

How to Take a Product to Market

-I have an idea/product—now what?-

Having a fantastic idea or a product is only the beginning of your business journey; furthermore, getting your new product out into the world may be challenging and expensive. Consider the following six step formula to begin your journey.

- Who wants or needs your product?
 - Who are you targeting e.g. children, pregnant moms, young females etc.
 - U.S Census Bureau-Tooele may help
- What communication channels are available to you?
 - What channels would suit your target and product best? E.g. internet, radio, face-to-face, Television, Newspaper and/or social networks.
 - Radio: http://www.ontheradio.net/metro/salt_lake_city_ut.aspx
 - TV: <http://www.utahmediadirectory.com/utah-television.htm>
 - <http://www.submitmyinvention.com/submit/aseenontv>
 - Billboards: http://www.oohcenter.com/outdoor_advertising/Utah/Tooele_County/Tooele/84074.aspx
 - Newspaper: <http://www.usnpl.com/utnews.php>
- Where are you and your customers located at?
 - Are the majority of your customers in a different state?
 - Are they in parks, night clubs or church?
 - <http://quickfacts.census.gov/qfd/states/49/49045.html>
 - UT at a glance <http://www.bls.gov/eag/eag.ut.htm>
- When is the best time for you to market?
 - Seasonal, nighttime/daytime.
- Why would your customer buy this product?
 - Why do they need it? This can awake other similar items that you may combo advertise with.
 - <http://try.surveymonkey.com/?gclid=CIGhnJ3v36wCFQJ8hwodhHUIpQ>
- How do you differ from your competitor?
 - How is your product better? Let your target know. Build a prototype.
 - What will persuade your target market to make a purchase?
 - How is your competitor or possible substitutes to your product marketing?

Along with these basic questions, you might consider the following:

- ✚ Form a vendor focus group with business that serve the same client, but do not compete. Set up semi regular meetings and discuss how to help each other e.g. combining buying power from vendors.
- ✚ Get involved in community activities e.g. charity. This will built trust and reputation.



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