

20 Straightforward Tricks

to Pull in MORE Customers Using LESS of
Your Time and Money



Finding the Best Marketing Help

How to entice more customers

How to crank out more profits

How to trim down costs

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Introduction



"Now my service is apart from the rest of the competition resulting in an increase of leads and policies sold."

Carlos A. Diaz, Owner, Diaz Agency, San Diego

"I learned how to expand my client base, increase my revenue and income..."

Ghada Jadallah, Personal Chef, www.dashofsaltnpepper.com

"...certainly lead to solidifying Green Lizard Lawn Care's brand and in turn increasing sales."

Nicole Davis, Founder, greenlizardlawns.com

"...will help me reach out to new customers, I would not have known how to reach."

Harland Henry, Business Consulting, www.sunbizshowcasealliance.com

"...the tips have increased visibility resulting in more new patients."

Jason Hurley, Chiropractor, Tampa

"...the more thought I gave it, the more sense it made: book more clients, increase our profit margins."

Sherry Lee, www.caymanvillas.com

"...ideas I haven't thought of in the 12 years of running this [business], thank you very much."

Robert Dickey, R&T Computers, www-rtc.no-ip.biz

In this economy, many small business owners are looking for ways to gain more customers, cut costs and reduce expenses.

Throughout this guide you will learn 20 tricks to accomplish those goals.

And, there's nothing complex or highly technical about these tricks. They can easily be implemented by the vast majority of small business owners. The most important thing will be to take what you learn from this guide and put it into action.

With that in mind, let's get started so you can begin growing your business...

Question 1:

How can I attract more customers?

Trick 1:

One of the most effective and easiest ways to attract new clients is to get existing, loyal clients to buy more and additional products from you. Think about it: you have already established a relationship with them so why not continue with that relationship?

Consistently offer them new and valuable products that reinforce the trust they have in your products and your business. Keep the communication (emails, newsletter, calls, videos, etc.) with your customers very informative so it doesn't feel like you are hard selling them with each message.

For example, a personal chef sends her existing clients an email newsletter with her newest weight-loss menus, tips on how to preserve cooked meals, tips on how to organize a birthday party, a graduation, a wedding, etc.

When she then offers you her catering services for your next Holiday Party, you will think of her as an expert you came to trust and most likely schedule the event with her.

On the other side of the scale lies, of course, finding new customers. One of the major and most effective ways to entice new clients is to join forces with other complementary small businesses. What I mean is you look for small business owners who offer a complementary service/product and create a [marketing partnership](#).

Think of a hairdresser partnering up with a spa for example. Then you agree to offer each other's services or products to each other's clients. By doing this you get exposure to a whole new client base. Setting up a [marketing partnership](#) is a very simple process and has nothing to do with a legal partnership.

You make your potential partner see how they will benefit from the partnership, agree on who does what and off you go. It's a WIN-WIN situation for both parties involved.

For example, you could look for another business that sells tangible products and delivers them to customers. If you're selling organic body products, put a tiny organic sanitizer and your product catalog in the box of a business that ships back massagers to buyers.

[Marketing partnerships](#) typically yield one or more of the following benefits:

- ✓ increased sales
- ✓ expanded customer base beyond its current limits
- ✓ less risk than some other marketing strategies
- ✓ no cash requirement
- ✓ creation of a virtual advertising budget rivaling a larger company
- ✓ boosted the company image or brand
- ✓ broadened product/service offerings
- ✓ made it easy to enter a new market/industry
- ✓ tough to duplicate for the competition
- ✓ used as a surplus inventory liquidator with no discounting
- ✓ got customers one would never have reached otherwise
- ✓ increased cash flow
- ✓ removed geographic limitations

All you need to do is to be open and look for possible partners that can help you promote your business. And, if you really think about it, there are potential marketing partners just around the corner.

Another means of gaining new customers is by referrals from current customers. The straightforward method is to simply ask for referrals every time someone buys from you. Of course, to make it worth your customer's while, you can offer them a reward for their referral, such as a percentage discount on their next order or a free gift, redeemable when their referral has completed their first purchase with you.

Additionally, to entice both the referrer and the referree, you can provide your customers with referral certificates they can share with their friends and colleagues. The certificate can be for a new customer gift or discount. The certificate will have a place for the referrer to write their name, so when the referree redeems their certificate, you know who referred them and can reward them.

Maybe, every time someone buys from you they get a free T-shirt to help spread the word about your company.

The right referral program can be a WIN-WIN-WIN for you, your customer and your new customer.

Question 2:

How do I increase my profits?

Trick 2:

Typically the three ways to increase profit are: increase your sales volume (leaving everything else the same), increase your sales price or reduce your costs.



The first technique in boosting profits is developing a good rapport/relationship with your existing customers, as mentioned earlier. This will help increase the value of your average sales transaction and the number of times customers buy from you.

The second method was increasing the number of customers by partnering up with other businesses and sharing your client base. That way you both grow your business influence and create a more dominant market presence.

Or, you can tap into other new client base's. For example, a dietitian can give a nutrition or weight-loss talk to clients of a personal injury lawyer and chiropractor. This works because the lawyer and chiropractor see this as an opportunity to meet each other's clients. They invite prospects and provide the space. After the event the dietitian follows up with a CD of the talk or other valuable information.

Increasing your sales price is, of course, another way to raise your profits. As most business owners, you might think that price is the number one purchase criteria with your customers. Research studies show however that selection, customer service, quality and confidence in the product/service are usually equally or more important.

And most of the time this means that you may be undercharging and earning lower profits than you could. To overcome this stumbling block all you have to do is persuade customers that your product/service is different. This is often referred to as differentiating your product/service. After doing that, you

can seriously think about increasing your pricing as a way to increase your profits.

But how do I differentiate a product that is a commodity you may ask? Well, you give prospects/customers something that **improves their lives**. The Michelin Guide comes to mind.

As most people will tell you, Michelin makes tires which are clearly a commodity product. So, to differentiate themselves what they came up with was a travel guide for car owners. The travel guide not only created brand awareness for the Michelin products but also gave car owners, old and new ones, the confidence and knowledge to take trips more easily and more often – wearing down their tires, naturally.

Another way to raise profits is to offer related upsells to your product. Because of the higher perceived value of the transaction the customer is buying.

For example, if you sell fountain pens, sooner or later the customer will need ink, so why not offer an extra bottle of ink with the pen purchase at a discounted rate? That way, they save money while you just increased the value of the transaction. If you sell inkjet printers, offer ink. If you sell shoes, offer shoe polish. Pretty easy, isn't it?

Last but not least is reducing costs as way to grow your profits. We will discuss this in detail in the next question.

Most important to remember here is to pick one specific method you want to use to boost profits and then create a clear step-by-step plan on how to execute it. Once you have implemented one technique, move on to the next one.

And finally, measure which method the most effective one was for your business. That way you know what to further optimize, systemize and duplicate to gain even higher levels of profitability.

Question 3:

How do I reduce my costs?

Trick 3:

Reducing your costs as a small business owner can make all the difference. And thanks to the internet and globalization it is not a far-fetched goal for you anymore.

The internet and social media sites make it possible to share your business and services globally. Facebook, Twitter, LinkedIn, YouTube are the most common sites where you can set-up an account for your business and start networking and get connected.

Another big way to promote yourself and your website now is through “organic” search engine optimization. I know this is a mouth full but all it means is that there are free ways to get your website exposed and looked at. And the more your website gets looked at, the more the search engines will look at it as an authority site on the subject and bump it up on the search results pages.

There is much training and hype about this method but I want to keep it simple and clear for you here. So one of the things you can start doing is look for forums and blogs related to your business, product or service and start leaving comments and tips on there including a link to your website.

These comments and tips need to be informative and helpful to the readers and not come over as hard selling your business. Another way to help get links into your website is to write articles (or get someone to write articles for you) about your business and post them on Ezinearticles.com.

Again here the articles are not sales/promotional but providing your target market with valuable and trustworthy information. And at the bottom of the article you add your website link and what you are offering.

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