

**Strategic Business Promotions:**

**"101 BEST-DAMNED! Business Promotion  
Strategies  
You've Never Heard Of  
Before!"**

**By Peter G. Jovanovich**

<http://www.strategicbusinesspromotions.com/>

Publisher of the highly acclaimed

**Strategic Business Promotions Newsletter:**

"Strategic Business Promotions

To Explode Your Sales and Profits, Grow Your Business and  
Out-Fox Your Competition!"

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***“Dare-To-Be-Different...” Strategic Business Promotion is the art of 'strategically' implementing unique ideas and specific strategies to make you stand out from the rest of the 'ho-hum' crowd. Using the right strategies will give you the distinct advantage to out-fox, out-smart and out-promote your competition... Guaranteed!”***

***- Peter Jovanovich (2008)***

## **Introduction**

**Hi! I'm Peter Jovanovich. For 35+years, my businesses have earned millions of dollars doubling and tripling sales using many of the business promotion strategies you are about to discover. My 'niche' through the years has been in the hospitality biz...buying, selling, marketing and promoting my way (to the top using *very specific strategies!*) in the hotel and motel and bar/restaurant biz. ***YOU will be privy to these specific strategies.*****

**It's been a fun and wild ride...from my first venture in Cornwall, Ontario...to the beaches of Miami Beach...to the shores of Port Dover...and, finally, to my recent venture (which I sold Friday April 17, 2009). You can see my 'mug-shot' (and that of wife, kids and friends) at [copperscornerbar.com](http://copperscornerbar.com)**

**YOU might be thinking, 'Well how am I going to help YOU in your business?' The bottom line is, 'It's ALL business - no matter what kind of business you are in...we are all looking for *specific strategies* to get customers through our doors or to our web site - it's all about getting “traffic”- no matter how! And that, my friend, is what I'm going to show you how to do in this e-book and in my “*Strategic Business Promotions Newsletter.*”**

**First of all, let me **personally thank you** for stepping into the realm of “*101 Best-Damned Business Promotion Strategies You've Never Heard Of Before!*” You are about to discover the best proven secrets, tips, unique promotional ideas and specific**

strategies that will have **your** customers opening their wallets and **literally** throwing their hard-earned money in your face!

**Use 1/2/3/4/24 or all 101** of these success strategies in your off-line/on-line business and I personally guarantee your sales and profits will explode through the roof! **Your life, as you know it,**



**is about to change!**

***Yours for great success - everyday!***

***-Peter Jovanovich, Business Promotion Strategist***

**P.S. I recommend you print this e-book & start a separate binder for all the exciting strategic business promotions **coming your way.****

**P.P.S. Throughout this e-book are important links and resources which will help you make more money in your business. Please check them out for your profit advantage.**

**P.P.P.S. Do YOU have a specific question you'd like answered about business promotion? If so, send your question to>>> <mailto:solutions@strategicbusinesspromotions.com>**

**Your question/answer may be published in a future issue of "Strategic Business Promotions Newsletter."**

**Promo-tip #1:** Get yourself a stack of business cards. Use them

diligently. To some people, business cards might seem old-fashioned but I always get requests “Do you have a business Card?” “Do you have a website?” “What is your email address?” Include all this information on your business card. While you're at it, why not consider magnetic business cards. People love to plaster these cards on their refrigerator. **Create good cheap business cards on-line.** Save 50% when you click this link>>> [VistaPrint Business Cards](#)

**Promo-tip #2:** Can you implement house calls into your daily

routine? Examples: veterinarians making house calls to pet owners. Are you a hairdresser? A dry-cleaner? Are you in the dog grooming business? Consumers today are busy. You simply can't wait for your customers to come to you. **Be there first** knocking at their door for their convenience. **Make House Calls!**

**Promo-tip #3:** Ask for your customers' email address so you can

offer them new products or services. **Stay in touch!** Most people spend one or more hours a day checking their emails.

**Promo-tip #4:** Offer specials: 2-for-1 specials; second order (or

service call ) at one-half price; 10% off on house calls. Get the idea? Always **give your customer a reason** to do business with you.

**Promo-tip #5:** Announce your promotion on local radio stations and classified ad listings on the Internet. Advertise in local on-line

Yellow pages. Popular on-line classified ad listings are [craigslist.com](http://craigslist.com), [hoobly.com](http://hoobly.com), [kijiji.com](http://kijiji.com) and [ebayclassifieds.com](http://ebayclassifieds.com)

**Promo-tip #6:** Get t-shirts printed with your business name, phone number and website URL. This promo-tip gives you great exposure. People will stop you and ask what your business is all about. Have your employees **wear these shirts daily** and at sporting events you host or attend - helps in building and **branding** your business.

**Promo-tip #7:** Involve your business in your local community. It builds goodwill, **awareness** and also boosts employee morale. For example, a fast-food restaurant launched a “Crazy For Winter Jackets” promotion - using a sandwich board on their premises. Customers brought in jackets, gloves, caps, mittens, scarves along with other unrelated items. In return for their donations, donors received a coupon for a free order of French Fries or “whatever you can afford to give away.” This promotion generated coverage in local newspapers and television stations. Contributing to food drives and local fund-raising meals is a great way to donate your time and services to **get recognition in your community.**

**Promo-tip #8:** Use gift-certificates to promote your business. My brother-in-law, Doug, owns an equipment rental shop. One day a lady customer walks into his shop asking for a gift-certificate for her husband as a Christmas gift. Doug had never thought of the idea before. He lost a potential sale! Gift-certificates are inexpensive and can be purchased pre-printed at your local print shop.

**Promo-tip #9:** Host a running or bicycle marathon or other fund-raising

events which bring customers through your doors. Ask your current customers if they are interested in signing up for such an event...get the local media involved. My greatest love has always been deep-water fishing. I've fished off the shores of Puerto Rico (caught my first blue marlin there - a 29-inch - which just happened to be 1-inch short of a regulation catch - so I had to release that one!) I've fished in the Florida Keys and the Bahamas. Back home, here in Hamilton, I hosted annual fishing derby's every third Sunday in July. (Hey! There's great deep water fishing in Lake Ontario - good 15-pound to 25-pound trophy trout and salmon). Every year, I'd have 50 to 80 people sign up for a fishing charter. The first year, back in 1990, my friend Wayne and I set up 18 charter fishing boats - what a blast! We all had a great time...and everyone came back to the bar for a great afternoon. When setting up an event like this, you cannot do it alone - there's just too much work involved. Get others to do the leg work. It's a learning experience that will thrill you and an event your customers will always talk about.

**Promo-tip #11:** Sponsor a basketball, football, bowling, dart, pool or

hockey league. Every type of sport/recreational activity attracts children and adults = cash in your pocket! How? By selling T-Shirts which promotes your business...**builds goodwill** with you and your customers... makes you look better (builds your image) in your community.

**Promo-tip #12:** Donate \$1.00 (or 10%) of each product or service you

sell to a local charity (for a one-day-only promo). Use flyers, email and local media to **spread the word** of your promo.

**Promo-tip#13:** Promote any special event you hold through your email

newsletter, business-blog, website articles and press releases. Remember, it takes time to plan any event - one or two months at the very most...**always think ahead**...always plan ahead. Doing so you will always have **fresh ideas** on ways to promote your business (along with the help of this e-book, of course)!

**Promo-tip #14:** Inform your local newspaper and television media about your special promotional plans. A good news story in the local media with a '**human angle**' just can't be beat. I always love it when my customers come through the door and say, "Hey, Peter...saw your picture (or article) in The Spec....." - always good for 'the day'. Believe me, people remember things today but forget by tomorrow.

**Promo-tip #15:** See what your competition is doing. Are they busy?

Can you use any of their ideas in your business? DO create offers no one else has? Examples: try our free 2-day trial; buy 1-get-1 free; buy 1-get the second at half-price; no-charge program for the first 30 days; have a fixed-fee policy, such as, "Nothing over \$10.00 (or \$100.00)" or "All you pay is \$599.00".

**Promo-tip #16:** Provide a **personalized** service for your customers.

Example: We pick-up and deliver. Your order completed with 24-hours...or it's FREE!

**Promo-tip #17:** The **quality** of your product or service will beat your

competitors hands-down! A good quality product or service "well done" strengthens your company **brand name** in the eyes of your customer. Your customers will respect you more for your "good" products and services.

**Promo-tip #18:** Always go the 'extra' mile for your customer. Example:

What can you do extra that does not cost you a great deal of money but the 'extra' thing you do **does make a difference** to your customer. Something 'special' that will make your customer remember you. If you have an early morning business appointment, perhaps you could bring coffee and donuts. How about a ride downtown if they are going that way (and you know they have no vehicle). How about a ride to the nearest bar if they are new in town. The owner of a motel in Niagara Falls, New York did just that when my wife and I arrived at their motel. When we checked out of the motel the next day, the owners wife stopped our vehicle holding a business card in her hand saying, "Call us before you come again." (Remember, it's the **little** things that people do that always do mean a lot.)

**Promo-tip #19:** Improving and updating the way your business looks

keeps your customers coming back. Keeping your premises clean and attractive goes a long way. Ongoing business promotion strategies bring existing customers back along with **attracting new customers.**

**Promo-tip #20:** Love what you do. Smile! Your customers and your

employees will recognize this. **You will be rewarded with more sales.**

**Promo-tip #21:** Promote your business with written articles. Send news-worthy articles to trade magazines in your respected field of business. Simply Google "your field" trade magazines. Local magazines will give you local exposure - and that's what you want.

**Promo-tip #22:** Is there an ATM machine on your premises? If there is,

instead of charging your customers a \$1.50 surcharge, why not give your customers a coupon worth \$1.50, redeemable at your place of business for whatever product or service you are selling. A busy lottery ticket seller with her own ATM machine spits out (once a week) a \$50.00 bill (instead of a \$20.00 bill) to the lucky person who uses her ATM.

**Promo-tip #23:** Offer a special promotion to drive in “**the after work**

**crowd.**” Many bars and restaurants offer 'free appetizers' from 4pm till 7pm. Or, how about a dry-cleaning outlet that offers a free laundry tote-bag between 4pm and 7pm to **every customer** who brings laundry in for cleaning or on a pick-up order. The “4pm-till-7pm” time-frame can be a **potential goldmine** for your business.

**Promo-tip #24:** Do your customers buy your products in bulk? If so, run

a special limited time promo for three weeks which allows your customer to buy your product at a **reduced price** (such as a \$4.00/box saving on every bulk purchase made).

**Promo-tip #25:** What have you done (or what can you do) for your

one-hundredth (or one-millionth) customer? A business offered their one-millionth customer a “trip-for-two” (all expenses paid) for one-day to New York City.

**Promo-tip #26:** Write a one-page (guide) on your products/services and

the benefits they provide your customer. Offer and include the guide free to your customer **at the check-out counter**. Be sure all your important **contact numbers** (email address/phone/address/fax) are included. For example: if you're in the hardware business you could write an article on “Top 7 Ways To Paint A Bedroom Faster!” In this article you could include a few of your top products that would help your customer paint their bedroom faster.

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