

An Introductory Video for Small Business Owners

CREATIVE MARKETING IDEAS, STRATEGIES, AND TOOLS

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Are you just starting a small business?

Or have you been in business a while but you're struggling to get the income and peace of mind you want for yourself and your family?

You're in the right place. I'm Andre Palko, and my purpose here is to help owners and managers like you to succeed.

When I was in my 20's, I started a business. In short, it was a spectacular failure. It could be a case study in working hard, but not smart. However, it taught me more about business (and life) than any college education ever could.

And it's what made it possible for me to experience the other end of the business spectrum. I learned from that experience to reach out for help and found people who showed me how to get it right.

I got to start a business that made it to the Inc 5000. We went from working on the kitchen table nights and weekends, to being honored as one of the fastest growing private companies in the USA.

Take a look at my [Small Business Rainmaker blog](#) and you'll see I have a passion for helping small business owners to survive, and beyond that, to thrive. Some of the creative small business marketing ideas I share generate millions of dollars in sales in various businesses.

Here's the problem I see over and over—owners struggle to cross that great divide from failure to success—just like I did. It's as if there's an invisible barrier that keeps them from making that leap from "I'm just getting by" to "I'm making a comfortable living, saving for retirement, and going on vacations!"

This is confirmed in part by a 2017 [Marketing Trend2017 Mars Report](#) from Infusionsoft, in which they found 70.8% of small

businesses do all their marketing in-house. However, this segment is also the least satisfied with their marketing results.

Why is this? What's the problem? After all, there is SO much small business marketing information available online—much of it free, and lots of it good. Search for anything and you'll find millions of pages of content.

No doubt about it, we're in a digital age. There are thousands of tools, resources, software, and technologies available to help small businesses be more effective and profitable.

That's good. But that's the problem too. The choices are overwhelming. How do you select from thousands of possibilities?

What happens is that thanks to information overload, I see owners avoid taking any action at all. Or they don't bother to use what they have to its fullest. Or all too often they simply trudge along as they have been, dissatisfied and frustrated, wondering why others seem to get ahead.

Have you ever felt this way? Maybe you're feeling it right now.

Mind you, so far, we've only talked about marketing. Let's not forget all the other daily tasks and headaches you can't avoid—sales, day-to-day operations, paying bills, collecting money, or simply trying to eke out some quality time with your family and friends...on top of marketing.

Plus, there's always one fire or another to extinguish and that's your job too. You make a living but the success you want and deserve always seems to be just out of reach, no matter how hard you work.

The answer to this problem is simple, and the clue to solving it is found in the study I just quoted. It showed that in-house small biz marketers are the least happy with their results.

So, who is most happy with results of their marketing? The answer—those who turn to outside help.

That was the key that helped me to cross that great divide from failure to success. I looked for outside help from others who had been through what I was experiencing and who had come out on top.

It worked. I got a perspective on marketing that showed me how to cut through all the noise, digital and otherwise.

First, I adapted a few proven, "old school" marketing strategies and tactics passed along to me by my mentors. These are the kinds of evergreen marketing ideas that work for you year after year, no matter what the current fads are.

Second, I learned how to tap into the unchanging nature of human psychology.

Surprisingly, this "old school" perspective also helped my new-school digital marketing efforts.

Seeing others struggle to cross this divide into business success is what compelled me to start the Small Business Rainmaker.

Today, my job is to help owners like you get the life you want by focusing on a few of the right things, to help you avoid the distraction and frustration of a never-ending succession of fads and gimmicks.

I love sharing what I learned from both my business failure and my success. It's a way to help you avoid mistakes and run your business in a profitable and meaningful way. It's a way to make a difference in your life and in our communities.

If you're struggling, I promise that you don't have to live this way. The fact is you can have the financial success you want and work less than you do now.

You can start right now with our free weekly newsletter. In it you'll discover simple business tactics to help you grow and manage your business in ways you never thought possible.

The easy strategies you'll read about in the newsletter don't require any business experience, or a business degree, or an MBA. In fact, formal education (which some of my friends call brainwashing) can be a disadvantage in running your small business.

Heck, I got my start by packing boxes and operating machinery for a commercial printing company. My point is that you can start from any level of business experience and make it work the way you want it to work.

With the right tools and a push in the right direction, you too might find yourself being named to the *Inc. 5000* list of fastest growing companies in North America. For me, the *Inc. 5000* honor was a lifetime dream come true. Believe me, if I can do it, you can do it too.

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