



Apocalypse Online: The Small Business Owner's Guide to Self Promotion in the Online Marketing Wars

Allen L. Harp

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One of the greatest cataclysms a business owner can face is the ongoing loss of customers. According to the experts 20% of the population moves every five to seven years. Add to that lifestyle changes that are brought about by death, divorce, sudden loss of employment, promotions, retirement and debilitating diseases and you have a growing threat to your business. You have the potential to lose 20% to 30% of your customer base every year. You need to actively market your business continually just to break even. If you ever want to increase your business, you will really have to forge full force ahead with your promotion efforts. It is at the darkest of times like these that the forces of evil appear. They will play on your emotions and your fear of losing your business. Once they have you under their spell, they go in for the kill. They offer you the magic bullet, the holy-grail of marketing, the long lost secret manuscript of the ancients, the most technologically advanced super software that will solve all your business problems over night with the ability to increase your profits 100 fold. There have been so many snake oil salesmen in recent years promising results they couldn't deliver that many business owners have been burnt. Some were burnt so badly they let their customer base shrink farther and farther each year because they are afraid of getting burnt again. It is high time someone threw them a life line and let them see that the forces of good do exist and are ready to help.

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