

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES, The Newsletter . . . Every Byte Counts!

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## BUSINESS ISSUE #50: The P.R.O. Part 1: An Introduction

**W**hat does it mean to be a professional? In other words, what is a P.R.O.? That is the topic of this *Business Issue* and our new acronym. The P.R.O. is a professional person who promotes, produces or proceeds in the most responsible manner. The acronym P.R.O. is based on this business concept.

*There is a tendency for two things to occur when new businesses and ventures begin to seek business by offering and promoting their wares:*

- *Marketing to the masses in an attempt to reach the most potential clients*
- *Casting a wide net to catch as many clients as possible by offering as many services as possible*

Although these tendencies may seem to be the logical thing to do i.e. *casting the broadest net to catch the most fish*, I believe that they can actually work against success rather than towards it. Let me explain how. Unless products and services are offered by a large enough company with sufficient staff to handle diversity, sticking to what one does and knows best is essential. In other words, *specialize to offer the highest quality*

*products and/or best services.* This issue of people power comes into play especially for smaller ventures.

With both small and large organizations, branding can become a challenge as well. *Branding can be tricky for a company that does many things. I strongly suggest that entrepreneurs and owners of small businesses F.O.C.U.S. and be the P.R.O. using these concepts:*

- **SPECIALIZING** by offering what you do best as your primary services or products.
- **NICHE FISH** your target market to 'catch' the right clients; seek the people who want rather than need you. Avoid trying to convince everyone in the world of your potential **V.A.L.U.E.** to them.

The above ideas may defy the kind of logic that says more efforts lead to bigger results. But the P.R.O. knows that better efforts bring profitable results.

Visit [our website](http://www.AlisonsArt.com) to learn about the Alison\*s Art, Inc. **MARKETING BYTES Business Marketing System**, For the Success of Your Business, Organization, Projects, Events or Ideas. **Read Marketing Bytes . . . Every Byte Counts!** 120908

*The P.R.O. is  
one who  
PROMOTES, produces,  
proceeds  
RESPONSIBLY only  
in his/her  
OCCUPATION*