



Date: Saturday, 01-24-2009

Session Title: Entrepreneur Workshop: No Cash? No Problem! Bootstrap Ways to Build a Promotional Platform as Your Product Launchpad

Presenter: Kathy

What should I take away from the session? (Summary):

Outline with active free resource links @ <http://budurl.com/pca1>

Notes (key points, book suggestions, website suggestions, etc)

Social Media

Go to Amazon and search reviews to get insight into prospective customers.

Leave reviews and create buzz before your product launches.

It can take 10 times to convince someone to buy but only one slip up to lose them completely.

Use social tools to build relevance, authority, and credibility.

Support other people. Don't just go on and on about your product(s)

Use keywords to turn up search results.

Draw a line between what you will give away for free and what you charge for.

Start a blog with dynamic (constantly updated) content. You don't have to post everyday. Feel free to accommodate your writing with your lifestyle.

Offering bonuses for product launches.

Sponsor philanthropic events.

Volunteer for a beta testing. It could open up opportunities to be interviewed about your experience with that product. This will help build authority and make you appear as an expert.