



What's New ?

Payroll Deductions

Employment Insurance Premium Reduced to \$1.80 for 2007.

Maximum employee premium: 720.00. Max employer premium: 1008.00

Max employee contribution: 1989.90. Max self-employed contribution: 3979.80

Payroll tables changed in January. Order updated Tables on Disk (TOC) or use the new: Payroll Deductions Online Calculator (PDOC)

www.cra.gc.ca

Ask the Expert

Question: I'm ready to market my business. Where do I start?

Many new business owners jump enthusiastically into their first marketing activity -creating a flyer, advertisement, brochure, website or other marketing material. What's often missing, though, is a critical first step - a clear, specific, detailed understanding of who their target market is.

Don't Make This Common Mistake.

People often believe they have to broadcast their marketing message to everyone who is breathing. The logic goes like this: "Well, the more people I send my message to, the more customers I'll get."

So. They send thousands of flyers in a mass mailing, or place one bid ad in the popular newspapers for the initial splash. And they wait. And wait. But nothing happens.

Why?

1. Most dollars are wasted on the wrong people. Only a few have the problem you want to solve. Most of that group won't

pay much attention to your message. The rest? Won't even glance at it.

2. You blow the budget all at once. A sobering fact: you need to communicate with someone 5-7 times for them to remember you. By focusing your efforts on only one promotion, you pretty much guarantee no one will call.

3. Your message will be weak and irrelevant because you are trying to appeal to everyone. The result? You appeal to no one.

Increase Your Odds of Success

Nail down every detail of your target audience - age, income, geographic location, gender, education level, interests, attitudes etc. Create a clear mental picture.

2. Research the best way to get to them. Do they read health magazines, community newspapers, or online newsletters; listen to the radio, surf the web, go to cultural events, attend

conferences?

3. Communicate with this targeted audience more frequently. Instead of a one-page ad every six months, take out quarter page ads, (or smaller) every month over six months.

4. Customize your message to this audience, and experiment. Change the headline. Change the image, colour, font, body text. The key is to only change one thing at a time so when you see a spike in sales, you know what caused it.

5. Measure effectiveness. Keep a record so you can focus on what works and ensure the best possible return on your investment.

By
Harp Arora
Marketing & Branding Expert

Sedona Communications

www.sedonacommunications.com

WRSBC Welcomes New Sponsor

ARGYLE

FINANCIAL SERVICES INC

Back-office business and financial specialists for small business

The Small Business Centre is thrilled to welcome **Argyle Financial Services Inc.** as its newest corporate sponsor! Craig Keller, CA and his team of professional accountants are extremely focused on giving entrepreneurs and small business owners the information they require to succeed. Argyle Financial Inc. has over 25 years of hands-on accounting experience and offers a variety of services including: tax preparation and remittance, financial reporting, and payroll procedures. With a genuine interest in pointing their clients in the right direction, **Argyle** will be conducting several financial seminars in the Centre in March (see page 4).

For more information about **Argyle's** services, please call 519-888-7900.

www.argyleca.ca