

## Bartering Tips

Bartering and swapping were the very first examples of commerce techniques. You swapped your excess fish for someone else's fishing nets, or your excess grain for flint knives and so on. And the motivation wasn't just for economic gain, it was to build and cement relationships between people.

Here are some ways you can use this traditional method of Bartering to increase your business:

Firstly, think of what you have to offer in exchange for goods or services that you need to market your business:

- put up free advertisements in your newsletter or on your site
- offer free consultations in your area of expertise
- give away one of your products
- offer a discount to buyers referred by your partner

Next, approach businesses. Choose those businesses that are complementary and non-competitive:

- if you're in public relations, offer a local publisher free advice on increasing readership in exchange for free advertising space
- if you're a web designer, offer to update web sites of selected sites if they will post an ad and recommendation for your site
- if you publish flyers, offer a discount if a short ad for your services is printed on every flyer
- if you sell software, choose someone who works in the field, then give your partner a free copy in exchange for a review that can be published on your site
- if you sell real estate, partner with a mover and offer all your clients a complete service for their move (discounted moving costs and discounted agent's fees)

Finally, formalize your arrangement with a simple agreement in writing. Set out clearly the obligations for each partner and include full names and contact details for each party. And be clear about the length of time the agreement will be in force. Email makes it possible to instantly send these to each other and to maintain a copy so that each side has a record.

**THIS IS A 2-PAGE FORM.**