER

YOUR SALES PITCH

HOW TO TELL YOUR STORY
TO MAKE YOUR SALE

PUBLISHED ON
WEEK FOUR

FOR
RUNNING A BUSINESS