

Small Business Marketing Specialist Tim Reid inspires small business owners with these 49 simple yet effective ideas that will get their business booming and allow them to get on with what they do best.

Cha-Ching!

*The Sweet, Sweet Sound
Of Small Business Marketing That Works*



TIM REID

Co-Founder, SmallBusinessBigMarketing.com

There was a blind man sitting on the steps of a building with a hat by his feet and a sign that read: "I am blind, please help."

A kind soul was walking by and stopped to observe. He saw that the blind man had only a few coins in his hat. He dropped in more coins and, without asking for permission, took the sign and rewrote it.

He returned the sign to the blind man and left. That afternoon the would-be sign writer returned to the blind man and noticed that his hat was full of bills and coins.

The blind man recognised his footsteps and asked if it was he who had rewritten his sign and what he had written on it.

The person responded: "Nothing that was not true. I just wrote the message a little differently."

The new sign read:
"Today is Spring and I cannot see it."



Sometimes we need to change our approach.

WHAT LIES AHEAD...

INTRODUCTION	4
-1 ADVERTISE	7
1 BECOME A MEDIA SPOKESPERSON	12
2 RUN A FREE TRAINING SEMINAR.....	15
3 AVOID DISCOUNTING	19
4 TELL THE CUSTOMER WHY THEY NEED WHAT YOU SELL	22
5 USE BUSINESS CARDS EFFECTIVELY	25
6 CREATE AN EMOTIONAL ATTACHMENT WITH YOUR CUSTOMERS.....	29
7 WRITE COPY THAT APPEALS TO YOUR CUSTOMERS.....	33
8 RUN A BRAINSTORMING SESSION.....	36
9 SPONSOR A GOLF DAY	40
10 ADVERTISE ONLINE.....	43
11 NETWORK	47
12 DO A LETTERBOX DROP	51
13 OFFER FREE SAMPLES.....	54
14 HOLD A DRINKS EVENING	58
15 TRAIN STAFF TO SPEAK TO CUSTOMERS IN AN INFORMED MANNER.....	61
16 PROVIDE THE LOCAL SCHOOL WITH A FUNDRAISING OPPORTUNITY	65
17 DO SOME TELEMARKETING	68
18 USE THE BACK OF YOUR BUSINESS CARD.....	71
19 CREATE AN EXPERIENCE FOR YOUR CUSTOMERS.....	74
20 HAVE ALL TOUCH POINTS WORK IN HARMONY	78
21 CREATE A SMELL THAT BECOMES ASSOCIATED WITH YOUR BUSINESS	82

22	GET A SANDWICH BOARD	85
23	CREATE A PODCAST	88
24	GET A WEBSITE	92
25	BE YOUR CUSTOMER	95
26	ASK YOUR CUSTOMER.....	98
27	E-MAIL MARKETING	102
28	SMS MARKETING	106
29	HOST A STAND AT AN EXPO.....	109
30	EMPLOY A STREET TEAM	113
31	GET LISTED ON FREE ONLINE CLASSIFIED SITES AND PRINT PUBLICATIONS.....	116
32	SELL ON EBAY	119
33	CHECK OUT THE COMPETITION	122
34	CHECK OUT WHAT'S HAPPENING OVERSEAS	125
35	ASK FOR THE SALE!	129
36	START A MASTERMIND GROUP	133
37	ACT SCARCE	137
38	UNDERSTAND THAT THE MESSAGE IS NOT THE MEDIUM.....	140
39	MAKE IT EASY FOR PEOPLE TO GIVE YOU MONEY	143
40	PROVIDE A GUARANTEE.....	146
41	MAKE LIFE EASY FOR PARENTS BY CATERING FOR KIDS	150
42	MAKE A MEANINGFUL CONCESSION TO A CUSTOMER	154
43	PREPARE A PROMOTIONAL ACTIVITIES PLAN	157
44	START A LOYALTY PROGRAM	161
45	AVOID PRICE CUTTING	164
46	USE COMMUNITY NOTICE BOARDS.....	167

47	CONNECT WITH PURCHASE INFLUENCERS	172
48	EXPLAIN HOW TO USE YOUR BUSINESS	175
49	PUT YOUR MESSAGE ON YOUR CAR.....	178
50	REVIEW YOUR MESSAGE AND MAKE SURE IT'S GOT A CLEAR BENEFIT	181
51	PLEASANTLY SURPRISE YOUR CUSTOMERS	184
52	SPONSOR SOMETHING PROPERLEY.....	187
53	GET YOUR LOOK & FEEL RIGHT	191
54	BE THE EASIEST COMPANY TO DO BUSINESS WITH.....	194
55	ADD VALUE WHEREVER POSSIBLE	197
56	HAVE A QUALITY LOGO DESIGNED	200
57	STAY IN CONSTANT CONTACT	204
58	CREATE A NEWSLETTER.....	207
59	CREATE COMPELLING PACKAGES	210
60	MAKE A FOLLOW-UP CALL AFTER THE SALE.....	213
61	GET YOUR COPY RIGHT	216
62	CREATE SPECIAL PROMOTIONS	220
63	MODERNIZE COUPONS	223
64	WOO STAY-AT-HOME SHOPPERS	226
65	GIVE UNBELIEVABLE CUSTOMER SERVICE.....	229
66	WORK THOSE REFERRALS	236
67	BORROW E-MAIL CLOUT	239
68	SCAN THE MEDIA FOR GOODWILL OPPORTUNITIES.....	242
	CONCLUSION	245
	ABOUT THE AUTHOR.....	246

INTRODUCTION

Hello and welcome to what I hope is a book that changes your view on marketing your small business. I have written it with a view to inspire all small business owners around the world who find themselves caught up in all facets of their business with very little time to enjoy what it is they set out to do.

Although this book won't relieve you of all those mandatory duties that come with running a small business such as employing staff and keeping the books...it will make the marketing and promotion of your business a whole lot simpler and easier...and most importantly, more profitable.

You see, I think Marketing is best defined as simply being THE QUICKEST WAY TO A SALE.

Sure, there are many more complicated and academic definitions, but I like this one because at the end of the day making that sale (and lots of them) is why we're in business...Cha-Ching!

To this end, the ideas listed here are all aimed fairly and squarely at helping you increase the rate of sales in your business. Nothing more...nothing less. They are intended to be practical, effective, and relatively simple to implement as well as easy on the hip pocket.

If you find yourself looking at some of them and thinking, "That's been done before", well you may well be right, although I would also like to think there's some new thinking here that will also inspire you. In fact, I'm sure there is.

That said, the magic of your marketing success is not just in the identifying of the right idea for your business (although that's incredibly important)...it's in the actioning of it. I believe our success in business is directly related to our willingness to try new things as well as look at old problems from a new perspective...constantly.

Action creates reaction!

So, before you roll your sleeves up and get stuck in to this treasure trove of marketing goodness, there are a few things to keep in mind that will ensure you get the biggest bang for your buck when using this book.

There are many ways to use Cha-Ching! One way is to read it from start to finish and then slavishly apply each idea in order. However, this would be both time consuming and probably not the most effective way for your business. Experience and feedback from the many people who have benefited from it tells me that the best thing to do is read each of the brief descriptions at the start of each idea (eg. 1. Become a media spokesperson), choose two or three that really resonate with you (those ideas where you think “Yeah, I could do that”) and then start to develop a plan that allows you to implement them in your own time and style.

Another key thing to remember is that this toolkit has been written with the general target audience of Small Business Owners in mind. I haven’t written specifically for owners of service businesses or product-based businesses. Nor has it been written with any particular category in mind. It’s been written for blue collar and white-collar small businesses...those with shop fronts and those out on the road as well as those operating from their lounge room and plush offices. This means that some ideas, if taken literally, will seem not applicable. For example, if an idea is based on store presentation then does that mean it doesn’t apply to businesses without a shop? Absolutely not. The challenge is to read and absorb the idea and then ask how it could be applied to your business.

It’s also important that you spend time sitting with an idea...There’s no doubt that some will jump off the page and you’ll be thinking they’re no brainers. However, there are others that may need some thinking time. Before writing those off as being too hard or not appropriate, give them the overnight sleep test - you just may have a revelation that allows you to do it differently as described with even greater success.

At the end of each idea is a series of questions that prompt you to evaluate the idea in terms of your business. Specifically it asks you to list three reasons why each idea would be a worthwhile marketing idea for your business. And then three reasons why it wouldn’t work. If the idea still stacks up, then it suggests starting your TO DO list to get the idea underway immediately. In fact, I’ve already done this for you.

I’ve also created a section of my website (www.SmallBusinessBigMarketing.com) where you will find an extensive library of useful links that will help you to bring any of these ideas to life...the exclusive link for those that have purchased the book is <http://www.SmallBusinessBigMarketing.com/Cha-ChingCompanionPage>

One last tip is to remember that great marketing on a budget is all about momentum...It’s about having as many balls in the air at one time as is feasible for your business, knowing that many of those balls (the ideas) may well fall to the ground with a whimper, but also knowing that there will be some that prove to be the best marketing initiatives you’ve ever undertaken. I hope you experience much more of the latter!

Do each one of them to the best of your ability, keep your precious customer at the forefront of your mind at ALL times and you’re well on your way to being the envy of your competition and having your business booming.

INTRODUCTION

Now, take a read of the following business building ideas, choose a few that sit comfortably with you and then act on them...NOW. It's time to make some money.

Cha-Ching!



TIM REID

Co-Founder – www.SmallBusinessBigMarketing.com

P.S. To keep that flow of fresh marketing ideas coming and here interviews with other small business owners about their marketing efforts be sure to download my [Podcast](#) - Simply look it up on iTunes under Small Business Big Marketing.

-1

ADVERTISE

OK...let's get this one on the table first...but not as an idea...more as a warning. I have a real problem with small businesses advertising in big mediums such as late night TV, radio, newspapers, magazines and outdoor. In fact, I also have a problem seeing them advertise in small mediums as well.

Now, this is a huge generalisation, and maybe a bit naïve of me to say. However, I worked in the thick of the advertising industry for 15 years and saw millions and millions of dollars wasted. I also saw large amounts of money work to good effect however it was after a mountain of hard work, a bunch of clever people and a pinch of luck.



You see, I have a number of problems with small businesses forking out significant amounts of money for advertising:

1. Relative to other marketing opportunities, advertising is expensive;
2. You can burn a lot of money very quickly;
3. The right advertising medium needs to be well chosen in order to avoid wastage (ie. The amount of people seeing your ad that will never have the intention of buying from you);
4. Results tend not to come from running just a couple of ads...advertising seems to work best with higher frequency / repetition;
5. Advertising results are difficult to measure unless you include firm offers in your ads ie. Mention this ad and get 10% in May...A famous ad exec was once heard saying that "Fifty percent of my advertising is working...I just don't know which fifty percent!";

-1 ADVERTISE

6. Generally speaking, anywhere there are ads there's lots of them...It's a crowded market place. This means standing out from the pack is critical and this is easier said than done;
7. Advertising is often sold to uninformed small business owners by sales reps who really don't understand the concept of owning a small business...they are simply driven by their monthly targets;
8. There's so many variables involved in getting your advertising right including what to advertise in, when to advertise in it, if its print advertising then what section should I be in, if it's radio or TV then when and what programs and here's the really big ones...What should I say and how should I say it? More on this point later in the book, suffice to say that any great marketing initiative requires a compelling message told in the right medium.



You see, advertising can be great for the big guys...Those large companies that can employ copy writers, art directors, researchers, strategists, designers, media planners and so on. With this kind of firepower the chances of an advertising campaign working are much higher...but even then, extraordinary amounts of money can be wasted. I've seen it happen!

I've also seen it work for the smaller guys...but my observation has been that it works for the small businesses only if they have the courage to stand out from the crowd...to create advertising that is strategically different (this doesn't mean silly), provides a clear point-of-difference and is compelling. The businesses that decide to simply list product features, to use their business name in the headline, to offer no call to action or use poor design are simply setting themselves up to fail.

I once worked with a well-known Creative Director at a large multi-national agency and asked him what the first thing advertising had to do to succeed. His answer? ENTERTAIN.

Now this may seem a little luxurious..."I'm not here to entertain!" I can hear you say. "I'm here to make a buck." Afterall, I assume you're a small business owner with a very modest marketing budget. However, I think a great way to look at advertising is to look at it from the eyes of a consumer...not as an advertiser. In the eyes of a consumer, advertising is generally a

-1 ADVERTISE

pain in the you know what. TV ads interrupt our favorite show...Radio ads stop us from hearing that next song or talkback discussion. Magazine ads interrupt our reading. And outdoor ads get in the way of the landscape.

Don't get me wrong; I'm not saying advertising should not exist...IT MUST EXIST! It's the advertisers that allow the networks and publications to provide the content that we all watch, listen to and read on a daily basis. I'm just saying BEWARE, as you can find yourself spending a lot and not getting a lot back in return.

Earlier this year I had the need to replace a pane of glass in my home...young boys and stones just don't go together! I called my local Glazier (who I found online) who promptly came around and replaced it. I got talking to him about his marketing and what he did to build enquiry...unbeknownst to me, quite a hot topic for him. He began telling me how he was about to begrudgingly pay \$15,000 for a full-page colour ad in the local printed directory. Now, this is a one-man show Glazier...not a big company and \$15,000 is a lot of glass! Amazed, I commented that he must get a lot of business from this ad, only to find that this wasn't the reason for such the big spend. You see, by having the full-page colour it puts him at the front of the category and if he didn't take it then he thought his competitor would. Now this is just not great criteria to determine your marketing spend. To cut a long story short I shared with him three ideas that are in this book and he's now \$14,750 richer and having greater marketing success.



Now I could go on about the pros and cons of advertising for small business forever...but I think I'll save it for another time. Suffice to say that I am not completely anti it, however for it to be a wise investment for a small business and get the types of returns you would hope for you need to beware of, understand and control many variables.

Finally, if you want to advertise then may I suggest using the following tips to help ensure you maximise your returns. I have broken them up in to the MESSAGE (ie. What to say) and the MEDIUM (where to say it).

THE MESSAGE (WHAT TO SAY AND HOW TO SAY IT)

- Whatever you say in your ad copy ensure it's benefit driven...ie. It's about them, not about you. "How will my product or service benefit my buyers", is the question to ask.
- Be crystal clear on who it is you're talking to and speak / write to them in a way that shows that you understand them.
- Be clear that your product or service has a solution to a problem they have.
- Be brief...people are busy...we don't have time to read ads. In fact, I go as far as taking the attitude that people don't care about our business, so whatever we say in our ads needs to be compelling and rewarding.
- Delete all wasted words...read and re-read your copy and take out any word (or visual) that doesn't need to be there. Less is more when it comes to advertising. Do you like someone who rattles on without ever getting to the point?
- Have the design of your ad look appealing...If you can afford it then have it done professionally by someone who knows.
- Have the courage to do something a little different to what everyone else is doing...draw them in with an attention grabbing headline or an interesting visual.
- Be clear on your call to action...what do you want people to do having read your ad?
- Have clear contact details ie. Address, e-mail, phone, website...whatever way is best for people to contact you.
- Be clear on how you intend to measure the success of the advertising campaign...Should you include a time sensitive special offer? A dedicated phone number to call? Do people need to mention the ad to get the discount?

THE MEDIUM (WHERE TO SAY IT)

- Select it wisely...Avoid wastage. This refers to the amount of people who read or listen to a particular medium who would never have the intention of buying from you.
- Negotiate hard on price. Don't take the first rate that the sales rep offers you.
- Negotiate hard on placement...you don't want your press ad appearing way down the back or your radio ad appearing at midnight if this is where your buyers aren't. For example, ask for a right hand page in the first five pages of the newspaper or no

-1 ADVERTISE

radio ads after 8PM at night. Unless of course your buyers are late night listeners or do read the back of the paper.

- Choose wisely when it comes to size or length...color or mono. Don't base this decision solely on price...if you are then you shouldn't be advertising. Base it on what's going to work most effectively in selling your product or service.
- Frequency of appearance is another major consideration...a one-off ad is likely to achieve nothing. Lots of ads is likely to get costly. Where's the middle ground for your business?
- Ask the sales rep if they'll give you some editorial coverage as well...le. Have an article written about your business or a news story recorded.
- You can also tell the sales rep that you may be interested in any distressed advertising space that becomes available. This is advertising space that hasn't been sold at the time of deadline and is usually offered at huge discounts to the normal rate.

Yes, there is much to think about when running an advertising campaign. Take in to consideration the points above and you may just get it right.

Now, having raised a negative, I would now like to share with you 50 (possibly a lot more!) marketing ideas that may just provide you with the results you're looking for.

1

BECOME A MEDIA SPOKESPERSON

The fact is TV and radio stations, newspapers and magazines are always looking for someone to express an opinion on a particular issue they are covering. Add to this the fact that all media outlets have an ongoing need to fill a certain amount of space and you've all of a sudden identified an effective way of generating potential free exposure for your business.

So, contact the local newspaper, TV or radio station and offer your services. Get a meeting with a journalist or reporter who specializes in your industry and ask them the best way to go about it. Maybe even consider writing an article or two and sending them in announced. Be sure to follow them up.



If writing is not your thing then you could even get some practice (and exposure) by ringing in to the local talk back radio program. Ensure what you've got to say is relevant to the discussion and avoid making it sound like a blatant advertisement. Take the mindset that you're adding value in some small way to the lives of those listening. Let's say that the talkback discussion is based around fuel prices and you own a car rental company. You might ring in and suggest that people sell their car and rent one when needed...In fact, you might have a monthly plan that meets this exact need. If you don't then make one up and offer it exclusively to the listeners for a limited time.



Get out from behind the computer.

And don't forget, when we talk about media these days it extends well beyond the mass media with the online world providing a huge opportunity for promoting your business to millions globally. A quick Google search will reveal a list of websites, forums, blogs and discussion groups relevant to your industry that may also provide an ideal place to have your say, provide your expert opinion and promote your business at the same time.

So here's what to do...identify some media opportunities where you feel that you could add some value...avoid trying to be everywhere at the same time. Choose a newspaper, magazine, blog or radio station and start looking for opportunities to comment. Before you

1

BECOME A MEDIA SPOKESPERSON

know it you might be writing a column or hosting your own segment on a local radio program. Start small and before you know it you might have your own show!



Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.



Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

1 BECOME A MEDIA SPOKESPERSON



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a list of all the media outlets relevant to your business
- ☐ Create a list of journalists who report on happenings in the category in which you operate
- ☐ Get some media training...or at least by a book on it
- ☐ Produce a media kit that you can send to the media...It may contain a press release, DVD, audio CD, photos of information on and about your business
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

2

RUN A FREE TRAINING SEMINAR

I recently saw an advertisement promoting a two-hour training seminar on car maintenance. The course was designed to teach basic skills such as checking oil, tire pressure and battery levels. It was only available to women, was free of charge to attend and it was run by the local car yard. For them, this was a great way of targeting a group of people who often find the idea of buying a car an intimidating process. So the idea of running this free training seminar provided them with an ideal opportunity to build trust and confidence amongst this key target audience.

The Financial and Weight Loss industries have known for years that a free seminar that educates potential customers is a great way of building business. A free seminar draws a crowd and enables the business to sell their product or service.

Here's some examples of how it could work for various categories...A Plant Nursery could offer a course on living a sustainable lifestyle? A Beautician could run a free seminar on looking your best for job interviews? Or a free seminar run by a real estate agent on the state of the market in their local area makes perfect sense.

When putting together a seminar, put some thought in to the following:

- What would my topic be?
- Where and when would you hold it?
- How many people am I hoping to attract?
- How would I promote it?
- What would I use to present?
- Should I invite a special guest?
- Should I provide catering?
- Should I provide something for people to take home?
- And most importantly...how will I measure its success?

fast tip!

If you have a business e-mail address such as @yahoo or @gmail or @msn...then lose it. It's unprofessional.

Get one that matches your business like
Name@Business.com

2 RUN A FREE TRAINING SEMINAR

One of the great things about this idea is that people love to get out and socialize. Done well these can be a great way to sell your products or services, provide an opportunity for networking whilst also providing a social outlet to your current and potential customers.



And if standing up and presenting in front of a group of people is not your speed then maybe consider doing it online using one of the many teleseminar software programs that are out there. Or what about having someone else present on your behalf...What about a customer that's had a great experience...I call these 'Evangelists' as they can talk glowingly about how you helped them. That's another whole idea in itself, but if you haven't identified the evangelists of your business, do it now...thank them and may be even reward them.

2 RUN A FREE TRAINING SEMINAR

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Identify what you would talk about
- ☐ Look at local venues
- ☐ Get an invitation designed
- ☐ Arrange for a guest speaker
- ☐ Produce hand-outs or leave behinds
- ☐
- ☐

2 RUN A FREE TRAINING SEMINAR



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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3

AVOID DISCOUNTING

One point marketing experts are almost unanimous on is that businesses should be very cautious in adopting aggressive discounting strategies to boost revenue in tough times. Years of painstaking brand building can be destroyed very quickly by inappropriate discounting.

It can take a long time to build perceptions of a confident, quality business. If all of a sudden you think consumers aren't spending so you start panicking and drop prices, when the economy comes back you will find people are less inclined to associate your business with quality, with all the consequences for sales and margins that brings.

fast tip!

Reactivate an old Client.

That doesn't mean keeping your product or service offering fixed in stone, it's just means that you really need to think creatively about how to adapt your offering to tighter times.

To make products or services more appealing to cash-strapped consumers without resorting to discounting, you could try implementing some of the following ideas:

1. **Provide a cheaper entry-level product or service.** To do this ask your self these questions - What's the really, really cheap version of my product or service look like? What features can I strip from my current product or service so that it still functions / adds value to the buyer? Now this doesn't mean you have to take a loss on it, however, it does mean getting it to a very crunchy price point. The great thing about this idea is that it is a great way to stimulate enquiry...the cheapness of the offer sparks customers' interest and encourages them to enquire further. Once you've got the conversation started you can then up sell, cross sell...or even simply sell them!
2. **Run a time sensitive promotion.** I did this recently whereby I found myself with two days free in the following week due to a last minute coaching cancellation. I sent out an e-mail to my Clients advising them of this fact and made fun of the fact that I wasn't really wanting to do nothing on these two days. So, if they utilized my services at the last minute I would make it worth their while by offering them some added value above and beyond my usual coaching services. The two days were filled in two hours!



3

AVOID DISCOUNTING

3. **Providing alternative payment options.** I talk more about this later, however, for now, ask your self this question...Am I giving people enough payment options in order to make it unbelievably easy for them to buy from me? If I'm not, then what payment options can I add?

✓
Pros

Now, list at least **THREE REASONS WHY ONE OF THE ABOVE IDEAS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

3

AVOID DISCOUNTING



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Choose one of the three ideas
- ☐ List how you'd go about promoting it
- ☐ Ask a friend, colleague or staff member which idea is the most compelling
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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4

TELL THE CUSTOMER WHY THEY NEED WHAT YOU SELL

As business owners we often find ourselves thinking that people think about our business as much as we think about it. Of course, this is far from the truth...In fact the opposite would be much closer to reality. Look at it from your perspective as a consumer, do you find yourself thinking long and hard about a particular brand or business. I don't think so.

During any part of the economic cycle, however, particularly when times are tight, people get scared – terrified in fact – so businesses need to make an extra effort to show how their product or service will help consumers. How it will add value to their lives, how it makes life easier, saves them money and so on. Smart businesses make it clear to customers that they understand their priorities and have developed their products or services with them clearly in mind.

However, this is not enough, you need to overtly go out and tell them that this is the case. If you've developed a mortgage product that takes account of the fact that you only get paid bi-monthly then tell your customers...If you have a dry-cleaning business that stays open late to cater for shift workers then let the world know. If you have printing business that offers business start up packages then let people know.

When communicating the benefits of your business to current and potential customers it is not time to be a shrinking violet. This doesn't mean you have to yell...It just means ensuring that if you have something to say that will add value to peoples' lives then say it clearly and simply...Don't just think that customers will stumble upon it. They won't!

If you don't give people a lead to your product or service they won't have time to worry about you. I subscribe to the old saying "It's the squeaky wheel that gets oiled."

4

TELL THE CUSTOMER WHY THEY NEED WHAT YOU SELL

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Stand in front of the mirror and start telling customers why they need what you sell
- ☐ Try different styles
- ☐ Create a video and place it on your website
- ☐ Commit to writing why they need what you sell
- ☐ Share it with your staff
- ☐
- ☐

4

TELL THE CUSTOMER WHY THEY NEED WHAT YOU SELL



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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5

USE BUSINESS CARDS EFFECTIVELY

You have that big box of business cards, fresh from the printer, there on your desk...now what?

Business cards are an inexpensive marketing tool, but they are only useful when they are out of your hands and into the hands of others.

Always carry a supply of cards with you, wherever you go. You never know when you will have an opportunity to give one to someone who may become a customer, or who knows someone who may become a customer. Having cards in your pocket or purse means that you will never miss out on a chance to promote yourself.



Start with the following seven suggestions on getting the most out of your business cards, and always look for more ways to get your cards to people who may become your customers.

1. Hand out cards at networking events, and anywhere you meet potential customers. When you make a sales call, give a card to your contact. Give one to the receptionist when you arrive for an appointment, so they can refer to it when announcing you.
2. Provide a supply of cards to customers and associates who are in a position to refer others to you. It will be easier for them to do if you make sure they always have lots of your cards on hand. I always leave a pile on my Accountant's reception counter.

5 USE BUSINESS CARDS EFFECTIVELY

3. Drop two cards in every envelope you send out. Whether you're sending sales letters to prospects, invoices to clients, or a check to a supplier, include your business card. You never know who will open the envelope and find your cards.
4. Add your cards to card displays at local businesses. My Butcher allows customers to put a stack of business cards on the counter. Some simply place a few cards on the shelf, others supply a cardholder to display them upright and keep them neatly organized. I have also seen bulletin boards and cardholders at a number of other businesses. Whenever you see a place that allows you to add your cards, do so.
5. Include a few business cards in your media kit (if you have one). Sending cards when you send media releases or full media kits means the media outlet can easily give your contact information to multiple staff members who may be working on stories in your field.
6. When a radio station or newspaper schedules an interview with you and requests your media kit, be sure to ask them to share your card with their receptionist. That way, the person who answers the phone will be able to pass your contact information to anyone who calls the station after hearing your interview.
7. When you see articles in newspapers, magazines or online that may be of interest to your customers, send a copy with your business card attached.

The bottom line...Don't hoard your business cards. Give them out freely. In fact, set yourself a goal of ensuring that you run out of them within a certain amount of time.



Include your website in your e-mail signature.

✓ Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

- 1.
- 2.
- 3.

5 USE BUSINESS CARDS EFFECTIVELY



Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.



To Do List

If the idea still stacks up, then here's the START OF YOUR TO DO LIST to get this idea underway...

- ☐ Place business cards everywhere where I may need access to them...office, car, home, beach house etc
- ☐ Reorder if I'm down to my last 100
- ☐ Ask local shops if I can leave some on their counter
- ☐ Pin some up on local community notice boards
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?

5

USE BUSINESS CARDS EFFECTIVELY



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

6

CREATE AN EMOTIONAL ATTACHMENT WITH YOUR CUSTOMERS

Now, before you tell me to ease off on the soppy stuff, by an emotional attachment I don't mean hugs and kisses and telling them how much you love them. Not at all. What I mean by creating an emotional attachment is to go about communicating with your customers and potential customers in a way that shows you understand their needs and desires. That's all.

You see, the vast majority of buying decisions are based on emotional needs and wants. You want that iPod because it's cool, not because of the materials it's made from. You wear that Ralph Lauren Polo because it makes a statement about you as a person, not because of the cotton. You choose that tax agent because you have trust in them and you're confident they'll do right by you. All these are emotional reasons. Spend a few minutes thinking about the last 10 products or services you purchased and ask yourself why you went with them and not their competitors. Be honest in your answers.

fast tip!

Use every opportunity to promote your business.

There will of course be times when you choose to purchase simply on price and price alone. No emotion involved whatsoever. This is of course normal human behavior, however the one of the aims of this book and marketing generally is to avoid competing on price...as I often say to my Clients, this is a no win situation in which there is rarely any upside. Margins get squeezed, marketing budgets increase and tears flow.



Bryan Eisenberg, author the best seller Call to Action, makes this issue crystal clear when he writes, "People rationalize buying decisions based on facts, but they make buying decisions based on feelings. This is true of even the best educated, rationalist in our society...even though some of them may not admit it. We're driven by our emotions to buy things that meet our needs for something cool, sexy, trustworthy and so on.

6 CREATE AN EMOTIONAL ATTACHMENT WITH YOUR CUSTOMERS

Now, this theory is all good and well, but it's just that...theory. The magic in this idea (and any idea for that matter) is putting it in to practice. There are a number of ways you can build that emotional attachment between you and your customer base...here's just a few:

- **Show that you understand them in all your communications.** To do this, ask yourself what problem is my product or service solving for them? Once you know this, then ensure all your marketing initiatives clearly demonstrate the fact that you're here to solve a particular problem or need they have.
- **Ensure all your marketing initiatives are working in harmony...**that your website uses the same design cues as your signage, as your stationary as your advertisements etc. I use the analogy that building a trusted and credible business is no different to raising a young person. It's our job as the business owner to be the role model by showing it how to speak (copy), what to wear (design), where to speak (mediums) and who to speak to (our customers). If this is done consistently then over time the business will develop credibility and trust in the market place that becomes a very valuable asset.
- **Understand what your customers' value and integrate these values in to your business.** This doesn't necessarily mean mirroring them 100% but it does mean demonstrating that, once again, your business knows where they're coming from.
- **Identify what your customers really want.** Is it status? Vanity? Relief from fear? Increased security? Understanding the basic desires of your customers may require a brainstorming session or two, or a bit of grass roots research, but the more you can fine-tune your message to appeal to their basic human emotions, the easier it will be to capture their attention. Fear and greed are the most common emotion-stirrers, and are also the themes we see time and time again in mass marketing today...There's a lot to be learnt from the way the big marketers go about it. Take a look around and see for yourself which ads stick out from the crowd—in almost all cases, they are presenting a message that is designed to appeal to our most basic desires.

6 CREATE AN EMOTIONAL ATTACHMENT WITH YOUR CUSTOMERS

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Identify the values of my business
- ☐ Review all my marketing materials to ensure they show an understanding of my customers' problem and offer a clear solution
- ☐ Take a moment to look at the brands you love and ask yourself why you are emotionally attached to them
- ☐
- ☐
- ☐
- ☐

6 CREATE AN EMOTIONAL ATTACHMENT WITH YOUR CUSTOMERS



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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7

WRITE COPY THAT APPEALS TO YOUR CUSTOMERS

The words that appear in all your marketing materials, from your website to your ads to your press releases to your signage should be regarded as the voice of your business. It's the way your business communicates to your customers'...pretty important stuff when you think of it this way.

Without effective copy, your target market may miss what it is you're trying to say, and it's one reason why so many attempts at attracting more customers fall on deaf ears. I'd be a rich man if I'd been given a dollar for every time someone has said to me his or her marketing just isn't working. A quick review of what they're talking about often reveals the fact that what is being said and how it's being said is simply off the mark.

Often I find that when it comes time to write the copy for the website or the brochure or any other marketing initiative we fall in to the trap of being too formal and safe. Doing this means the copy (your business's voice) lacks personality and character. If you feel you fall in this category then a great exercise to do is rewrite your marketing materials as if you were talking to a friend...forget the big words and the sales talk...just write it in a conversational tone that is friendly and welcoming.

fast tip!

Offer to ship items directly to recipients.



7 WRITE COPY THAT APPEALS TO YOUR CUSTOMERS

Another way of getting copy that is much more personable and empathetic to your customers' needs is to hand the job over to a professional copywriter. Now this doesn't need to be an expensive exercise at all...one great way of finding someone at a very reasonable price is using Elance...an online portal where business owners can post requests for anything from a copy writer to graphic designer to virtual assistant.

Before embarking on this idea, a very useful thing to do is to identify the personality of your business. Ask yourself this...if my business were a person what type of person would they be? Essentially what I'm suggesting is you get crystal clear on its personality. Are they funny, conservative, adventurous, loud, serious, considerate? Being clear on this will make the writing of copy an even easier task for someone to undertake.

✓ Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗ Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

7 WRITE COPY THAT APPEALS TO YOUR CUSTOMERS



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Get some quotes from copywriters
- ☐ Write an ad for my business as if I were writing to a friend
- ☐ Pay a customer to write an ad for my business
- ☐ Or run a competition to do the same
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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8

RUN A BRAINSTORMING SESSION

In fact, run regular brainstorming sessions. The reality is, we're so busy working in our business that we forget to work on our business. And that's fraught with danger. Add to this the fact that there probably exists many people around you that may well have great ideas about how to build your business but aren't given the opportunity to float them. This is especially true of other staff members / employees, but may also include friends, family, suppliers...even customers!



The best way to get all these ideas out in the open is to run a regular brainstorming session. A one-off is better than none, but doing one every two or three months is a much smarter idea. Schedule them now for the next twelve months and create an innovations culture within the business. It's fun!

But don't just run any old brainstorming session where you all sit around and try to come up with ways of doing things better...That's generally boring and ineffective. You know the ones I mean...Everyone sits around, someone offers to scribe, the question is asked such as "how do we improve our customer service?" and then a few ideas are jotted down. Afterwards, the e-mail gets sent out with all the ideas on it and nothing else gets done.

You see, the difference between good ideas and great ideas is in the quality of the questions being asked. Simple questions get simple answers. Killer questions get killer answers. Simple questions elicit quick answers, way too early in the process and don't encourage further contemplation.

8

RUN A BRAINSTORMING SESSION

Non-typical questions prove much more successful as there is never a single right answer to them. They cause you to think beyond just answering the question. They force you to change your perspective. I call these Killer Questions...Here's some examples:

- What happens when a customer uses our product? What happens when a customer gets up in the morning? When they go shopping? How can you improve their experience?
- List all the ways business is done in your industry. Then challenge each one of them. Ask how each of these existing conventions could be done better?
- What are the unwritten rules of our industry? Why do we always price a certain way? Ship a certain way? Advertise a certain way? Now...What would happen if the opposite were true and what ideas does that cause us to think about?
- What do customers dislike about doing business with us?
- How would (insert a completely unrelated category) go about running our business? For example, if you were a real estate agent, ask yourself how a restaurant owner would run your business.
- How would (insert a famous person's name) run your business? For example, how would Richard Branson run my business?

The more specific you can make them the better.

Here's some more:

- What is inconvenient about assembling my product or booking my service?
- Which of my customers' hassles could I by-pass or reduce?
- What products would I design differently if the constraints of manufacturing (such as assembly, casting, molding etc) were removed?
- What ideas can I adapt from other worlds or fields?
- Who uses my product or service because of some benefit I did not foresee?



Get a marketing coach.

Wording these questions specific to your business allows people to understand them in your language and terms.

8

RUN A BRAINSTORMING SESSION

The bottom-line is that to get the right answers and ideas, you need to ask the right question(s). So spend good thinking time on developing the killer questions and you will be rewarded.

So, to get started, invite a group of people around for a brainstorm. Put on some drinks and nibbles and then start asking some killer questions. Importantly, make sure you have someone taking notes...or even better you could tape / video the whole meeting. Consider doing this once every quarter.



Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.



Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

8 RUN A BRAINSTORMING SESSION



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Set-up an innovations session
- ☐ Invite 8 people to attend
- ☐ Book a venue (it might be at your home, office, shop)
- ☐ Write up killer questions
- ☐ Get someone to capture all the ideas
- ☐ Award a prize for the best idea
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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9

SPONSOR A GOLF DAY

Golf Clubs are a great way of reaching a variety of different demographics including high net worth individuals, business people, retirees as well as health-focused men and women. They offer an environment where people are generally relaxed and not in a rush to be somewhere else.



fast tip!

Scribble an offer (in chalk) on the footpath outside your shop.

So, call the golf clubs in the areas in which you want to promote your business and let them know you're interested in promoting your business to their members.

This may take a number of different forms including:

1. Sponsoring an upcoming event or tournament.
2. Sponsoring a tee or two.
3. Including brochures on tables in their clubhouse & at reception.
4. Advertising in their newsletters and on their website.
5. Providing exclusive discounts to their members via post or e-mail.
6. Putting on a free seminar for their members (refer to idea #2).
7. Donate a prize for the longest drive each weekend.

9 SPONSOR A GOLF DAY

Be innovative in your approach...If you sponsor a tee then a sign with your logo is good, but what about including a brochure display as well. Or maybe even placing a promotional person at the Tee for the entire day...They could serve players drinks as they come through...Make sure they are well branded with your logo, web address etc on their cap or T. Donating a prize for the longest drive is clever but make sure you promote it by strategically placing promotional fliers on the bar at the 19th hole.

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

9 SPONSOR A GOLF DAY



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Contact local clubs to see what opportunities they have
- ☐ Meet with sponsorship manager at the club
- ☐ Find out what works and what doesn't
- ☐ Decide how I'll measure the success of the sponsorship
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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10

ADVERTISE ONLINE

This form of marketing can be as cheap or as expensive as you like (similar to most forms really!). The truth is there are a huge number of ways of promoting your business online, some which are free whilst others can be quite expensive. It's an entire book in itself so I won't cover any particular method in any great depth...However the list below should give you some idea of the broad range of options. If there is one or two that you like then test them out.

10.1 Website

This is of course the most obvious way of marketing your business online. I've seen many businesses procrastinate for months (sometimes years) as to what form their site should take and in doing so they have put off completing this important task. The reality is, a company's website need not be complicated, fancy or tricky to navigate. It simply needs to be well designed, using the correct branding that you use elsewhere in your business. At its most basic, the content simply needs to include all the relevant information about your business...An easy structure to follow is *Who? What? When? Where? How?* Then, if you want to take it to the next level it may include on line shopping, a forum for customers to comment, video or audio files of information on a product or service you may offer. Also give consideration to using your website to capture potential customers' contact details... particularly their e-mail address. In doing so you can then make offers to them in the future. To do this you will need to offer something in return, such as a report you've written that compares certain products, or maybe you offer to send them a free sample of your product.



10.2 Google Adwords

This is Google's paid search marketing program and done well is a simple, effective, cost-effective and targeted marketing approach. The program allows you to create your ad to display on the Google search network through paid placement and helps you target your audience through the use of keywords. It is also an effective tool to monitor and measure the performance of your advertisements and provides the flexibility to amend your advertisements at any time. You can see Adwords at work by simply doing a search in Google...when Google delivers the results to you on the right will most likely appear 'Sponsored Links'...These are paid advertisements from businesses of all sizes. The great thing is that you only get charged if someone clicks on your ad...and then it may only be a few cents through to a couple of bucks depending on the popularity of your search term.

What you're aiming for is a high CTR (click through rate). Generally expressed as a percentage, this is the number of times your ad is clicked on compared to the number of times your ad is shown. For example if your ad is shown 100 times and out of those 100 times, 20 people click on your ad, then the CTR is 20%. Once you've managed to get people to click through your ultimate objective is to convert them in to customers...This is the conversion rate ie. The number of users who visit a website and then perform a desired action. For example, if your goal is to obtain newsletter subscriptions and for every 100 visitors to your site 40 people subscribe to your newsletter, then the conversion rate is 40%.

Google Adwords is a fantastic way to drive quality traffic to your website...and there is no better source on how to do it properly and effectively than Perry Marshall's guide. I strongly recommend it.

10.3 Banner Advertising

This is advertising that appears on a website, usually as a banner across the top of a page that clicks the user through to the advertiser's website. There are many online business offering to do this for you, plus you can also approach websites relevant to your business directly and ask if they would be happy to run an ad for a fee or maybe even contra.

10.4 Classifieds

Do a quick Google search for free classified sites and you'll be amazed at how many are about. If you're business relies on customers needing to be located geographically close by then you'll need to do a more refined search (ie. Free classifieds in <my area>) but if you are in the position to be able to sell to anyone in the country or the world then seriously think about putting a day aside and listing on as many sites as possible. And if you don't have the time to do this, you can always find a virtual assistant on Elance who would be more than happy to do it at a very reasonable price.

fast tip!

No single marketing effort works all the time for every business, so rotate several marketing tactics and vary your approach.

10 ADVERTISE ONLINE

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Meet with a web developer / online expert who can talk me through the above ideas
- ☐ Search for free online classified sites in my area
- ☐ Read the FAQs (Frequently Asked Questions) at Google Adwords
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

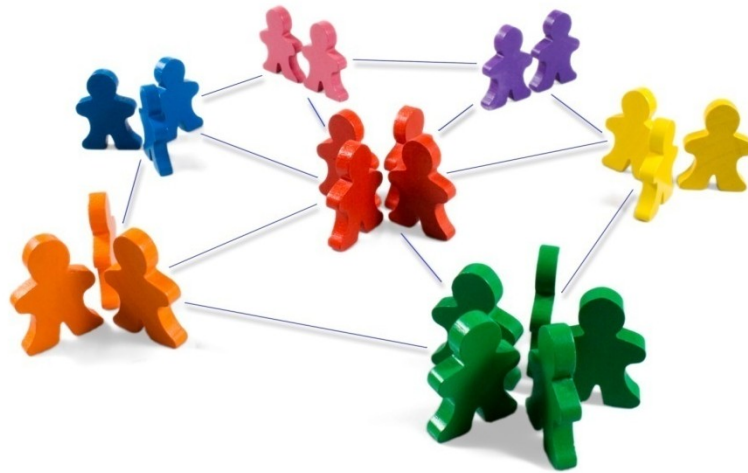
USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

11

NETWORK

Join the local chamber of commerce...Do a Google search on business gatherings in your local area. Ring your local council and see what they offer. Then get out there and start 'working the room'. Importantly, make sure you've got a swag of business cards ready for handing out.



Here's some ideas to increase your chances of success:

11.1 Be Authentic

Keep in mind that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others. Take off your selling hat!

11.2 Have Goals

Ask yourself what your goals are in participating in networking meetings so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.

11.3 Notice the Group Dynamic

Visit as many groups as possible that spark your interest. Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Often groups will allow you to visit two times before joining.

fast tip!

Offer a more expensive version five times its normal cost...what features would you need to add?

11.4 Volunteer

Hold volunteer positions in organizations. This is a great way to stay visible and give back to groups that have helped you.

11.5 Use Open-Ended Questions

Ask open-ended questions in networking conversations. This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.

11.6 Build a Reputation

Become known as a good resource for others. When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.

11.7 Know Your Work

Have a clear understanding of what you do and why, for whom, and what makes your doing it special or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.

11.8 Know Where You Need Help

Be able to articulate what you are looking for and how others may help you. Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.

11.9 Use Referrals

Follow through quickly and efficiently on referrals you are given. When people give you referrals, your actions are a reflection on them. Respect and honour that and your referrals will grow.

11.10 Meet Outside the Group

Call those you meet who may benefit from what you do and vice versa. Express that you enjoyed meeting them, and ask if you could get together and share ideas.

Importantly, enjoy yourself...People will see this and gravitate towards you.

11 NETWORK

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Ring the local Chamber of Commerce and find out what events are coming up
- ☐ Contact local council and find out if there are any business networks in my area
- ☐ Check I've got plenty of business cards on hand
- ☐
- ☐
- ☐
- ☐

11 NETWORK



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

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12

DO A LETTERBOX DROP

One of the oldest techniques in the book. With the onslaught of the Internet one would be forgiven for thinking this method of marketing would have dried up. But this is far from the truth as I'm sure you'd agree, as our letterboxes continue to fill up with what many term 'junk mail' every day of the week.

However, this is no reason not to use this as a way of promoting your business...In fact, the reality is, many small to medium sized businesses don't use it, leaving it to the big marketers to battle it out for our attention. Here in lies the opportunity.



Although what I'm about to say is a generalization (and is dependant upon geographical areas) the majority of materials we receive in the mail are catalogues from the large department stores...Wal-Mart, K-Mart, Target and so on. This means that when we do receive something in our letter box from a local business it tends to stand out...Particularly if it's got that local feel about it. I can't think of the last time I received a mailer from the local baker, accountant (or candle stick maker!).

So, identify a particular geographic area in which a high proportion of your customers and potential customers may live. Then print a bunch of fliers, calendars, stickers or fridge magnets and pay your neighbor's teenage son or daughter a few dollars an hour to walk the streets and spread the word. Include a coupon that can be redeemed in store...this is a great way to measure the effectiveness of this idea.

An additional tip here is to include some information on the mail piece that will encourage people to hold on to it for an extended period of time...This could be a price list, menu, interesting facts...Maybe even ring the local council and ask what information they can

fast tip!

Visit your local printer and see what's new.

12 DO A LETTERBOX DROP

provide you (that has some relevance to your business) on the local area that you can include on your mailer.

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

- 1.
- 2.
- 3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

📋
To Do List

If the idea still stacks up, then here's the START OF YOUR TO DO LIST to get this idea underway...

- ☐ Identify an area
- ☐ Determine quantities
- ☐ Decide what I'm going to direct mail
- ☐ Obtain a print quote
- ☐ Find someone to walk the streets for me (or buy a pair of runners)
- ☐
- ☐

12 DO A LETTERBOX DROP



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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13

OFFER FREE SAMPLES

The best advertising is a great product. So if you've got a product or service that deserves to be tried by the world, get out there and offer the world free samples. This may be done literally out on the street, at an expo or even via the post or Internet.

Now, I know sampling isn't new, but such an effective marketing tool that has the ability to get lots of people trying your product (or service) is definitely under-utilized.

Let's start with the obvious... Bakers.... There shouldn't be a Baker in this world that doesn't offer a free sample of some mouth-watering delight on their counter.

Then there's the coffee shop that offers shots of different flavored coffees.

And the ice creamery that's only too happy to hand over a small trial scoop.

But these are the obvious ones...After all, sampling was made for food manufacturers...in fact it was invented by them! A bit like Valentine's Day being invented by Florists...or was it?!

But sampling need not be the domain of the lucky few. Nor should it be the domain of product marketers alone. What about these for sampling ideas:

- A gardener who'll mow your nature strip for free.
- An illustrator who'll do a quick sketch of your pet to demonstrate her style.
- A butcher with a BBQ going out the front of his shop.
- A plumber who offers a health check on leaking taps.
- A dry cleaner that offers to press your tie whilst you wait.
- A nursery that offers free seedlings.
- A website developer that offers a free design.
- A transcriber that offers to transcribe a document for nix.
- A masseur who offers two-minute neck rubs.
- A hairdresser that offers free eyebrow trims.

fast tip!

Start a mastermind group.

13 OFFER FREE SAMPLES

The keys to effective sampling are a) it's offered free without obligation; b) it's done in the spirit of simply allowing people to try before they buy; and 3) the sample should be a replica of what is offered for sale, just on a smaller scale.



This said, be mindful that the reason you are sampling in the first place is to get sales. So always give yourself the best chance of ensuring such a commercial outcome. Ask the customer what they thought. Have prices clearly displayed. You could even include a brief description about how the product or service being sampled may change the customer's life.

13 OFFER FREE SAMPLES

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

☐ Brainstorm ideas of what I could offer as samples

☐ Decide how I would promote and distribute them

☐

☐

☐

☐

☐

13 OFFER FREE SAMPLES



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

14

HOLD A DRINKS EVENING

We all love a free drink and nibble. So why not book out the local hall, put on a spread and tell people about your business.

The trick here is to make it interesting...you certainly don't want people thinking they're going to be sitting there for an hour or so whilst you overtly sell to them. Sure, that can be the outcome and your underlying agenda, however you need to package it up in a way that is interesting, compelling and enjoyable.

This could be done via a demonstration...this is particularly useful if you have a product to sell. I once went to an information evening on Lawn Mowers and it was held in someone's backyard! The business owner had ensured the grass was suitably long, had arranged a whole lot of chairs in different parts of the lawn and then proceeded to show us the different types of mowers. But the real magic came when he shared with us his top five ways of ensuring you get the best mow possible and how to care for your mower to avoid expensive repair bills. So, not only did this guy get to talk about his product he also added a huge amount of value by sharing these tips. It was a great session and I ended up buying a mower!

fast tip!

Create a joint promotion with another complimentary business.

If you're a service-based business then having a couple of past customers talk about their experience with your business can be just as interesting. The trick here is to ensure they are 'fanatics' ie. That they're very passionate about what you offer. They also need to be able to communicate this passion clearly and succinctly. The magic here is to ensure they practice what they have to say prior to the evening and, if they're willing to, to answer questions from the audience. This can be very powerful as all of a sudden they can provide answers to the questions the audience has as opposed to just what you want them to hear. People appreciate this.

The trick here is to avoid the hard sell, but instead use it as an opportunity to talk to those who may buy from you in the future.

14 HOLD A DRINKS EVENING

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

14 HOLD A DRINKS EVENING



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a name for the evening
- ☐ Book a venue that suits your business
- ☐ Produce a well-branded invitation
- ☐ Have a leave-behind eg. A bag of samples, a price list
- ☐ Capture the contact details of everyone who attends so as you can follow them up
- ☐ Make a special offer only redeemable on the night
- ☐ Offer a prize
- ☐ Incentivize people to bring a friend
- ☐ Make sure you clearly brand the venue
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



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15

TRAIN STAFF TO SPEAK TO CUSTOMERS IN AN INFORMED MANNER

Unless you're a web-based business, then so often it's a company's staff that are at the frontline of customer and client relations. It's a scary thought for any business owner to acknowledge but the reality is that it's these people who can make or break a sale. The trick is to ensure they're 'worded up' appropriately.

So...Explain to your staff the role they play in creating customer perceptions and feelings about your business. A great way to do this is to get them to personalize the experience. Get them together over a few sandwiches one lunchtime or after hours and ask them how they feel towards a company when they receive great service...and (more importantly) poor service.

If you just want a 'standard' greeting to be used, keep it brief and explain the type of 'tone' you want staff to use.



If your staff need to answer questions, or explain what your business does, then create a draft script that covers all the main points. A FAQ (Frequently Asked Questions) sheet is a must for any business. The best way to develop this is to get your staff to list all the questions they've ever been asked during the course of speaking to past and present customers...then commit them to paper and develop answers for each one. Not only is this a useful tool for existing staff, it's also a great way of inducting new employees.

fast tip!

Hand out 10 business cards a day for the next week.

Then each staff member can use their own approach based on your guidance to say it in their own way (but making sure the main points are properly covered). If you try and give each staff member a standard word-for-word script, then they may lose their enthusiasm and character and it will sound fake.

15 TRAIN STAFF TO SPEAK TO CUSTOMERS IN AN INFORMED MANNER

Use simple role-plays to demonstrate the outcome you want. Give a refresher after a few weeks if you think it is needed.

Including staff in the development process and drawing on their own experience in talking with customers is also a very effective way of acknowledging their value in helping your business succeed.

Another important point in wording up your staff is to make sure they know their job. Tell them about your products, services, return policies, your businesses selling style, who your decision makers are, your marketing strategy, how you want them to handle complaints, your competitors, and more. Remember, to your customers your staff ARE your business... and 'front-line' staff can be found anywhere -- on the phone, at the counter, in the warehouse, in delivery vehicles etc.

By supporting staff, asking them for their input and generally helping them feel more professional, they'll be much more likely to be the custodians of your business that you wished for.

15 TRAIN STAFF TO SPEAK TO CUSTOMERS IN AN INFORMED MANNER

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Get staff's feedback on this idea
- ☐ Reward staff who are already doing this
- ☐ Write a list of points that all staff must know about the business
- ☐ Schedule a monthly meeting to keep on top of implementing this
- ☐ Start a FAQ sheet
- ☐
- ☐

15 TRAIN STAFF TO SPEAK TO CUSTOMERS IN AN INFORMED MANNER



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

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16

PROVIDE THE LOCAL SCHOOL WITH A FUNDRAISING OPPORTUNITY

Schools always need to raise funds whether it is for new play equipment, library books or even buildings and renovations. And the fact is, this is usually left up to the Parents' Association to organize...a group of kind-hearted individuals who although have the right intentions, are also busy running a household whilst working fulltime.

So when it comes time to raise some money for the school each year, the usual tricks are rolled out – Annual Dinner Dance, Trivia Night, Raffle and so on. Invariably, all these ideas take a huge amount of time and money to organize. Committees need to be set up, meetings need to be held...there's the set up and pack up and it all seems to go on forever. Sure, there's a dollar to be made at the end of it but boy has it taken its toll.



So, with this in mind, why not think about providing a special offer to families of the local school(s). Think about this as an instant mailing list! In return for having access to sending them the offer you provide a percentage return to the school on all purchases.

To keep the offer simple, all you need do is offer X% back to the school for every purchase made by a school parent. For example:

- A Café owner could donate \$1 for every main course sold to a person who identifies themselves as being from the school;
- A Travel Agent could donate back \$X for every family holiday package sold

fast tip!

Bundle services together with special pricing.

16 PROVIDE THE LOCAL SCHOOL WITH A FUNDRAISING OPPORTUNITY

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Contact the school and ask who the best person to speak to is...Often it's the President of the Parents' Association
- ☐ Advertise your offer in the school's newsletter, on their website...even see if you can get a notice sent home with each student
- ☐ Make it clear that Teacher's can also access the offer
- ☐ Don't just stop at promoting it...once the offers finished report back to the school (once again in their newsletter and via a notice) how much was raised and thanking parents for their business.
- ☐
- ☐

16 PROVIDE THE LOCAL SCHOOL WITH A FUNDRAISING OPPORTUNITY



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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17

DO SOME TELEMARKETING

You might decide to do this yourself or outsource it to a specialist. Doing it yourself can be scary but it's much easier if you've got your story straight. So spend some time planning your pitch (maybe even do a role play with a colleague) then cut to the chase straight away by letting the person know how your product or service can benefit them immediately – "I'd like to tell you how I can save you 20% off the price of..." Then pick that phone up and start calling...How's five calls a day sound?

I have a friend who has a fundraising business for pre-schools and he actually pays two of his friends to telemarket on his behalf. Paying them a reduced hourly rate the two people he employs are incentivized on the amount of sales they make. This is a great job for stay at home parents who don't have the luxury of getting out of the house on a regular basis.



If you decide to outsource, then telemarketing companies can make large numbers of sales calls on your behalf. These services can actually be a cost-effective alternative to creating an in-house telemarketing group. Their services can be broken into two major categories: inbound and outbound.

Telemarketing services provide telephone sales representatives (TSRs) who can make several different types of calls for your business:

- Direct sales
- Lead generation
- Appointment scheduling
- Verifying information / checking lists
- Research and surveys

fast tip!

Promote your services / products on your envelopes and invoices.

17 DO SOME TELEMARKETING

With good training and support, the right telemarketing company can have a significant impact on your bottom line.

When choosing a telemarketing company, it is important that you balance the need to save money with the importance of having a high-quality provider. You should think of the provider as an extension of your business, rather than just another vendor. Afterall, these people will be contacting potential / existing customers on your behalf.



Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

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Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

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3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ If doing it yourself, prepare a couple of different scripts
- ☐ When speaking to potential customers speak in your own style...avoid being someone you're not
- ☐ Cut to the chase...Start upfront with a benefit driven question.
- ☐ Eg. "If I could save you \$50 on your next car service would you be interested?" Or "How would you like a free Pizza once per week?"
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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18

USE THE BACK OF YOUR BUSINESS CARD

The back of your business card is one of the most missed marketing opportunities for all businesses. Why leave the back of your business card blank when it can be used to promote your business when you're not around? Plus it gives customers an extra reason to hold on to it. This doesn't mean simply putting your tag line or logo on the back...Instead use it to add value to your business offering.

Here's what I mean:

- A Cafe could include a summarized menu of its leading dishes;
- A Web Developer could use it to share its philosophy on what makes a good website;
- A Jeweller could use it to list all the key anniversary milestones;
- A Life Coach could use it to display an inspirational quote;
- A Dry Cleaner could include tips on stain removal;
- Any business could tell the story of how they came to being...so often this makes for interesting reading.

fast tip!

Answer your phone differently.



So...what could you include on the back of your business card that would give customers an extra reason to do business with you?

18 USE THE BACK OF YOUR BUSINESS CARD

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Brainstorm information to include on the back of my business card
- ☐ Get a quote for doing double-sided business cards (if you don't already)
- ☐
- ☐
- ☐
- ☐
- ☐

18 USE THE BACK OF YOUR BUSINESS CARD



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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19

CREATE AN EXPERIENCE FOR YOUR CUSTOMERS

Get this right and you'll have customers coming back in droves. By experience, I mean making the process of buying from you relevant, consistent and enjoyable. In other words, have them enjoy a real experience instead of simply transact with you.

Here's an example...There's a chain of Juice Bars near where I live...they're called Boost Juice. Whenever you go to a Boost Juice you can always expect the same enjoyable experience. It goes something like this:

- Upon approaching the store you notice the strong, funky branding...logos, colours, groovy music;
- All the staff are healthy looking students dressed in a cool corporate uniform;
- The menu makes you want one of everything;
- You're warmly greeted and asked for your order;
- Upon giving your order they ask for your first name, give you a ticket and advise you it won't be long;
- You're also asked if you have a loyalty card...If you do you get it stamped, if you don't you get one!
- All the juices are freshly made in front of you and come in a cool looking Boost Juice container;
- Once yours is ready they call out your name and hand it over with a smile and eye contact;
- Jobs done;
- But the experience continues online where, if you are a loyalty club member, you get frequent offers conveniently sent to your e-mail.

Offering such a brand experience isn't brain surgery and any type of business can do it...But boy is it clever. And it's really not that hard to implement. All you need to do is identify your entire sales process...from the moment the customer comes in to contact with your business

fast tip!

Become a donation site so as people have another reason to visit you.

19 CREATE AN EXPERIENCE FOR YOUR CUSTOMERS

through to the actual purchase and post-purchase cycle. Once you've identified all the steps involved, then what you need to do is agree how each step is handled.



Questions you'll find yourself asking are:

- How's the phone answered? Is it the same each time?
- How do we approach customers?
- How do we speak to customers?
- How do we package items?
- How do we greet people who come in to our store?
- How do we thank them? Do we thank them?!
- How do we follow them up?

19 CREATE AN EXPERIENCE FOR YOUR CUSTOMERS

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Identify a local business that offers an experience and see what I can learn from it
- ☐ Maybe even meet with the personal responsible for creating it
- ☐ Create a flow chart that plots the experience customers should get from doing business with me
- ☐
- ☐
- ☐
- ☐

19 CREATE AN EXPERIENCE FOR YOUR CUSTOMERS



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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HAVE ALL TOUCH POINTS WORK IN HARMONY

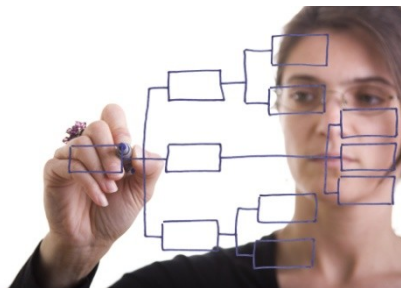
Touch Points? Yes, Touch Points. Anytime someone (potential, existing or past customer) comes in to contact with (touches) any part of your business is a Touch Point...otherwise known as a Moment of Truth. It's at this point where they get just that little bit closer (or maybe even a big bit closer) to deciding to do business with you.

There is no limit to the amount of Touch Points that may exist for your business, however to give a sense of what I'm talking about here's a list of some key ones:

- Business Cards
- Stationary
- Website
- Brochures
- Signage
- Phone Answering
- Voicemail Message
- Uniforms
- Logo
- Office Fitout
- Advertising
- Menus
- Price Tags
- PowerPoint Template
- Shopping Bags

The big idea here is to make sure that all your business's Touch Points are working in harmony. When they are you instantly create a consistent look and feel to your business that engenders a sense of trust and professionalism.

Let's use an analogy. When you meet someone for the first time you get a quick sense for the type of person they are based on the way they talk, dress, move, listen and so on. When you meet them on subsequent occasions you expect to build on this already established foundation. And if on these subsequent occasions you have a similar experience then you will generally begin to trust and like that individual. However, if on the other hand, every time you met that person they were different then you'd find it difficult to form any sort of trusting relationship. You'd be more inclined to move on and find someone else to meet.



Well, businesses are no different. If, as a business, you can give people the same sense of who you are each time they come in to contact with you then you'll give yourself a much greater chance of winning them over.

The wonderful thing about this idea is it doesn't cost any more money to do it really well. The fact is, your business already has however many Touch Points...they exist here and now. You just need to spend the time identifying them all. Once you've done this you need to ensure they look as though they're all connected to the one business...yours!

This means being clear on the colors you use (if the logo is a particular blue then make sure the exact same blue is used wherever the logo appears). Use the same typeface in all marketing materials. Ensure all business cards look the same just with different contact details (of course!). Make sure the website reflects the look of your printed marketing materials. If you present on PowerPoint then have a consistent looking template. Ensure any signage looks the same. And so on.

Big brands do this amazingly well. Think about all the Touch Points of say Starbucks or McDonalds or Wal-Mart...no matter where you turn these brands are presented to you in exactly the same way. They create a world in which consistency of presentation - physical, spoken and tactile - is everything.

As I said at the start...Marketing is the quickest way to a sale and expediting the sales process means getting everything in order to make it simple for people to buy from you.

fast tip!

Reward a special client...a simple hand written card may be enough.

20 HAVE ALL TOUCH POINTS WORK IN HARMONY

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ List all my Touch Points
- ☐ Find a designer who could help me in getting them all looking the same
- ☐ Am I using the same typeface everywhere?
- ☐ Do I have just one version of my logo?
- ☐
- ☐
- ☐

20 HAVE ALL TOUCH POINTS WORK IN HARMONY



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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21

CREATE A SMELL THAT BECOMES ASSOCIATED WITH YOUR BUSINESS

OK, so at this point you may be right to think that the author has lost the plot. Why should you even think about creating a smell for your business? Well, the answer is quite simple...smell is an incredibly effective way for us human's to remember something or someone. Why do you think the perfume market is so incredibly large?

I have a wonderful memory from growing up of the doughnut shop down the road from where I lived...that wafting aroma of warm, freshly cooked cinnamon doughnuts was irresistible. I couldn't not buy one!

I also have a current memory of The Body Shop...You always know when you're walking past a Body Shop thanks to the cacophony of aromas that seem to mix together and create their unofficial signature fragrance.



fast tip!

Connect with similar businesses in non-competitive locations.

But right now you're probably saying "Yeah but that's a doughnut shop or perfumery...they smell good naturally. But what about my Accounting practice? Or IT repair business? What smell could they have?" Fair question indeed. The answer is that many businesses don't have a natural smell that you would associate with them...you, the business owner, needs to make it up.

So, for example, an Accounting practice could have a particular essential oil burning throughout the office. A toyshop could spray Play Dough spray <http://www.perpetualkid.com/index.asp?PageAction=VIEWPROD&ProdID=1698t> throughout the shop and on all their invoices. Yep...you can buy Play Dough Spray!

21 CREATE A SMELL THAT BECOMES ASSOCIATED WITH YOUR BUSINESS

The ideas are endless here...You need to choose a smell that has some relevance to your business. It's amazing what's out there. Just check this link out <http://www.perpetualkid.com/index.asp?PageAction=VIEWCATS&Category=274> or do a Google search on your favorite smell...It just might be bottled!

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

21 CREATE A SMELL THAT BECOMES ASSOCIATED WITH YOUR BUSINESS



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a long list of smells that may be appropriate for my business
- ☐ Shortlist the long list and then test them with customers
- ☐ Decide how I'm going to associate this smell with my business
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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22

GET A SANDWICH BOARD

Ahh, the humble sandwich board. When they do create the Marketing Hall of Fame (is there one?) this surely will be one of the star exhibits... Not only for its longevity (they've been around for decades, or is it centuries?) but also for its sheer ability to bring in the customers. In fact, it will most likely be out the front doing what it does best!

Sandwich boards are cheap, effective, they get noticed and are highly flexible.



Place it out the front of your business (check with the council first) and use it to advise people of specials, deals or new arrivals. Customers love something new. This gives them a great reason to come inside.

fast tip!

Send your top ten customers a thank-you...right out of the blue.

But they shouldn't be simply the domain of cafes and pizza shops. Whether you have a retail presence or are out on the road this humble marketing tool can be out there working for you...rain, hail or shine.

I've seen them used in many great ways but one comes to mind above the rest. Painters use them very well...Often I've seen a sandwich board sitting outside someone's house that states..."This house is being painted by Joe Bloggs. Call me for a free quote."

Such an idea can be applied to many businesses that find themselves on the road and in people's homes – The TV Repairman could have one stating "Another TV being tuned by ACME TV Repairs." The Masseur could have one saying "Another set of sore bones getting some TLC."

Sandwich boards also come in to their own when you have a business that is tucked away in a hard to find corner of a shopping centre. Plus they're great if you want to change your message often...maybe in relation to the day. "Mondayitis? Try our coffee jolts." reads the café sign. "Easter's almost here...Get your tires checked." reads the tire outlet's board. For these flexible versions you'll need either to get a whiteboard version that you can write on and rub or a letter sliding model that allows you to change the words.

✓ Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗ Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

22 GET A SANDWICH BOARD



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Write 5-10 different lines that could appear on my sandwich board
- ☐ Contact the local printer / office supplier and source different styles of sandwich boards
- ☐ Get quotes
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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CREATE A PODCAST

These are simply audio and video (Vodcasts) shows that you download from the Internet. Podcasts are great if you've got plenty to say – especially stuff that others want to hear. You could talk about your product, interview others who use your product or service, express opinions or even provide handy tips. Check out Apple iTunes, Podcast Alley or Podcast Pickle to find out more.

I love Podcasts...In fact, I listen to them daily. [And produce one weekly!](#)



Not only do I get to choose what I want to listen to, but I get to choose when as well. And I love the fact that Podcasting makes it possible to listen to people from all over the globe talking about subjects they are passionate about. Folk who ordinarily may not get the opportunity to share their views in the mass media.

The other upside of Podcasting is that it gives the Marketer the opportunity to create an entire program around their product or service. Not just a thirty second ad, but a fully-fledged production that can go for as long as they like. You see, producing a podcast is a very inexpensive operation...all you really need is a USB microphone, a computer, some editing software and a bit of technical knowse to upload it to iTunes. Additional costs may come in the form of voice talent and a music score, but both these things are freely available as well...just get on to Google and you'll find a plethora of options.

So, if you're a business owner and are looking for a cheap way to promote your business then try Podcasting. You don't need to create an epic; just something entertaining that will appeal to your target audience.

23

CREATE A PODCAST

fast tip!

Create an affiliate program and reward others for selling on your behalf.

Here are some ideas:

1. Educate people on your area of expertise.
2. Offer tips on how to get the most out of your product or service.
3. Tell the story of how your business came to be (if it's interesting!)
4. Interview suppliers in related areas.

Importantly, if you decide to Podcast, make it interesting and entertaining. Not dull and lecture-like.

There are some great examples of businesses both small and large doing it...here's some to check out:

- Manager Tools
- Small Business Big Marketing
- Killer Innovations

23 CREATE A PODCAST

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Buy a book on how to Podcast
- ☐ Start listening to some Podcasts
- ☐ Contact some Podcasters and ask them how they go about it
- ☐ Decide on a subject to Podcast about
- ☐ Subscribe (for free) to [Small Business Big Marketing's Podcast](http://SmallBusinessBigMarketing.com)
- ☐
- ☐

23 CREATE A PODCAST



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

This is an interesting one. It raises the question...Should every business have a website? The answer is of course “No”. However, in my experience almost every business owner I ever speak to feels as though they should have a website. Either because their competition has got one, someone’s trying to sell them one or they simply believe that’s the way the worlds headed...No website. No play!

This is of course not the case. However, there are some compelling reasons to have a website. When I started my marketing consultancy I didn’t immediately see the need for a website. Afterall, I wasn’t selling products online. I wasn’t blogging. I was busy enough with existing clients so that I didn’t need more to find me. However, I bit the bullet and had one done...Having it populated with content about who I am, what I did, some testimonials and a bit of information on basic marketing tips and tricks.

What I found (and didn’t expect) is that for me my website allowed people to check me out (so to speak)...to credentialize me before they met me. This turned out to be a very good thing as more often than not, I’d walk in to a new business meeting and the person would say “OK, I’ve read all about you on your website, so let’s get down to discussing business.”

This is a long way of saying that a website can be a good thing. However, here’s some points to note:

1. Remember, it’s only a website. It’s not the hole box and dice of your business. (Unless of course your business is based fully online). The point being is that you may not need to spend a huge amount of time and money on it. If you run a Café then maybe all you need is some nice shots, your menu, photos of your staff, opening hours and a bit about your food influences. You may also give customers the chance to book online.
2. There is no magic number for how much a website costs...The same concept can cost you \$200 from one company and \$2,000 from another. The key here is to shop around. Post a brief on Elance and see what proposals come back.
3. If you decide to get one, then at least keep it updated with current information. If it includes staff contact details then make sure it’s changed as people come and go. If you add new products or delete old lines then make sure it’s reflected online. If you decide to blog then do it on a regular basis.



Don’t revert to your formal voice when writing. You’ve got a personality, show it.

4. Make sure the design of your site reflects the other parts of your business...that the correct logo is used. The same type face as your printed materials.

Finally, if you've already got a website, then review it in light of what's been said above and make sure it serves a very real purpose and isn't just taking up (cyber) space. Be clear on the role of your site – Is it to sell? Inform? Educate? Create a database to sell to offline? All these reasons are valid; just choose the one that best serves your customers' needs.


Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.


Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Look at websites from around the world in similar businesses to mine
- ☐ Ask others how they use their website
- ☐ Meet with a web developer and understand my options
- ☐ Decide on why I need a website in the first place
- ☐ How will I measure its success?
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

25

BE YOUR CUSTOMER

In a previous life I happened to be the Marketing Manager of a major travel agent chain. Within my area of responsibility was the local marketing of some 300 stores. On any one day, I'd get a call from two maybe three store managers who'd ring me requesting help in getting more customers. Sure I'd say...I'll come and visit you next week and we'll put some strategies in place. But before hanging up, I'd always ask them what they thought was quite an innocent question..."How's the store looking?" I'd ask. "Fine", was the response more often than not.

So, at the agreed time, I'd head on down and meet the Manager at their store. And the first thing I'd notice was what a shambles it was looking. I don't mean a complete rubbish dump (although there was the odd one), but the store's appearance really had been neglected.

The carpet and windows were dirty. Chairs were torn. Brochures weren't put in neat piles but strewn everywhere. Staff were dressed to their standards and not the companies. Old point-of-sale material was still on display. The radio was booming away in the background. Old coffee cups littered the desks where Clients would sit. And the list went on and on.

fast tip!

Who really is the decision-maker? Now target them with a dedicated marketing idea that hits them right between the eyes.

The first thing I would do on noticing this was to ask the Manager to step outside (in a non-threatening way of course!), I would then ask them to change their mindset...stop being the store manager just for five minutes but instead be a potential customer of theirs coming in for the first time. Once they were in this headspace I would ask them to re-enter their store, take a look around and tell me what they saw.

This is when the Ah-Ha moment occurred. "My God, they'd say...Look how dirty it is. There's stuff everywhere!" I'm sure you can guess the rest.

The big idea here is not keep your shop or office clean...although that's a good idea in itself. No, the idea here is to spend time (on a regular basis) being your customer, and ask yourself:

"Would I buy from these guys?"

"Do they look as though they know what they're doing?"

But don't stop there; get other staff members to do it as well. Maybe even ask a trusted client or a family friend. The more feedback the better.

25 BE YOUR CUSTOMER

But don't even stop there. Fix whatever needs fixing immediately.


Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.


Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Choose some friends, customers and staff members to provide constructive feedback on the way the business presents itself.
- ☐ Make changes immediately to any major problems
- ☐ Schedule this in my diary once per month
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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ASK YOUR CUSTOMER

When was the last time you asked your customers for their opinion? Or is it too scary to think about what they might say? Bite the bullet and do it....Knowledge is power.

I know of a very senior businesswoman who at one point was the CEO of a major FMCG (Fast Moving Consumer Goods) company. The company she ran was responsible for over 20 top 100 supermarket brands. Having done her time in the corporate world she started her own consultancy aimed at assisting other senior people in the same area. When I first heard about her move, I assumed that by assisting them, she would do lots of high powered presentations in big board rooms, lots of long lunches discussing big issues, rates of return etc etc etc.



However, I was wrong. On the first day (in fact the first month) of working with a new Client she asks them to come in dressed in casual clothes and they head out to supermarkets around the country and watch people buy the Client's products off the shelf. They observe their behavior, time them, watch where they look, check out what else is in their basket or trolley and generally get a hands on sense for these people at the frontline.

Following this, she then has her Client sit down with these people (his or her customers)...in their own homes...and talk about their brands. Even show where they're kept. Does he keep the razor in the shower or in the cupboard? Does she read the cereal box over the breakfast table? Do they read junk mail? When? Where? What?.....

Having key insights in to your customers offers a huge competitive advantage to any business willing to take the trouble. You will discover things that you never ever thought they thought about your product or service. Plus you will have things confirmed that up until now you were only assuming to be true. You might even get some compelling new ideas for new ways of doing business.

26 ASK YOUR CUSTOMER

The magic of this idea is in the asking of the right questions. Here's the basis of a checklist to work to:

- Why do you buy my product or service?
- How would they rate our level of service?
- What do they think of the atmosphere of my business?
- Do you think our pricing policy is fair?
- Are they happy with the range of products or services on offer?
- What's missing?
- What do they find difficult or annoying about doing business with you?
- What impresses them most about your business?
- Have they ever felt let down or disappointed?
- How did they find out about you in the first place?
- If it were there business, what would they do differently?

Do this over a coffee, or the phone or simply leave a questionnaire at the counter. Importantly, avoid closed questions eg. Do you like the level of service? Instead, always ask open-ended questions eg. What do you like and dislike about our service levels?

Customers will love the fact that you value their opinion. They'll love it even more if they see some of their feedback being put in to action. This is a great way to build an emotional connection with your most important stakeholders.

Now, whilst on this idea...I'd like to take the opportunity to ask you the following questions:

- How are you enjoying the ideas so far? Are you overwhelmed or underwhelmed?
- What could have been done better?
- If I were to produce another marketing information product for sale on SmallBusinessBigMarketing.com what would you like it to be about?

[Click here to send me your responses.](#)

fast tip!

Keep it short and sweet so people read it immediately.

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Get a meeting with five current and five past customers
- ☐ Create a list of questions that I want to ask them
- ☐ Create a questionnaire that I can send to customers
- ☐
- ☐
- ☐
- ☐

26 ASK YOUR CUSTOMER



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



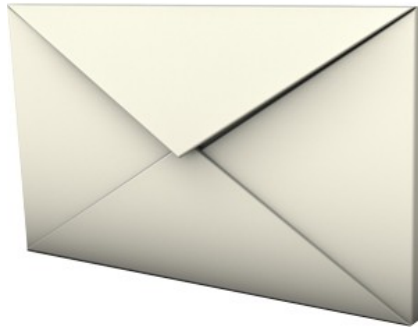
Links

USEFUL LINKS to bring this idea to life can be found at

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Now let's be very clear upfront here...By e-mail marketing I do not mean buying a list from someone...anyone...and sending unsolicited e-mails to a group of people that you don't know and who don't know you. This is called SPAM! Even if you have the best intentions in the world with the best offer in the world, you're conversion rate will be low at best.

You see, Marketing is all about building a relationship with a group of people you've identified as having a problem (AKA need) that your product or service can address. And this relationship concept is even truer online where people can't see you or hear you.



So, by e-mail marketing I mean creating an opportunity for people to happily provide you with their e-mail address and agree to receive offers from you over the course of time until they decide no more. (Hopefully this will never happen). You see, a database (an e-mail list in this case) is an extremely valuable asset for any business to own. And it is certainly not to be abused. With such a list you have the opportunity to communicate with potential, current and past customers on an on-going basis.

Getting people to hand over their e-mail address can prove a challenge. Let's look at three different circumstances:

1. **The store owner** – If your business is centered around a retail presence then you could ask for it when people come to pay, entering it straight in to a computer; you could have a form people could complete and hand in so as they get on the mailing list of special offers; or you could have a monthly prize draw that requires contact details to enter.

2. **The service provider** – If your business is a service business such as an Electrician or Tax Agent then it would make sense to request an e-mail address when capturing the customer's other contact information for billing purposes. Just make sure you ask if it's OK to send them special offers every now and then.
3. **Online** – This is where the idea of opt-in e-mail come in to its own. Websites are the perfect vehicle for capturing peoples' e-mail addresses. However, the trick is to offer lots of free stuff in order to entice it out of them. By this I don't mean give away the farm, just simply provide (for example) quality information products relevant to your chosen field. For example, as you probably know, if you visit <http://www.SmallBusinessBigMarketing.com> and sign up for free we'll send you five marketing tips (one per day) plus you'll get some additional eBooks and interviews sent straight to your In Box...for free!

Once you start to build an e-mail database as a result of people choosing to give you their e-mail address, now comes the time to start communicating with them. And thanks to the concept of auto-responders this doesn't mean needing to communicate with everyone at the same time.

fast tip!

Create a comparison chart showing how you beat your competitors – And you decide the criteria!

For example, if Joe Bloggs signs up you can set up an auto-responder (www.Aweber.com is a great one) so that Joe instantly receives the previously mentioned free products and then every second day after that he receives another e-mail from your business for the next two weeks providing him with additional free information whilst also making relevant offers to him.

Auto-responders have huge potential for any business with an e-mail list...however to go in to them in any detail would take up an eBook in itself. The best thing to do is visit Aweber and see for yourself. This company is the world leader in this technology and their website explains things simply and clearly.

✓ Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗ Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the START OF YOUR TO DO LIST to get this idea underway...

- ☐ Check out Aweber
- ☐ Decide how I best capture e-mail addresses of my Clients
- ☐ If I have a list, have it 'cleaned'...ie. Ensure all information in it is accurate
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



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<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

28

SMS MARKETING

This is similar to e-mail marketing but involves sending a message to the customers' cell phone. This marketing idea is still relatively new so it may still have the surprise factor in your market. The trick is to ensure you're sending a relevant message to a quality list. Obviously the best list is that of your existing customers' cell phone numbers however if you don't have this information then you can buy lists online or through a list broker. As mentioned in the E-Mail Marketing idea however this is fraught with danger, as you have no established relationship with those people.

So if you don't have your Customers' mobile numbers I suggest getting hold of them sooner rather than later. Not only will it help you communicate with them it will allow you to send them offers via the device they most likely use more often than any other...their cell phone.

And when it comes to the message, consider making it a special offer that has an expiry date – and maybe even one that involves them bringing in their phone to claim the deal.

fast tip!

Write your message in chalk on the footpath outside your shop or office (or your competitors' shop or office).



✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Start capturing all my current and future customers' cell phone numbers
- ☐ Identify offers I can make to them via texting
- ☐ Look online for software that allows me to do this on a mass scale as opposed to one by one
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



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HOST A STAND AT AN EXPO

Find out from the local chamber of commerce what festivals or expos are coming up in the local area. Put the effort in and prepare interesting marketing materials and have something special to attract patronage...a big bowl of fruit does wonders. But there's a lot of other variables that need managing as well:

Set Objectives and Measurable Results - Set effective and realistic objectives and measurements for them. Effectively planning your show's objectives allows the rest of your show to fall into place. Choosing the right measurement tools enables you to draw the correct conclusions following your trade show performance.



Show Selection - With over 13,000 trade shows, conferences, expositions, private and business-to-business events in North America alone each year, featuring 1.5 million exhibiting companies vying for the attention of over 100 million attendees, it can be daunting to select where your efforts are best spent. Use these Show Selection tips to find the needle in the haystack:

- Is it a national or regional show? What percentage of the audience is international?
- Who is the audience that is attracted to the show - describe them?
- How will show management attract this audience - what promotional methods do they use?
- What has been the attendance pattern in the past? What is the projected attendance?

- How many of the attendees are non-buyers?
- Does a third party audit the show?
- What do the attendees think of the show? What about exhibitors?
- What is the exhibitor turnover per year?
- What types of attendee promotion or marketing programs are available to exhibitors?

Space Selection - How do you choose the best booth space for you? Most shows give priority to long-term exhibitors. Yet some studies have found that where you are in the show hall has no effect on the amount of audience you receive to your booth. For every veteran exhibitor that requires a space in the center of the action, there are veteran exhibitors who flee from the same location. All the same, the size of your booth space is a very important decision, where you must weigh the need to stand out from your competitors with a large booth, and yet having enough budget to exhibit at all the worthwhile shows for your company.

Exhibit Design - A well-designed exhibit is so effective at cutting through the trade show clutter and getting your message to your target audience. The average trade show attendee will spend 7 to 8 hours on the floor over a period of 2 to 3 days visiting an average of 25-31 exhibits. This leaves 5 to 15 minutes per visit. This gives you only 5 to 15 minutes to make a lasting impression that will give you an edge over the competition.

Budget for everything - Expos can be expensive...Make a plan, cost it and stick to it. Otherwise your stand will be come more like a pit (and a bottomless one at that!).

Trade Show Promotions - Pre-Show and At-Show - Trade show promotions are money well spent. *Pre-show* promotions are the things you do before the show to make attendees want to visit your booth. *At-show* promotions are the activities and trade show giveaway items you do during the show to bring in more attendees into your exhibit.

Booth Staff Training - 90% of the positive feelings visitors have are due to the staff. Think about it, these are the people that are responsible for drawing in your customers, effectively engaging them and creating leads. Because of this, it is important that you select the most effective staffers that your company has to offer. If they are sales people, you have to train them to adapt their selling style to the trade show floor. If they are not salespeople, guess what - they can still do extremely well, given the proper preparation.

Lead Management - Almost 80% of leads generated are never followed, according to the Center For Exhibition Industry Research (CEIR). Rather than sending your hard-fought trade show leads into the abyss, strive to be part of the elite 20% that actually follow up on their leads! Remember, trade shows are very effective tools to create qualified leads. They could



"I'll get to it later" is the kiss of death.

also be an effective media to create sales - but only if the leads are followed up appropriately.


Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.


Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Check online for upcoming expos and conferences that would be appropriate to be at
- ☐ Contact a local expo organizer with a view to picking their brain on how best to approach things
- ☐
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



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EMPLOY A STREET TEAM

A Street Team is simply a group of people who wander around pre-determined geographical areas and promote your business. This is a great idea if you have something to hand out to potential customers or want them to sample or trial.

I had great success with this for one of my Clients who needed to start conversations with farmers in order to sell his product. What we did was arrange for a street team to attend country fairs and shows. Because we were trying to attract farmers who were generally male, we employed a group of well-presented females aged in their mid-twenties. We dressed them in the classic country outfit – Levis jeans, boots and white Ts and they wandered the shows handing out information and obtaining contact details for my Client to follow up with. They were so popular that the farmers ended up approaching them half the time and wanting their photos taken! Don't ever let anyone tell you sex doesn't sell!

fast tip!

Don't over plan...Implement that idea you've been thinking about right now.

There are several things you need to ensure this idea generates the results you're looking for:

- Ensure those in your team are well briefed on all aspects of your business so as they can talk knowledgeable and sincerely...a great way to do this is create a list of frequently asked questions and run through it with them. Build on this list as time goes by and the team becomes more experienced;
- Ensure they are well presented...this doesn't mean having them wear their Sunday best, it just means having them dressed in a way that reflects your brand;
- Ensure they love talking to people...a great smile and the ability to hold a good conversation whilst looking the prospect in the eye is critical;
- Employ the types of people that relate well to your potential customers.



30 EMPLOY A STREET TEAM

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Identify a group of people who you'd be happy to have represent your business
- ☐ Identify opportunities to have them hit the street...festivals, expos, events
- ☐ Decide what they'll be handing out...what is their mission?
- ☐ What will they wear?
- ☐ Create a script for them to practice on
- ☐ Give them my frequently asked questions to read over
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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31

GET LISTED ON FREE ONLINE CLASSIFIED SITES AND PRINT PUBLICATIONS

It's amazing just how many free opportunities there are for businesses to market themselves if you just look that little bit harder. Online classifieds and printed classifieds are two examples of this.

A quick Google search (free online classifieds <insert your area>) is sure to reveal many, many free classified sites that make their money through advertising revenue whilst letting you advertise for free. Craigslist is probably the most well known example of this. Not only do they allow you to provide copy but many allow for up to five photographs plus links back to your businesses website if you have one.

There are also many free printed classified publications that let you advertise using line ads for free...They make their money by people upgrading to display ads or adding photos to their line ads.

Now this idea may not be the big one that you're looking for, but as I say to so many owners of small businesses, the magic of their marketing strategy is in having many balls in the air at the same time. Yes, some will fall to the ground with a loud SPLAT, whilst others reach heights you never expected. At the end of the day, when your marketing budget is modest, he who wins is often the one showing the most initiative, willing to try new ideas and always having a new initiative on the go.

fast tip!

Give your customers a chance to win a free lunch...with you!



✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Find all the free online websites
- ☐ Create master copy that you can cut and paste in to each listing
- ☐ Get some photos as well
- ☐ Create a folder in your bookmarks of all the sites you list on so as you can go back and edit them at any time
- ☐ Include my website address in all listings
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

eBay is an amazing phenomenon. I think we all know that. However, call me out of touch, but if you're like me, I often think of eBay as being a place to buy more everyday items – clothes, electronic gizmos, CDs, antiques and so on – from people operating out of their own homes. Sort of like an online garage sale.



However, I've had a couple of experiences recently that have completely changed my perceptions when I realized that there were many businesses (small and large) using eBay as a way of increasing their exposure.

The first one came when I was looking at purchasing some treated pine sleepers from the local hardware store. I'd already had them measured and priced and I was ready to buy. The total cost was around \$1,000. But just as I was about to head out and get them, I had the idea of doing a quick check on eBay. And sure enough, three kilometers away was a timber yard selling exactly what I needed.

My other experience came when I wanted to buy a stainless steel splash back for my kitchen (yes, I'm renovating!). Taking a look on eBay revealed quite a number of stores selling such an item...however they were all the wrong size, but incredibly cheap. I decided to call one of the showrooms that had a listing and enquired about the size I required. I got talking to the owner about his eBay strategy and surprisingly he revealed to me that it was simply a way for him to get exposure. The products he advertised were generally a lot smaller than people required but it allowed him to price them very cheaply. Sneaky, but smart, I thought.

fast tip!

Hire a spruiker.

So why not open up an online store on eBay? You could use it to sell a handful of your more unusual items (or services). A bit of a clearance centre maybe? It might prove to be a great way of clearing some of that stock that's been lying around far too long or simply a way to increase enquiry.

Authors note - I just took my own advice and advertised a one hour marketing consultation on eBay...I was going to set it at a Buy Now Fixed Price but decided to let the market

determine what I was worth...scary stuff! Well, fortunately it didn't end in tears at all, and with the help of some clever (honest) copy I got my standard hourly rate and then some.

There are some great books written on making the most of eBay, here's just a few that I can recommend:



Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.



Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Search to see if other businesses like your are using eBay
- ☐ Create an account
- ☐ Create an offer
- ☐ Write the copy and source photos
- ☐ Try two or three different versions of copy and test which one works best
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

33

CHECK OUT THE COMPETITION

When was the last time you took a long, hard look at your competition? What are they up to when it comes to price, product, packaging, promotion and people? Ring them, visit them, check them out online? If you can't or don't want to, then have someone else do it for you.



You know, I asked a Client once what she knew about her competitors.

"Not much!" came the answer. "It's too hard finding information on them...Plus it feels a bit sneaky."

"Get over it!" was my measured response.

The reality is, how can you possibly position your business in a unique and interesting way, that's different to what the competition are doing without doing a bit of 'healthy surveillance'?

fast tip!

Use lottery tickets as incentives for referrals.

To this end, the following tips will assist you in gathering information on your competitors:

- **Get their customers' perspectives.** Request sales brochures and download information from your competitors' websites. Sign up for newsletters and promotions. Buy products or services for competitive analysis, and chat with employees at retail stores. Attend their public seminars.
- **Get your customers' perspectives.** Ask how your products or services compare to the competition and how other companies' marketing efforts differ from your own. Make sure your customer service representatives take note of complaints, compliments and other comments callers make about competitors.

33 CHECK OUT THE COMPETITION

- **Get their investors' perspectives.** If the company is public, buy some shares so you'll receive annual reports and other corporate notices. Use a monitoring service (Google Alerts is free) to track print, broadcast and online coverage of your competitors. Join industry associations, and subscribe to trade and government publications that focus on your field.

Gathering competitive information isn't as hard as it sounds. Much of it is easily available and relatively inexpensive to obtain.

As the old saying says...know your enemy.

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

33 CHECK OUT THE COMPETITION



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Take a day off and do some private investigating. Or...
- ☐ ...pay a friend to do the snooping for me
- ☐ Have an open mind...don't be critical, be objective
- ☐ Start to collect competitors' marketing materials
- ☐ Schedule this in to my diary to do it once a month
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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CHECK OUT WHAT'S HAPPENING OVERSEAS

This doesn't mean jumping on a plane and doing a global tour of businesses just like yours...Although, that said, if you've got a few dollars lying around I'm sure this would be a very insightful and revealing experience. Probably one that could put you well ahead of the game.

What this idea does involve is spending a good few hours on Google (whenever you can) and searching on key words and phrases relevant to your business. You see, by treating Google as if you were a customer will allow you to get a sense of what information is being offered up when people go searching for a business like yours.



Every time I do this I am amazed at what I find...Not only do you see what similar businesses are doing, the process also gives you so many great ideas for doing things better.

Now taking on Google means that you could end up anywhere given the copious amounts of information that is online...If you're anything like me, you'll get on to Google looking for one thing and ending up two hours down the track on the site of a completely unrelated topic.

So, this means having a plan. To this end, here are some tips:

- Spend some time thinking about what the key words or phrases are that people would use to search for a business like yours. I suggest first doing this manually, and then becoming more scientific about it by visiting Word Tracker, which is an online

fast tip!

Hire a student, niece or nephew to do those jobs you're just not getting to.

tool that allows you to see all the other words and phrases that people are keying in when searching for a business like yours.

- You might want to start at a very macro level eg. Lawn mowers...and then slowly drill down to more micro searches such as Lawn Mower model ABC retailers in Texas.
- Don't just look for websites of businesses like yours either, but also look for discussion forums, ezines and industry groups that are all related to your category. Discussion forums in particular can be a wealth of information as this is where people who buy a product or service just like yours are talking about the good, the bad and the ugly of your industry...You can choose to sit back and just read the discussion, participate as a pseudo customer or even come clean and let people know that you're a business owner and you'd like their feedback. It's the cheapest (and possibly most insightful) research you'll ever do.
- During your search you are sure to find many sites relating to your business. The trick is to manage them so that you can come back and revisit another time (or two). To this end, it's a good idea to create a *Competitors* bookmark file.
- Once you're in to the groove of this fantastic way to research your industry and competitors, I suggest you then start making contact with some of them. Flick them an e-mail and ask how business is...This is particularly OK if they're on the other side of the world and you offer no direct competitive threat to their business. Ask what they've done from a marketing perspective that's worked as well as failed. You might even call them...Use Skype (it's amazing).

On a semi-related note, a great site to visit is Springwise - a huge database of great business and marketing ideas from around the world that's updated weekly. All their ideas from the past however many years are indexed by category, plus you can search their database on any key word or phrase you like. I find the site incredibly stimulating when I'm looking for that big idea that will help push one of my businesses along.

34 CHECK OUT WHAT'S HAPPENING OVERSEAS

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Put aside an hour a week
- ☐ Have a plan
- ☐ Start a bookmarks folder that allows me to categorize what I find
- ☐ Contact a related business overseas and exchange ideas
- ☐
- ☐
- ☐

34 CHECK OUT WHAT'S HAPPENING OVERSEAS



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

ASK FOR THE SALE!

Now how's that for a whacky idea...Imagine asking your customer for the sale? I did this just recently...I met up with a fellow who owns a Commercial Leasing business...we were actually just out socially and not in a business environment at all.



He happened to ask what I did and I told him that I help small businesses maximize their marketing activities. "Wow", he said, "I own a small business and I could do with some of that." He then proceeded to ask me every question under the sun about how he could market better. Now I love these conversations...it gives me the chance to exercise my brain and generate ideas that I know will make people money. However, I also have to be careful not to give away everything before being contracted...I've got to earn a buck after all. So, I took a deep breath and said..."Now listen Stephen...I'd love to help you...In fact I know I can help you...But before I share all my gold with you how about you contract me for three-months and let me do my magic." Within 10 minutes I had a new Client.

Asking for the business may be the simplest way to market. When someone is asked to make a purchase, it actually sets off a chain reaction of thinking and consideration...done well, it politely forces them to decide. And if you've done the necessary groundwork then there's every reason you should receive a positive response. The simple fact of asking a customer to purchase increases the their odds of doing so.

When we're asked to buy something it forces us to think more deeply about our needs, motivations and desires.

35 ASK FOR THE SALE!

fast tip!

Subscribe to Small
Business Big Marketing's
Podcast.

In implementing this idea it's a good idea to assume success. Start your conversations in marketing materials and live presentations with the presumption of success. "I'm going to walk out of here with the sale." Take the perspective that the customers have already made the purchase. Talk about how happy they'll be with their decision...Ask them to imagine how they'll feel having made the purchase. Detail how, as they get used to the benefits your product or service provides, how they will find it hard ever going back to the competition.

Another thing to remember if you decide to ask for the sale is that we are herd animals at the end of the day. We don't like to admit it but we baa, I mean are! Another way to ask them to buy from you is to reinforce that others like them are buying too. This signals to them that they are indeed looking at the right product or service. Don't we just hate missing out?!

You can also ask for the sale by asking which product is of most interest to them. Establishing their likeability rating gives you a clear idea of which sale to ask for..."Mmmm, so you like that one...well how about I start getting it ready?"

Now sure, asking for the sale can seem forceful...But it needs to be anything but. It really comes down to how you ask...This comes down to personal style and your ability to feel comfortable with this idea. It's not for everyone, but before you completely move on to the next one, go and spend a few minutes in front of the mirror.

35 ASK FOR THE SALE!

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Stand in front of a mirror and start asking for the sale...seriously
- ☐ Try different approaches and styles...assertive, passive, casual, formal, hard-nosed etc
- ☐ Buy a book on best sales practice...read it!
- ☐
- ☐
- ☐
- ☐

35 ASK FOR THE SALE!



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

36

START A MASTERMIND GROUP

Two heads are better than one...right? Then what about ten heads...Now we're talking about some serious ability to generate great ideas.

Mastermind groups offer new perspectives. Have you heard the old saying, it's hard to see what's on the outside when you're stuck on the inside? This is why mastermind groups are so valuable. You can team up with people that are outside of your business and see things you couldn't otherwise see. Additionally, the folks you choose will have different experiences than you, and can offer new ways to handle issues and opportunities that come up, and can help you by asking you great questions that help you find the answer to get through those times you are stuck and in need of a breakthrough.



Mastermind groups offer a built in accountability circle. When you share your business (and personal) goals and with someone else, you help them help you be more accountable for the outcomes. One of the best ways to achieve something is to be constantly reminded about it, and a mastermind group offers four or more people that can ask you where you are with your goal, and offer encouragement if you've fallen away.

fast tip!

Offer a no questions asked money back guarantee. No fine print.

Strength where you are weak. Nobody is good at everything. That's a fact. Joining a mastermind group helps you fill in those weak spots with people who have strengths you're lacking, if you build the group strategically. Find people who are organized if you're lacking organization, who have good writing skills if yours are lacking, and generally are gifted in areas you are not. After all, it's a lot more fun working in our strengths zone than in our weakness zone, and if we work together, we can ALL be stronger.

36 START A MASTERMIND GROUP

If you are not currently in a Mastermind group, I suggest you take the initiative to start one. A Master Mind group is a powerful way for people to support each other as they get clear about their goals and define what they need to do to accomplish them. The idea is that there is a powerful synergistic affect when two or more people come together in a harmonious alliance to assist each other.

I recommend 5-8 people to start a Master Mind group. If a group is larger than this it can become difficult to manage time and still give each person a chance to share and ask for input at each meeting. A smaller group can run into problems and lose energy when one or two people can't make a meeting.

One of the important points to consider when you are forming a Master Mind group is to make sure that you get a group of positive people who are goal-oriented and motivated. Negative people or people who are always saying "yes, but..." will tend to stifle the energy of a Master Mind group and can result in a less harmonious and productive group.

You might want to start by asking people you already know and trust to join your group. Then ask new members if they know anyone who would be a good fit. If you are starting from scratch, I recommend that you screen potential new members over the phone or in person to make sure they fit with the overall spirit of your group. It is much better to discover a mismatch before accepting the person than to discover this once the group is rolling.

36 START A MASTERMIND GROUP

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Identify those who you'd like to be included
- ☐ Develop the idea in your mind...what, where, when, who and how?
- ☐ Contact them and invite them to be a part of it
- ☐ Schedule the first six meetings immediately...make the commitment
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

This is what I call the Hen's teeth approach to Marketing. The scarcity of anything increases its value. Marketers of antiques and collectables understand the profit potential in marketing items that are rare. Just as deadlines create purchasing motivation, scarcity creates a greater perception of value. You see, scarcity is a major component that customers can use in simplifying their decision-making. When something is sold out, they often make the simplistic assumption that it is because other customers have found it to be of high quality and great value. This could be far from the truth...there could be a myriad of other reasons why there's none of a particular product left.



Economics for Dummies tells us that when demand outstrips supply the price goes up. When more people are interested in purchasing than there is availability, the net impact is an increased sense of worth.

fast tip!

Send a second offer to your customers immediately after they've purchased.

Importantly, if you're going to employ this idea in your marketing arsenal, then make sure you're genuine with scarcity. In today's world of instant communication, we are far savvier at discovering false claims about anything. The Internet makes it so much easier to discover when a business or someone is lying. So be honest, otherwise you may be labeled a cheat.

In promoting scarcity create a buzz around demand. Fuel the buzz by apologizing publicly for the lack of supply. Long after supply catches up with your demand, you will have set in customers' minds the clear understanding that your company creates a 'wow' demand. This can be of great help next time you introduce something new.

37 ACT SCARCE

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Decide how I could promote my product or service as being scarce
- ☐ Write an ad as if I were going to place it in the local paper...(you don't have to run it but writing it will help bring the idea to life)
- ☐
- ☐
- ☐
- ☐
- ☐

37 ACT SCARCE



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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38

UNDERSTAND THAT THE MESSAGE IS NOT THE MEDIUM

I've always operated on the theory that it's the message that motivates the customers. Where it gets told is although very important...It's less important (just!). It's what you say, not where you say it, that matters most. Over the years of promoting my own and other's businesses I have found time and time again that the message is king.

It's amazing how many business owners never learn this concept. They create one advertisement or direct mailer and run it in three different locations. When it generates no, or minimal response, they conclude that advertising or direct mail doesn't work. I'd be a very rich man if I were given a dollar for every time someone told me how he or she'd undertaken a sponsorship, run an ad, sent off a direct mail campaign and got no response. There's a very naïve assumption at work in this thinking that by simply undertaking one of these marketing initiatives the sales will roll in. This is completely wrong.

fast tip!

Have a sticker designed, print 1,000 and distribute them all in the next month.

Sadly, small business owners get caught up in the where not what side of things. I remember attending one business meeting at my local Chamber of Commerce where about 30 small business owners talked at length about the pros and cons of various marketing mediums. Within half-an-hour they collectively managed to condemn as totally ineffective advertising, brochures, e-mail, outdoor signage, direct mail and a number of other mediums. The collective conclusion was that marketing didn't work!

I then asked "What was your marketing message? I'd like to see some examples, as the problem might be what is being communicated and not where it is being communicated."

So the magic in this idea is to focus your initial efforts on what to say...on the content of your message at that moment of truth when the customer comes in to contact with your business either through an ad, a website, a sign etc. That magic moment when they make that decision to hand over their hard earned cash and purchase your product or service.

38 UNDERSTAND THAT THE MESSAGE IS NOT THE MEDIUM

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

☐ Review all marketing materials with this new found knowledge

☐

☐

☐

☐

☐

38 UNDERSTAND THAT THE MESSAGE IS NOT THE MEDIUM



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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39

MAKE IT EASY FOR PEOPLE TO GIVE YOU MONEY

This idea is simple. It's another one aimed directly at simplifying the way you do business and removing another major blockage to having customers transact with you.

Maximize the payment options you are willing to take – Credit cards (which ones), personal cheques, cash (will you offer a discount for cash?), EFTPOS, online transfers, PayPal, lay-buy, Barter Card, contra! Over the phone...online? COD?



OK, so some of these options have fees attached to them...others are higher risk. At the end of the day you need to make the call, but it's no use taking the stubborn approach that it's, for example, cash or nothing. Look at it from your buyers' perspective.

fast tip!

Draw or describe your ideal client.

Once you've decided on what payment options you really are willing to take, then let customers clearly know that all these options are available to them. Put up signs...Include it in your ads...Post it on your website...Tell them when they're shopping.

39 MAKE IT EASY FOR PEOPLE TO GIVE YOU MONEY

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a list of all the additional ways people could pay for your products or services
- ☐ Create another list of places where you can promote this information
- ☐ Now create the necessary signage, stationary, updated ads and websites etc that communicate this important information
- ☐
- ☐
- ☐
- ☐

39 MAKE IT EASY FOR PEOPLE TO GIVE YOU MONEY



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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PROVIDE A GUARANTEE

This removes one of the biggest blockages to people deciding to buy. Make the guarantee unconditional and simple – Eg. *100% money back guarantee if you're not satisfied for any reason. No fine print.* Then promote the fact clearly –everywhere – on your receipt, in-store, on badges that your staff wear, in your advertising...absolutely everywhere.

This is a powerful idea and gives customers a real reason to believe in your business. It's particularly powerful if you keep the fine print, the qualifiers and the exceptions to an absolute minimum. You see, for a guarantee to have impact, you really need to maximize customer confidence rather than reduce the legal risk.



The power and effectiveness of your guarantee is directly related to the level of risk you and your company are perceived to be taking.

My guarantee for this book, and in fact for any www.SmallBusinessBigMarketing.com product is this... "My products are guaranteed to exceed your expectations or I'll refund your money. No fine print."

Note the claim "exceed your expectations." I don't promise you'll be happy. I promise that you'll be happier than you'll expect to be. Doing what you'll say you'll do is good service. Exceeding customers' expectations is great service.

The intention behind his guarantee is to provide my customers with a sense of boldness, confidence and peace-of-mind. Do I feel that there's risk in being so open? Not at all...I work hard to make sure my customers are satisfied...I wouldn't do what I do if this was anything but the case.

40 PROVIDE A GUARANTEE

One of the great guarantees I've ever come across is the famous North American clothing retailer L. L. Bean. How's this for business courage:

"Our products are guaranteed to give 100% satisfaction in every way. Return anything purchased from us at any time if it proves otherwise. We will replace it, refund your purchase price or credit your credit card. We do not want you to have anything from L.L. Bean that is not completely satisfactory."

Now compare this guarantee to some of the others that you see and you'd buy from L.L.Bean every day of the week. It personally makes me very wary when I see the fine print adding up at the bottom of the page...with asterixis appearing next to every second word. The word 'if' being used more than it should "If returned in original packaging." "If still in saleable condition." "If not on sale." Etc etc etc.

Here are some questions to prompt you in to creating a guarantee that you'd be proud to stand by:

- What do you guarantee now, as a matter of course yet don't promote?
- What part or portion of your product or service could you guarantee?
- What would be the most daring guarantee you could make?
- What type of guarantee would most scare your competitors?

fast tip!

Offer a cheaper, no-frills version of your product or service.

The reality is that very few people ever act on guarantees. And if they do it's usually warranted. So the real upside to offering as unconditional a guarantee as possible is that it offers huge value to your customers in security and peace of mind, whilst costing you very little (if anything) at all. Guaranteed!

40 PROVIDE A GUARANTEE

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

☐ Write my new guarantee

☐ Run it past my Attorney

☐ Identify all the places where it should be promoted...advertising, website, fliers, signage, invoices, stationary, e-mail signature etc

☐

☐

☐

☐

40 PROVIDE A GUARANTEE



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

MAKE LIFE EASY FOR PARENTS BY CATERING FOR KIDS

McDonalds has been doing this for years. So has Ikea.

In fact, before we spend a bit more time on this idea now's a good time to recognize that there's magic in learning from the top end of town. The fact is, big companies spend a lot of time, money and other resources on getting it right. Amazon / eBay / iTunes spend gazillions on ensuring the online user experience works so that people enjoy using them and spend lots of money with them! Supermarkets long ago figured out how people shop and subsequently the way products are presented, where they're presented, the power of the impulse purchase etc etc is all scientifically planned to the last centimeter. There's huge value in looking around and seeing what you can learn from the big players...both within your category and outside of it.

Now, as I was saying, make life easy for parents by catering for their kids. As a father of three myself, I can honestly say that any business that provides distractions for my children whilst I do the shopping gets my vote (and most likely dollars) straight up. And the opposite is true as well...make me feel uncomfortable by having my kids around and I'm out of there.

So, how can your business become more children friendly? Now putting this idea in to action isn't brain surgery, but I'm sure if you think hard enough they'll be many twists on the following ideas:

- Provide coloring books;
- A change table in the toilets;
- A games box;
- A TV corner with a couple of bean bags;
- Maybe even a PlayStation.

And this idea shouldn't be just for businesses with shop fronts. If you're operating out of an office environment, is there really anything wrong with having Clients bring their kids to the odd meeting? Sometimes it's unavoidable...I've often found myself in the situation where one of my children has a day off school for whatever reason and they have to follow me around (much to their disgust). That said, I truly appreciate those clients that don't mind me

fast tip!

Diarise your entire Clients' birthdays...write the cards now for the whole year.

bringing my kids along for the ride. I even have one client that keeps a bottle of juice and bag of crisps on hand just for these times. Thanks Ron!



Finally, taking this idea beyond children is OK as well. What about all those people with dogs? How much would they appreciate you providing a bowl of water out the front or a place to tie them up whilst you go inside?

The big idea here is to make the buying / shopping experience REALLY easy for your customers. If there's something in the way of this happening, then remove it ASAP.

41 MAKE LIFE EASY FOR PARENTS BY CATERING FOR KIDS

✓ Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗ Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the START OF YOUR TO DO LIST to get this idea underway...

- ☐ List all the ways my business can become child friendly...ask staff, clients, friends
- ☐ Check out some other businesses that are child friendly
- ☐ Ring a toy shop to see if they'll sponsor the idea with some free toys
- ☐
- ☐
- ☐
- ☐

41 MAKE LIFE EASY FOR PARENTS BY CATERING FOR KIDS



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

42

MAKE A MEANINGFUL CONCESSION TO A CUSTOMER

Don't you just love it when someone does something unexpected for you. As humans, we're so much more inclined to do a good favor in return...right?

Giving something in order to get something in return is one of the oldest and most reliable persuasion tactics. We see this at work in every day life...whether it is a client dinner, a political donation or even aid to leaders of foreign countries. Even the humble loyalty program is a great example of this idea at work.

There's a classic sales tactic that uses this idea of offering concession. It goes something like this...The salesperson makes an outrageous demand and upon receiving the expected negative response, gives up on the extreme request and makes a smaller demand. The smaller demand is seen as a concession by the customer who then feels obliged to reciprocate by saying yes.

When you make a meaningful concession, it can cause the buyer to feel a responsibility to give something back to you by responding positively. Here's some practical ways of applying this idea in your business:

fast tip!

Ring a charity and ask how your business can get involved.

Give something away – What could your business give away in order to hook customers? This could be in the form of discontinued product, advice, knowledge or consultations.

Sell from high to low – Offer up your most expensive option first, then move down to the lower-cost options. As the price goes down people can't help but feel they're saving money...albeit most likely at the expense of less features.

Make a concession to get someone to trade up – Once a customer has made their purchase decision offer them an incentive to trade up on the higher grade model or service option.

Give price discounts to close sales – persuade uncertain customers by the introduction of special offers or price discounts if they make an immediate decision. People hate to think they're going to miss out.

42 MAKE A MEANINGFUL CONCESSION TO A CUSTOMER

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a list of concessions you could make to customers...They may differ from customer to customer
- ☐ Be conscious of it happening to you when you're out buying something
- ☐ Don't expect anything in return
- ☐
- ☐
- ☐
- ☐

42 MAKE A MEANINGFUL CONCESSION TO A CUSTOMER



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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PREPARE A PROMOTIONAL ACTIVITIES PLAN

As small business owners we are everything from accountant, employer, cleaner, buyer and all round man Friday. It's the nature of the business...the small business. And by default, this more often than not means, except for those highly organized individuals, that the things that get attended to most are those things that have become problems. We're much more reactive than proactive. This is neither fun nor profitable.



The reality is...and I know this is much easier said than done...that we must find the time to focus clearly and uninterrupted on the various parts of our business. Have a half-day where all you do is focus on the staffing. Another one where you focus solely on the buying. And so on. Yes, this may seem a luxury, however, planned well, this time can produce much more than you expected.

fast tip!

Write a book...or find a ghost writer who'll write one for you.

So, what's this mean in regards to your business's promotion? Well, I suggest you head out of the office and spend (at least) a whole day focused on creating a 12-month Promotional Activity Plan (PAP). Don't complicate it, simply start by creating a spreadsheet that has time (let's say weeks) across the top and activities and initiatives down the side...then start blocking out the dates.

When thinking about promotional activity for your business ensure you think well beyond the realms of simple advertising. Here are some other forms of promotion that can be just as (if not more) effective:

43 PREPARE A PROMOTIONAL ACTIVITIES PLAN

- Competitions
- Point-of-Sale
- Direct Mail
- Emails
- Publicity
- Signage
- Special events
- Word of mouth
- Repeat sales
- Reminders
- Telemarketing
- Door-to-Door
- Party Plan
- Sponsorship
- Endorsements
- Website

In order to help you prepare your PAP here's a list of key questions:

- What products or services will I be promoting?
- What particular times of the year are the best times to promote a particular product or service?
- Does seasonality have an effect?
- What events are happening that I can leverage from?
- What about public holidays?
- When do my competitors promote?
- What have I done previously that's worked? And when did I do it?

In preparing this PAP, I recommend following some simple rules to keep you on the straight and narrow:

- Create it so that once complete it shows clearly what promotional activity you have planned for the coming 12-months...however don't create that it's free of flexibility. Leaving you room to move is critical as opportunities and events reveal themselves throughout the course of the year.
- Avoid random promotions that have no purpose. I've seen many owner-managers spend randomly on promotional opportunities as they come to hand. This may go some way to increasing short term sales if you're lucky, but has very little effectiveness in building awareness, nor is it effective in cultivating a positive image of your business.

43 PREPARE A PROMOTIONAL ACTIVITIES PLAN

- Time your promotions with when the customer is ready to buy. Time everything to coincide with maximum seasonal or cyclical demand gives you the best chance of sales success.

Developing and sticking to an annual PAP will ensure you multiply the impact of dollars spent. As you develop this habit you'll be able to start comparing previous calendars with their corresponding sources of funds and the effectiveness of past initiatives can be confidently measured.



Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.



Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

43 PREPARE A PROMOTIONAL ACTIVITIES PLAN



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Answer the key questions listed above
- ☐ Design a plan
- ☐ Print it out and post it on the wall
- ☐ Share it with my staff
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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44

START A LOYALTY PROGRAM

It's amazing how many business owners think this is by nature a complicated idea. Maybe it sounds complicated given the way the big brands do it with the swiping of smart cards and the fancy looking monthly statements.

But a loyalty program doesn't need to be complicated. After all, all you're doing is rewarding someone for doing business with you on an ongoing basis.



If you think such an idea would work for your business then the questions that need to be considered are these:

- Who am I rewarding? Is it everyone? Or a certain sub-segment of my customers?
- What am I rewarding? The purchase of a particular item or service? Or is it the amount of money they spend with me over a certain period? Or maybe it's just rewarding those who buy during a certain time period of the day, week or month?
- How do I acknowledge them?
- How often?
- At what point do they start to receive rewards?
- What are the rewards?
- How do I track and measure its success?

Start simply...It doesn't need to involve complicated spreadsheets and databases. At its most basic a loyalty program may simply involve getting a business card printed that has space for you to initial or stamp each time a customer spends over a certain amount or buys a certain

fast tip!

Put on a party for you clients...and suppliers (and their partners).

44 START A LOYALTY PROGRAM

item. Then, when a customer reaches a predetermined milestone they get something as a reward.

We all love to be recognised for our efforts...How can you reward your customers?


Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.


Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

44 START A LOYALTY PROGRAM



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Check out other loyalty programs
- ☐ Write the copy that explains the program
- ☐ Have a card designed and printed
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



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45

AVOID PRICE CUTTING

Easier said than done when the sales just aren't coming in...however, once that price is dropped it's so much harder to get it back up to a point that actually yields you a decent return. That said, the odd discounting can be a good thing...as long as it's packaged up in a way that is seen as rewarding people.



There are other ways of securing long-term success without constant price drops:

45.1 PROVIDE PROPORTIONAL TRIAL SIZE OFFERINGS

Lower prices reduce customer risk, but it can also create an artificially low price / value relationship. To avoid this, think about offering miniature sizes of your product or service. A trial size, a single use or a limited supply that is proportionally priced reduces the absolute price whilst still maintaining the appropriate price / value relationship.

45.2 MARKET FREE SAMPLES OR BONUS DISCOUNTS WITH A PARTNER

Jointly promote your product or service with another brand. Doing so will enhance the special one time only aspect of such a promotion (never seen before, never to be seen again) and not allow customers to tie the deal they got on your product to your brand's price. For example, when a customer receives a free membership to a gym for purchasing a pair of joggers they don't expect that membership to be free forever.

45.3 ENCOURAGE CUSTOMERS TO USE COMPETITIVE DISCOUNTS

If you're feeling full of courage then tell your customers when your competition is offering special discounts! Especially in B2B situations, this demonstrates your confidence in your product or service...plus it avoids the potential of your customers trialling another business's offer.



Ask a friend what they'd do to promote your business.

45 AVOID PRICE CUTTING

✓
Pros

Now, list at least **THREE REASONS WHY ONE OF THE ABOVE IDEAS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

☐

☐

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45 AVOID PRICE CUTTING



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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USE COMMUNITY NOTICE BOARDS

You'd be amazed at just how many of these exist in and around your local community. They're a great way (and very under-utilized way) to get your message out in to the market place for free. Oh, how we love that word!

Here are some places you may find bulletin boards to post your flyers and signs for no cost:

- In front of your own business
- In front of neighboring / partnering businesses
- Train stations and subways
- School offices
- Senior recreational facilities and retirement homes
- College dormitories (community area, hallways, bathrooms)
- Fraternities & Sororities
- Churches
- Local community clubs and organizations
- Apartment buildings (laundry rooms)
- Laundromats
- Community activity centers
- Gyms
- Grocery stores
- Shopping malls
- Car washes
- Hotel and motel lobbies

46 USE COMMUNITY NOTICE BOARDS

- Utility poles
- Staff cafeterias and recreation centers
- Counters of public places
- Meeting convention centers and rooms
- Construction walls
- Libraries
- Union halls
- Chambers of Commerce
- Medical rooms or professional offices
- Roller rinks and bowling alleys
- Waiting room at auto repair and tire shops
- Liquor and convenience stores
- Company bulletin boards of friends and family
- Tourist information centers
- Highway rest stops
- Banks
- Factories

Now isn't that a list and a half. The next trick is to ensure what you put up there stands out from the crowd. Here are some ideas:

- Have tear off tabs on the side of the flyer
- Use unique pictures and graphics
- Frame the edges of the flyer with a border
- Use spot color ink, or full color printing
- Make borders and graphics that look three dimensional
- Cut the paper into a different shape

46 USE COMMUNITY NOTICE BOARDS

- Print text, quotes, prices or testimonials
- Reverse printing (white type on black)
- Make the tear-off tabs into coupons
- Glue a three dimensional object on the flyer
- Pin samples or coupons around the flyer
- Make it larger than the rest
- Cut the flyer into a unique shape
- Use reflective paper, or reflective lettering
- Tack it up with colorful tacks
- Put up multiple flyers at multiple heights
- Make it a fold-out, like a greeting card with a window
- Glue a full-color picture onto the flyer
- Make the headline large and include the word "FREE"
- Keep it simple short, clear, benefits-oriented message



✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Identify all the notice boards in the market I want to promote in
- ☐ Create the flier
- ☐ Check them monthly to make sure it's still there
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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CONNECT WITH PURCHASE INFLUENCERS

Influencers are the people who are seen as credible and talk to others. They are the movers, shakers and opinion leaders in your industry or community. They include:

- Industry pundits
- The press (editors, journalists, freelance writers)
- Officers (and immediate past leaders) in industry or local or associations and clubs
- Trainers and speakers to your industry or community (Pastors, Teachers, Leaders)
- Retail salespeople who sell your product
- Industry analysts and forecasters
- Celebrities
- Athletes
- Your partners, employees, family, friends
- People who converse and give advice for a living (Attorneys, Counsellors, Therapists, Masseurs)
- Bankers, financial planners, venture capitalists involved in your industry or business
- Meeting planners
- Salespeople of non-competitors or partnering companies who talk to your prospects
- Other direct salespeople, brokers or agents who could potentially converse to their customers about your business
- Suppliers
- Those honored for awards
- Team leaders

47 CONNECT WITH PURCHASE INFLUENCERS

Jay Conrad Levinson, author of the Guerrilla Marketing series, tells the story of Tuxedo Junction, the largest supplier of tuxedos in the Buffalo area. They built their rental business around the lucrative high school prom season, and have created a clever affinity program to ingratiate themselves to the senior class. Every year, the captain of the football team and the date of the head of the cheerleading squad are given a free tuxedo rental from Tuxedo Junction. As you might imagine, this endorsement makes it far easier for them to spread the word to the rest of the student body.

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

47 CONNECT WITH PURCHASE INFLUENCERS



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a list of influencers that I can access
- ☐ Write a note that would accompany my offer
- ☐ Invite them in to my business
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



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EXPLAIN HOW TO USE YOUR BUSINESS

We often assume that those we want to know everything about our business actually know everything about our business. In most cases this is very far from the truth.

An existing customer might not know how your business works and all that you have to offer. And if that's the case then imagine how little new or potential customers have to learn?! They might not realize you could take orders by phone, perform free deliveries, accept all forms of payment, and take competitor's coupons. They may be curious about your satisfaction guarantee and return policy.



Become an expert of hand-written thank-you notes.

And when they are thinking about visiting your store, it would be helpful for them to have information about your hours of operation, car parking, a map and directions to your location, and contact information (phone, fax, e-mail, website). You could also include information about neighboring businesses or non-competing, related businesses that you trust and perhaps these businesses would do the same for you.

48 EXPLAIN HOW TO USE YOUR BUSINESS

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ List all the points this flier should contain
- ☐ Write (or have a professional writer) put it together
- ☐ Decide on how and where I'll distribute it
- ☐
- ☐
- ☐
- ☐

48 EXPLAIN HOW TO USE YOUR BUSINESS



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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PUT YOUR MESSAGE ON YOUR CAR

This is a particularly useful idea if:

1. You are on the road all the time;
2. You are able to park your car in a place that gets high traffic and pedestrian flow whilst you are in your shop or office.
3. Have quite a few cars within the business.



Maybe start with a set of magnetic signs on the doors and then move to a full paint job if you feel it's working for you. You could also try that material that allows you too see out yet have an advertising message printed on the outside of the windows.

Don't try to say everything, but do include an offer or line that will encourage people to contact you. Keep words to a minimum, make it easy to read (no italics or fancy type faces) and clearly state your contact details.

fast tip!

Create a sales promotion around each season.

A couple of additional ideas to make car-advertising work even harder for your business are:

- Ask a friend(s) who may travel a lot in their cars if they'd mind letting you advertise on their cars...you might do this in exchange for free fuel or simply a monthly cash payment.
- Another fun thing to do is to print a whole lot of fridge magnets and stick them all over your car. This is very eye-catching and when people see them whilst your car's parked they can't help but walk up and peel one off.

49 PUT YOUR MESSAGE ON YOUR CAR

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Find a company that specializes in on-car advertising
- ☐ Look online and see what other businesses are doing...Use Google Images and key in 'Car Ads' or 'Signage on cars'
- ☐ Have designed and printed some fridge magnets
- ☐
- ☐
- ☐
- ☐

49 PUT YOUR MESSAGE ON YOUR CAR



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



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REVIEW YOUR MESSAGE AND MAKE SURE IT'S GOT A CLEAR BENEFIT

The one radio station we all listen to is WIIFM - What's in it for me. Think about it...take a look at the way you consume advertising and promotional material. Unless we're talking about a really high-involvement purchase such as a house or car or holiday do you really care about the rational features? Don't you just want to hear how the product or service is going to benefit you...how it's going to make your life just that little bit better?

With this mind, take a look at the message you include in any of your promotional materials – from business cards to brochures to your ads and website.

If it's heavy on product specifications and light on benefits then rewrite it. An effective way of doing this is by drawing up two columns...In one column list all the features of your product or service eg. Our curtains come in 12 colors. In the other column list all the corresponding benefits to the customer eg. There's sure to be a curtain to match your lounge suite. It's then OK to support these benefits with the rational facts.

Once you've identified all the benefits it's then time to get them in to your marketing materials. So, based on the above curtain example, your copy could read - We can almost guarantee we have a curtain to match your tastes and your interior as we stock no less than 12 gorgeous colours for you to choose from including Latte, Chocolate etc etc etc

The question to always ask yourself when preparing benefit driven copy is "What are the single most important messages I can tell someone to convince them to do business with me?" Be honest and direct...No mumbo jumbo...just a clear statement of your business's most compelling benefits.

50 REVIEW YOUR MESSAGE AND MAKE SURE IT'S GOT A CLEAR BENEFIT

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

☐ Review all marketing materials and ensure my benefit is clear

☐ Even better, have a client do the same

☐ Get costs on changing each item if required

☐ Start with the major ones if you can't change them all at once

☐

☐

☐

50 REVIEW YOUR MESSAGE AND MAKE SURE IT'S GOT A CLEAR BENEFIT



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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51

PLEASANTLY SURPRISE YOUR CUSTOMERS

You purchased The “I Just Want Simple And Effective Marketing Ideas That Work” Book with the promise of 50 ideas for small business owners who want to get on with business. Well you’re now at Idea #51 and there’s still plenty more to come. Actually, if the truth be known we’re well past idea #75 if we were to count all the ideas within the ideas that have been shared with you so far...But I won’t count if you don’t ;)



fast tip!

Offer gift vouchers for indecisive customers.

So, the big idea here is to pleasantly surprise your customers wherever you can...also known in marketing circles as creating customer delight. It gets people talking which creates great word-of-mouth marketing opportunities.

There are many ways to do this however Peter Montoya in ‘The Brand Called You’ says there are three key secrets in creating customer delight:

1. **Have a system....**Don’t leave it to chance. He suggests having a system in place that continually reaches out to Customers and makes them feel cared for, communicated with and listened to at all times.
2. **Know what your clients want....**Gain an intimate understanding of them via formal market research, creating a client advisory board, sending out a questionnaire using [Survey Monkey](#).
3. **Under promise and over deliver....**Know your Clients’ expectations (they’ll most likely differ from client to Client) and then exceed them every time.

51 PLEASANTLY SURPRISE YOUR CUSTOMERS

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a list of ways that I can delight customers
- ☐ Ask my staff how they'd do it
- ☐ Then start implementing them
- ☐ Seek testimonials from Clients whom I've delighted in the past
- ☐
- ☐
- ☐

51 PLEASANTLY SURPRISE YOUR CUSTOMERS



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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SPONSOR SOMETHING PROPERLEY

Sponsorships are a great way of establishing links with the community and building your name and brand amongst your target audience. Sponsorships are different to making donations (philanthropy). Sponsorships are a commercial arrangement where you give a certain amount of money for commercial rights to an event or organisation. Being involved in charitable events and giving donations are great for building relationships but are generally not bound by an expectation of a commercial return on your investment.



Tips for good sponsorships:

- Be proactive not reactive - look for (or even create) opportunities to sponsor community groups that exactly fit with your target market and marketing strategy. This might be the SLSC, Bowling Clubs, Chamber of Commerce activities, Women's clubs/groups, Rotary, etc;
- Do your homework on what the sponsorship should cost (is worth);
- Remember that for every \$1 you spend on sponsorships, a further \$1 should be invested to make the most of that sponsorship eg for hosting seminars, printing sales material, mail outs etc;
- Look for "naming rights" opportunities or at least exclusivity within the industry you operate in;
- Think creatively about the entitlements you will receive and negotiate them up front (see following checklist of entitlements);

52 SPONSOR SOMETHING PROPERLEY

- Be creative – it is often hard to get cut-through with sponsorships. Do something a little unusual or fun that will get people talking about you
- Have an official agreement put in place – this helps to ensure that the organisation/group you are sponsoring will deliver on the entitlements you have agreed on;
- Don't sponsor too many groups/organisations with small amounts of money. Sponsor one or two big ones that really fit your target market and work hard on them;
- Make sure you have the resources, time and money to really make the most of the sponsorship before agreeing to it;
- Look for a long term sponsorship agreement (say up to 3 years) but with an out clause should circumstances change;
- Decline sponsorship opportunities within 5 days of receiving a request. You can still use this as a good public relations opportunity by offering alternative services;
- Make the payment for the sponsorship in installments (particularly if a large amount);
- Make sure you agree "measurement of success" criteria with the sponsoree and put it in the agreement – relate it directly to new business gained;
- Have regular meetings to report on new business gained and any issues/concerns.

fast tip!

Rewrite your advertisement so an 8-year old could easily understand it.

Checklist of sponsorship benefits/entitlements you could negotiate

- Naming rights to events
- Exclusivity within your industry category
- Free tickets/admittance for you and your people at the event
- Database of all attendees or members of the organisation with the right to promote/contact individual members
- Investment seminar/s for members
- Banners at the event/organisation
- Right to present and make awards at events
- Right to have a sales stand/sales material at events
- Insert/advertisement with all mail outs to members

- Editorial content for their newsletters
- Formal acknowledgements (verbal and in writing) at events/presentations and in all literature
- Ability to promote your services on their website with a link to your website
- Ability to email updates/newsletters to their members
- Right to be acknowledged in all press releases or stories regarding the event.

✓ Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗ Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ List all the events, teams and venues I could sponsor
- ☐ Now create a shortlist and go and interview each one of them
- ☐ Have a list of questions ready to ask each one...you want to be comparing apples with apples
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

GET YOUR LOOK & FEEL RIGHT

One of the things that most people do not realize is that when a package arrives or a letter is received or someone visits your web site, this is probably the first time that this prospect is introduced to you or your firm. A first impression is the one that is remembered forever. Therefore it is important that you choose a look and feel for all your marketing materials - envelopes, letterheads, booklets, even your web site - that announces who you are and what you are trying to say you are.



A sloppy web site says your firm doesn't care and may drop the ball when it counts. Looking at an envelope and even the paper used for the letter says a lot about how you perceive yourself. It should have a professional look and feel and be on quality stock with appropriate printing.

Look and feel seems like it doesn't produce any tangible results but in reality it is a very important part of the entire branding process. Remember that a picture is worth a thousand words. Check out your competition's look and feel and see what they are using and ask yourself, if I were a potential client what is it they want me to think of them.

Tony considers his van a rolling billboard and as such makes sure it presents his company image in the best possible light. His van is always clean and washed. He makes sure he doesn't double park or block traffic. He also knows that his employees need to have a certain look and feel and requires each of them to wear a uniform, which he supplies, all the time. He also asks them to not smoke on a customer's property, use no foul language, and keep in mind that the client is always right.

53 GET YOUR LOOK & FEEL RIGHT

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

☐ Clean and improve on all points of first impression

☐ Then second impression

☐ Third...

☐

☐

☐

☐

53 GET YOUR LOOK & FEEL RIGHT



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

BE THE EASIEST COMPANY TO DO BUSINESS WITH

There's not many things I love more in business than transacting with a company that makes the pre-purchase, purchase and post-purchase process SIMPLE. I just love it and I always make a point of telling them so...they deserve to know that their efforts don't go un-noticed.

- So, how easy is it to do business with you?
- When a customer calls your business are they helped instantly?
- When they have a question are they helped on the first call?
- When they complain is it welcomed?

Without getting too mathematical on you, it has been said that a customer's intentions to shop a store again are based on the following equation:

Merchandise value they will receive - the stress, time and effort costs they perceive = Customer's intention to shop your business again.

fast tip!

Review your opening times...Do they suit you or your customers?

The idea here is to drive out customer stress and there's a number of ways of doing so:

1. Help your customers consider all information – Create sales tools that layout out all the options in simple side-by-side comparisons. Seek ways that make it nearly impossible for customers to make a mistake when evaluating what you have to offer versus your competitors. This can be done just as easily for service businesses as it can be for those selling products.
2. Help customers think in a more organized fashion – Make all your marketing materials absolutely simple to understand, easy to search, navigate and find.
3. Put all our efforts in to increasing the overall perceived and real value of what your customers will receive by doing business with you, whilst at the same time reducing all the costs and hassles involved with purchase and usage. The easier it is for a customer to do business with you – to see, select and purchase your goods or services – the greater the likelihood of repurchasing.

The magic in this idea is in the fact that it recognizes that life for many people these days is complicated enough. It's busy, decisions abound, time is short and anxiety and stress is unfortunately rampant in our society. Any business that overtly recognizes this and does something about it will win every time.

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Answer the questions posed at the start of this idea
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

ADD VALUE WHEREVER POSSIBLE

Give people more than they expect because they expect it anyway. Creating a sense of value for the products or services you provide to your clients will help prevent customers from asking you to justify your fees or leave you for another competitor who is beating you on price.

Sense of value is also an important step in the branding process that over the short term will yield results in terms of referrals and true customer loyalty.

I am not talking about giving away expensive gifts; rather I am saying find a way of doing what you do better than your competition. By providing excellent and superior service to your clients and referrals will make your business seem like a bargain.

An interesting concept is to understand the notion of perceived value versus cost equation. You see, there is something (at least one thing) in every business that can be given away for free or a very low cost...yet the value attached to it from your customers' perspective may be very high. So the perceived value is high yet the cost to you is relatively low...The customer feels as though they are getting the deal of a lifetime.

Tony the Plumber discovered early on that when people called with a plumbing emergency such as a broken pipe that was flooding their home or they had no heat in the middle of a cold spell, he knew that just by talking to them that they were in a state of fear. They didn't know what to do and just wanted help. Tony used this as part of his marketing and branding plan. Tony knew that many of his clients would need a place to stay if they had no heat or water for some time so Tony worked with the owner of a local motel and put together what they called emergency pricing. This gave Tony's customers a full 30% discount on a room if they used it as part of an emergency plumbing service call. Tony also worked up a standard checklist of specific questions to ask whenever someone called with a certain problem. If the water pipe broke Tony advised them to shut off the water main to prevent more damage. If Tony happened to answer the phone himself and he knew the client, he would even tell them exactly where the shutoff was located. Other times he would advise them to also call their gas company because many of his clients had a service policy that cost less than a plumbing service call.

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

☐ Identify those areas of my business where I can increase the Customers' value proposition at a low cost

☐ Ask my Suppliers what else they can give you that you can pass on to your Customers

☐

☐

☐

☐

☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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HAVE A QUALITY LOGO DESIGNED

Now this is interesting...You see I've got this theory, albeit quite superficial (skin deep actually) that a great logo can make a small business look enormous...An unsuccessful business look successful...A new business look established....An unprofessional business look professional.

You see, if we look at a business as a person then the logo is kind of like the way that person (business) presents itself to the world. Sure there are many other marketing elements that allow a business to control how it presents itself, however a logo is often one of the first parts of a business you will see...whether it be on a sign, business card, web site or even a sticker. And given the huge amount of competition in all market places these days, a logo is a clever way of separating you from your competitors.

The bottom line is that your logo is important. It's not everything, but a great logo can give your business a great head start to winning over a consumer.

So, spend the time and money (it doesn't need to be a lot) on having a designer produce a logo that speaks volume about your business.

Here are some tips on finding a designer:

- Find a logo that you love and find out who did it.
- Ask friends and colleagues if they know anyone.
- Get online and search for logo designers in your area.
- Ring the local design college.
- Ensure you can

Like all business relationships it's best to work with someone who you get along with and whom you feel understands you and your needs. To this end, here are some tips on choosing a designer:

- Meet them...talk to them about where they get their ideas.
- Have them show you their portfolio (ie. Logos they've created for other business).

fast tip!

Write an ad for your business that you'd be too scared to run.

- Ask them how they arrived at an idea for a particular logo....why did they use strawberries for the pancake restaurant's logo!?.
- Make sure they don't use ClipArt for images...It looks cheap and someone else will be guaranteed to be using it.
- Make sure there are no hidden surprises...that the price they quote is the price you pay.

Once you've got that dream logo, then apply it to all your marketing bits and pieces – business card, letterhead, website, signage, invoices, menus, labels, advertisements and so on. A great logo should work on any marketing material you create, in black & white and colour. The more you apply it consistently, the stronger your brand will become.

Two great sources of designers are:

- [eLance](#) – I love this site. You simply post a brief (in this case for a logo) and then sit back and let professionals post proposals...not designs...just offers to do your job at an agreed price.
- [99designs](#) – This is very cool as well. Once again you post a brief but this time you indicate a prize money amount. Professionals then submit their ideas and you award the winner with the prize.

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the START OF YOUR TO DO LIST to get this idea underway...

☐ Find a designer

☐ Write the brief

☐ Set a budget

☐

☐

☐

☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

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STAY IN CONSTANT CONTACT

One of the top reasons that businesses lose customers is from lack of attention. Afterall, we all need a little lovin'!

It's a bit like a friendship... If people feel they are being taken for granted or being neglected, now that they have become a customer, then they are likely to look elsewhere for the care attention they believe they deserve. How often do you hear about someone who is shocked that they never heard from their real estate agent after they purchased their home or from the car salesman after doing the deal on a new car? Surely the customer you have is infinitely more valuable (in most cases) than the customer you don't have.



Keeping in touch with your clients keeps your name in front of them and continues to build brand and name recognition and understanding. Not staying in touch with them causes them to assume you don't care or, even worse, that you are not a good businessperson and soon all your creditability with them is ruined.

fast tip!

Develop a year's worth of direct mail messages.

The fact is, an existing customer is much cheaper to maintain than trying to find a new one. Remember how hard you worked and the time and energy you put into making them your customer, retaining them with an email newsletter and other contact techniques found in this eBook is far less costly than replacing them with new customers.

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a process for staying regular contact
- ☐ Identify businesses you deal with personally that are good at doing this
- ☐
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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I write down this idea hesitantly as I personally read very few newsletters I receive. Interestingly enough, the one I do read religiously each time it comes in is a printed one that comes via snail-mail. The other one I read each time it comes arrives via e-mail, and I read it because I know it always has a very good special offer in it from a local clothing store.

The magic in creating a newsletter is to tell customers and potential customers things they don't know...things that will add value to and enrich their lives. Newsletters should certainly not be used as a medium to tell everyone what's been happening around the traps, but instead be used to communicate new product arrivals, service offerings, special offers and so on.

Not only are newsletters useful for keeping in touch with your current clients, they are also a powerful tool to send prospective clients. Every time someone calls you or your business, you should not only trap their information (such as telephone number and mailing address), but tell them that you have a newsletter and ask if they would like a copy of it and get their email address.

Why email newsletters? Email newsletters are the easiest and least expensive tool to achieve personal contact. The other advantage of them is that they are non-threatening. If used properly though, newsletters can be a marketer's dream come true. Imagine being given the addresses of a group of people, who are your target market, want to do business with you and read everything that you send to them. That is in essence what a newsletter is, a platform used for farming both new and current customers, to build brand recognition, make announcements of new products, services or upcoming events and as a place to show your expertise with articles, tips and hints.

I've seen email newsletters used very successfully by a financial planning firm as a way to keep their clients, referring partners, and potential new customers abreast of the latest tax rules and ideas for advanced planning strategies. To keep the newsletter from being boring, they included articles and information about places to go and spend your money, reviews, general tips, and where to get things for free or with deep discounts. They also used the newsletters as a delivery platform to announce new seminars, free booklet giveaways, places they will be attending such as a home show, and their radio show schedule. Many clients that read this usually told friends to listen or to attend the seminars.

There are professional firms that can assist you with newsletters. I strongly suggest that you do not use a simple template program that everyone else is using. Make sure you can add custom content to personalize the newsletter and make yourself different from everyone else.

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

- 1.
- 2.
- 3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

- 1.
- 2.
- 3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Choose a designer
- ☐ Write a list of items that I'd include in the first three editions
- ☐ Find advertisers or sponsors
- ☐ Start writing articles
- ☐ Get clients, suppliers, staff to write articles
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

CREATE COMPELLING PACKAGES

The travel industry has known for years how effective it is to package up things. In fact I was once the Marketing Manger of a major travel agency network and I saw sales quadruple when I packaged up a series of ordinary holiday offers. You see, one day one of my wholesalers came to me and said that he could provide me with a large volume of return airfares to Bali, 10 nights accommodation plus a free massage per stay. Now the reality was that the cost of providing a free massage would cost this wholesaler about two bucks per customer! A nice offer but by itself it seemed a bit light on. So I said to him how about we provide a massage every second night (5 in total) and also add in a facial or body cleanser...and let's take it one step further and package it all up as a Our Famous Pamper Pack. Well...history has it that it sold like hot cakes...In fact we ran out of hotel rooms! Plus we went on to create Family Packs, Adventure Packs and Romance Packs...all selling with similar results.



fast tip!

Buy *The 22 Immutable Laws Of Marketing* and read it immediately.

Now there are a couple of reasons why this packaging worked so well. First of all, us humans love buying an experience and that's what these packages were selling...experiences. By themselves they were simply a list of items - airfare, accommodation and massage - but as a whole and with a fancy name they became so much more.

The second reason for their success lies in the fact that the massage had such a low real cost but a high-perceived value. When we think about a massage we immediately think it's worth fifty, sixty even a hundred dollars a go. So when you're receiving five across the course of 10 nights this seems like a great offer.

Packaging up goods or services isn't the solitary domain of the travel industry...I believe any business can create compelling packages that give their customers an additional reason to buy. Here are some examples:

59 CREATE COMPELLING PACKAGES

- A furniture store could create a First Home Buyers Package that for one low price could offer a bed, lounge suite, dining table and chairs plus a coffee table.
- Dry Cleaners could offer the Spring Clean Pack that includes the dry cleaning of all dooners, pillows and blankets for one low price.
- Designers could offer a New Business Starter Kit that includes design of a logo, letterhead, envelopes, with comps slip plus all printing.

One thing to be very mindful of when packaging up your products or services is that customers need to feel that they are saving a good amount of money by purchasing the package versus the individual units.

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

59 CREATE COMPELLING PACKAGES



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Create a package or two
- ☐ Name them
- ☐ Write the ad or web page promoting them
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

MAKE A FOLLOW-UP CALL AFTER THE SALE

A common mistake is to forget the customer once they've walked out the store or when you've finished that project for a Client. All it takes is a simple follow-up call to ask if they are happy with everything, was your service good, is there anything else you can do to help. In fact, I think the real magic in this idea comes from asking the hard questions not the easy ones. And make them open-ended not closed.

- What could I have done better?
- Were there areas in which you were disappointed?
- Did I miss anything?
- What didn't you like about the product or our service?
- Did any part of the process really annoy you?
- Do you feel as though you received value-for-money?

I know...I can hear you saying, "Wow, these are tough questions! Quite confronting." But I promise, there is magic in the asking and even more in the responses you will receive.



60 MAKE A FOLLOW-UP CALL AFTER THE SALE

Finally, don't try to sell anything...just make it a genuine follow-up to see how things are going. And if you can't bring yourself to calling then e-mail or snail mail is better than nothing.

Oh yeah, and don't just try this idea on those customers that you know will provide glowing feedback. This is not an exercise in making you feel good...If you want that then get a dog!



Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.



Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

60 MAKE A FOLLOW-UP CALL AFTER THE SALE



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Make a call right this minute...unplanned
- ☐ Now plan one and then make it
- ☐ Compare the differences
- ☐ Schedule one regularly
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

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Do you consider yourself a great writer? If you're like most business owners, writing anything--from a brochure to a newspaper ad--probably isn't your strong suit. That's why "copywriting" is often left to professionals. But what happens when you need to create your own sales letter, online ad or marketing postcard without the help of a copywriter? Or suppose you're not flush with funds to hire outside help?

Here are some tricks of the trade to get you through basic wordsmithing. Put these five writing tips to work and watch your responses increase.

1. **Write one-to-one** - Even a magazine ad that reaches millions of readers is seen by only one person at a time. People read marketing copy as individuals, not as a group. One of the most common mistakes newbie writers make is to write as though they're presenting their "pitch" to a room full of prospects. Instead, imagine you're sitting at a table directly across from your best prospect, looking him in the eye and discussing how you'll meet his individual needs. To increase your marketing response rates, address your prospects on a personal level, as if you were having a one-on-one conversation.
2. **Make your message "outer-directed."** - Unless you're writing a letter to your mother, never write all about yourself. It's a clear sign of an inexperienced copywriter when marketing materials such as sales letters, company brochures and direct mail are written predominantly about what "we offer," instead of what "you'll get." As you write your materials, make a practice of changing most of the sentences that use the words "our" and "we," to revolve around the words "you" and "your." Outer-directed language has much greater appeal. For example, you'd change "We provide on-call 24-hour service," to "You'll get reliable, on-call service 24 hours a day." See the difference?
3. **Lead with benefits** - Right now, consumers are so inundated by media that multitasking is the norm. It's commonplace for them to watch television, read a newspaper and go online all at the same time. Even the B2B marketing environment is extremely cluttered, with more ads fighting for attention in trade publications, a barrage of e-mail and other inbound communications. Every marketing communication with a prospect must grab interest immediately or be overlooked. Begin everything you write with a desirable benefit or a specific offer depending on the type of communication. What do your unique prospects want most that you can

provide in a way that's unmatched by your competitors? Lead with that benefit in your headline or first paragraph, and use the body copy to detail the features that explain how you'll deliver the promised benefit.

4. **Follow the rules of engagement** - Engaging copy addresses the wants and needs of its targeted reader, viewer or listener. But it's not just what you say; it's how you say it. Use straightforward, down-to-earth language, and write in the vernacular of your target audience, including their use of any buzzwords. The best copywriting isn't flowery prose. It's direct and to the point, uses an active voice and often creates mental images using words. Professional copywriters rarely use a long word when a shorter one will do. Above all, great copy is persuasive--opening minds to new ways of looking at a company, product or service. And new information that's cleverly and clearly presented is the most engaging of all.
5. **Provoke a reaction** - Have you ever noticed that many marketing materials open with a question? Ads of all kinds, and direct mail and sales letters in particular, use questions as headlines, opening sentences and throughout the body copy. Questions provoke answers, keeping prospects thinking and engaged with your message. Get the idea?

fast tip!

Subscribe to three online marketing newsletters.

Often, good writing is entertaining, even funny. Just look at the brilliant use of humor in many television and radio spots. While humor is a common way to engage an audience, be sure to strike the appropriate tone for your target audience, the marketing medium you've chosen and subject matter, whether it's urgent, smart, confident, helpful, somber or funny.

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

☐ Outsource and find a professional writer to rewrite all my marketing materials

☐ Find copy that I like and use it to brief this person

☐

☐

☐

☐

☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

CREATE SPECIAL PROMOTIONS

Rather than across-the-board price-cutting - which can wreak havoc with your bottom line as we've discussed more than once - use special promotions to draw in customers looking for savings.

These can be short-term promotions on everyday items, or you can create a new, special bundle of products or services that will appeal to your target audience and offer that at a tempting price point. Once in your store or on your website, customers may make additional purchases.

One of the critical elements of recession-era marketing is understanding shifting customer perceptions. When times are tough some products or services that were previously viewed as everyday staples are seen as luxuries, while others have retained their desirability. Mobile phones, for example, fall into the latter category, as recent studies show that most Americans simply wouldn't give them up. Discover what your unique customer base wants most that you can provide, and develop special promotions that make your most desirable products or services more accessible through savings.

Another effective way to create special promotions is to make them really special...invite only type special. Now to do this effectively, they really must be invite only...however you can indicate on the invite that it's OK to bring a maximum of say two friends. If you're going to use this idea then it's probably also best to do this irregularly...If you do it every second month it all of a sudden becomes very un-special! Create an invite, black out the windows (if you have a shop), start drip-feeding information about what people can expect, put on some nibblies...make it special.

62 CREATE SPECIAL PROMOTIONS

✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Look at all the special promotions that I am confronted with each day
- ☐ Choose ones that resonate with me and try to apply them in my business
- ☐ Create the sales flier and other marketing materials that I'll use to promote it
- ☐
- ☐
- ☐
- ☐

62 CREATE SPECIAL PROMOTIONS



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

<http://www.SmallBusinessBigMarketing/Cha-ChingCompanionPage>

MODERNIZE COUPONS

Coupons are back thanks to the tough times we're currently experiencing. After a steep decline in popularity over the past decade, now two-thirds of shoppers plan more coupon use, according to a recent online survey. In fact, consumers in the 18-to-34-year-old bracket are the most likely to use coupons in a recession, closely followed by 35-to-54-year-olds. Income doesn't seem to make a significant difference, as coupons are equally attractive to both upper and lower-income households.



Right now, online coupons of all kinds are a tiny percentage of the overall coupon market. But they're gaining favor as more websites offer downloadable versions. And nearly 80 percent of consumers surveyed in the 18-to-34 age group say they're much more likely or somewhat more likely to use coupons if they can download them from the Internet. What coupons could you produce that entice more business? And how would you get them in the hands of people who will spend money with you?

fast tip!

Use your voice mail message to remind people of your web site address.

63 MODERNIZE COUPONS

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Write up the offer
- ☐ Have the coupons designed
- ☐ Have an Attorney review any disclaimer copy that needs to be included
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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WOO STAY-AT-HOME SHOPPERS

With the rising cost of gas, consumers are saving money by making fewer individual shopping trips, and online shopping from home has become a part of everyday life. Many people now research purchases on the Internet before buying them online or in a brick-and-mortar store. And many shoppers are more and more looking to save money by ordering products online that ship free.

Now before you say that this idea can only “...up the price of my product” you need to consider that people are more than happy to pay more for convenience. Plus, you could also think about combining home delivery with other related or businesses that are close by. This will bring the price down and add even more value to your customers’ experience.



✓ Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗ Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅 To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Get your website updated to include this offer
- ☐ Make sure it's easily found by some clever SEO techniques
- ☐ Promote this new service on your receipts, invoices, business card and so on
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

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GIVE UNBELIEVABLE CUSTOMER SERVICE

How often are you pleasantly surprised by great customer service? If you're like me, then sadly not very often. But every now and then you experience something truly amazing.

You see, a few months ago I had a fire grate made. For \$170 I got what appeared to be a solid piece of craftsmanship. But after only twenty fires, it started to lose shape, bend in the middle and generally stop functioning.



After tossing up for a couple of weeks as to whether or not to take it back (I avoid conflict at all costs you see!), I finally decided I should. I was of course expecting the worse - "Sorry mate, our guarantee only extends to 14-days" or "Sorry but you shouldn't have kept using it."

To my astonishment the fellow who made it 1) apologized, 2) offered to fix it and / or replace it and 3) advised it would be all done within two days. The end result was that it was fixed same day, at no charge and now works better than ever. And he didn't even refer to me as "Mate". (As a side issue, I think the referring to a customer in this way is mighty unprofessional...my favored approach is to use their first name. That's another article in itself.)

Now, back to my fire grate. OK, so maybe the problem shouldn't have arisen in the first place - maybe they should pay more attention to their craftsmanship...but hey, mistakes do happen. From a business owners perspective, the learning here is how you handle customer complaints. I could almost guarantee the fire grate fellow has had no training in customer service, he just did what seemed right – Listened to the customer, made a judgment that

what the customer was requesting was reasonable and then over-delivered. In fact he under-promised and over-delivered...even better!

This doesn't mean giving in to every customer's request...of course there are times when they (we) are simply unreasonable. But it does mean being sensible and mature about your options.

Customer complaints are an opportunity to promote your business. Handled well, they are a great way to generate word-of-mouth.

Whilst on my customer service high horse, I think this topic is too important to end here, so here's a few more tips on providing UNBELIEVABLE customer service:

- **“If you’ve got nothing to tell them, ring them up and tell them you’ve got nothing to tell them!”** This was a mantra of mine when I was responsible for over 600 travel consultants. In would come the call from one of the stores telling me there's an irate customer that would like to speak to the boss...that was me! So, I would ring them immediately (not wait 5-minutes or a day or a week!) and establish what the issue was. And you know what, it was amazing how often (more often than not actually) the Customer was just glad to hear someone listen to their problem and then let them know that something was being done about it. The learning here is that you don't have to have the answer for the customer (although that's nice)...almost more importantly the customer just wants to know that their problem is being worked on and a solution is in the making.
- **Listen to Customers...and don't talk over them.** A favorite saying of mine is that as Marketers / Sales people we need to be like an elephants – That is, have big ears for listening and a small mouth for talking. That way you give your self a much greater chance of really understanding what it is your Customer is after. Plus the Customer feels as though they've been heard.
- **Under promise and over deliver.** (Although already covered, this little tactic is important enough to be repeated). I'm selling my house at the moment. I've chosen a Real Estate Agent who I believe is very good at what she does. She knows the market intimately, presents well, and listens to what I have to say (she even takes some of my advice!). Each Saturday she attends our house for Open for Inspections and then calls me a couple of hours later to let me know how it went. And this is where it all falls down. She over promises every time. It's not that she lies or anything like that...It's just that she's inclined to tell me how goods every inspection was, how well attended it was, and how we can expect an offer sooner rather than later. The problem is, we are yet to receive an offer. That's OK...we've only had the house on the market for three weeks...But if I'm told that I can expect an offer any minute then that's exactly what I'll do...wait in anticipation. And when it doesn't come I get

fast tip!

Choose three ways to get involved in the local community.

annoyed and disappointed ...Not a result I imagine my agent is looking for. She would be much better to under promise and over deliver.

- **Be yourself.** I love this one. My view on life is that the minute you stop being yourself that's when things start to fall apart. I remember when I first started out twenty years ago in a big multi-national organisation...I was scared of being seen the fool. Being found out if you like. So, I tried to be someone I wasn't and boy did it feel uncomfortable. I felt like a fraud. It wasn't until I reflected on this and realised that I was doing no one any favours by trying to be something I wasn't that I relaxed in to my new position and did really well.
- **Think of customers as individuals.** Once we think that way, we realize our business is our customer, not our product or services. Putting all the focus on the merchandise in our store, or the services our corporation offers, leaves out the most important component: each individual customer.



"Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."

Keeping those individual customers in mind, here are some easy, customer service tips to keep 'em coming back!

- Remember there is no way that the quality of customer service can exceed the quality of the people who provide it. Think you can get by paying the lowest wage, giving the fewest of benefits, doing the least training for your employees? It will show. Companies don't help customers... people do.
- Realize that your people will treat your customer the way they are treated. Employees take their cue from management. Do you greet your employees enthusiastically each day; are you polite in your dealings with them; do you try to accommodate their requests; do you listen to them when they speak? Consistent rude customer service is a reflection not as much on the employee as on management.
- Do you know who your customers are? If a regular customer came in to your facility, would you recognize them? Could you call them by name? All of us like to feel

important; calling someone by name is a simple way to do it and lets them know you value them as customers.

- Recently I signed on with a new fitness center. I had been a member of another one for the past ten years, renewing my membership every six months when the notice arrived. I had been thinking about changing, joining the one nearer my home and with more state-of-the-art equipment. So when the renewal notice came, I didn't renew. That was eight months ago. Was I contacted by the fitness center and asked why I did not renew? Did anyone telephone me to find out why an established customer was no longer a member or to tell me they missed me? No and No. My guess is they don't even know they lost a long-time customer, and apparently wouldn't care.
- Do your customers know who you are? If they see you, would they recognize you? Could they call you by name? A visible management is an asset. At the Piccadilly Cafeteria chain, the pictures of the manager and the assistant manager are posted on a wall at the food selection line and it is a policy that the manager's office is placed only a few feet from the cashier's stand at the end of that line, in full view of the customers, and with the door kept open. The manager is easily accessible and there is no doubt about "who's in charge here". You have only to beckon to get a manager at your table to talk with you.
- For good customer service, go the extra mile. Include a thank-you note in a customer's package; send a birthday card; clip the article when you see their name or photo in print; write a congratulatory note when they get a promotion. There are all sorts of ways for you to keep in touch with your customers and bring them closer to you.
- Are your customers greeted when they walk in the door or at least within 30-40 seconds upon entering? Is it possible they could come in, look around, and go out without ever having their presence acknowledged? It is ironic it took a discount merchant known for price, not service, to teach the retail world the importance of greeting customers at the door. Could it be that's because Sam Walton knew this simple but important gesture is a matter of respect, of saying "we appreciate your coming in," having nothing to do with the price of merchandise?
- Give customers the benefit of the doubt. Proving to him why he's wrong and you're right isn't worth losing a customer over. You will never win an argument with a customer, and you should never, ever put a customer in that position.
- If a customer makes a request for something special, do everything you can to say yes. The fact that a customer cared enough to ask is all you need to know in trying to accommodate her. It may be an exception from your customer service policy, but (if it isn't illegal) try to do it. Remember you are just making one exception for one

customer, not making new policy. Mr. Marshall Field was right-on in his famous statement: "Give the lady what she wants."

- Are your customer service associates properly trained in how to handle a customer complaint or an irate person? Give them guidelines for what to say and do in every conceivable case. People on the frontline of a situation play the most critical role in your customer's experience. Make sure they know what to do and say to make that customer's experience a positive, pleasant one.
- Want to know what your customers think of your company? Ask them! Compose a "How're We Doing?" card and leave it at the exit or register stand, or include it in their next statement. Keep it short and simple. Ask things like: what it is they like; what they don't like; what they would change; what you could do better; about their latest experience there, etc. To ensure the customer sends it in, have it pre-stamped. And if the customer has given their name and address, be sure to acknowledge receipt of the card.
- Remember that the big money isn't as much in winning customers as in keeping customers. Each individual customer's perception of your company will determine how well you do this and that perception will depend on the level of customer service you provide.

65 GIVE UNBELIEVABLE CUSTOMER SERVICE

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ List 10 ways I can offer unbelievable customer service
- ☐ Visit stores that I believe offer great service and observe the sales process in action
- ☐ Meet with someone I believe does this well and shout them a coffee in exchange for some 'pick their brain' time
- ☐
- ☐
- ☐
- ☐

65 GIVE UNBELIEVABLE CUSTOMER SERVICE



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

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WORK THOSE REFERRALS

You know that referrals are a very powerful form of advertising for your business. You know that no salesperson can replace the strength of a testimonial from a customer that sings your praises. So rather than just waiting for referrals to happen, wouldn't it make sense to harness the most powerful marketing technique known to business and ask for referrals? Some business owners are afraid to meddle with the referral process.

Because referrals are perceived as organic growth for a business, some think that the referral may be contaminated with insincerity if the business is involved. We also often have the perception that referrals will grow themselves in their own time, so we may as well focus on other marketing efforts that need some encouragement.



The truth is, referrals are organic, because it's one human telling another human about a great experience. There is no reason why a third person, you, can't also be involved. The problem with organic referrals is that while the marketing message from the satisfied customer is very convincing, the referral sale may be lost due to procrastination or apathy. The referee may be very willing to purchase from you, however they can get busy or forgetful. Remember that the satisfied customer (the referrer) is more than happy to recommend you, and the friend (the referee) is very interested in experiencing the same service that their friend did. There is no shame in helping the process along, because both parties want to reward your business.

So, what to do? Firstly complete the sale of the first satisfied customer, making sure that they are more than happy with your service. You may then ask them, "I'm glad I could be of service, is there anyone else in your family who could also benefit from the same service you received?" When they respond positively, ask them for names and contact details. Lastly and importantly, ask your satisfied customer if they mind calling the family members they

recommended first to tell them that you would be calling them in a few days. Don't leave it up to the customer, because we all know this won't happen.

When you finally call your new prospective customers, your satisfied customer has already sold them the service, and you have yourself a "hot lead". Don't you wish all sales were this easy? Don't be shy in asking for referrals; remember your happy customer wants to help you out. If you don't ask then you may not receive.



Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.



Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.

66 WORK THOSE REFERRALS



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Start asking for referrals.
- ☐ Ring or e-mail 10 customers this week and ask them if they'd mind referring you.
- ☐ Reward those who have referred us in the past...send them a simple hand-written note
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



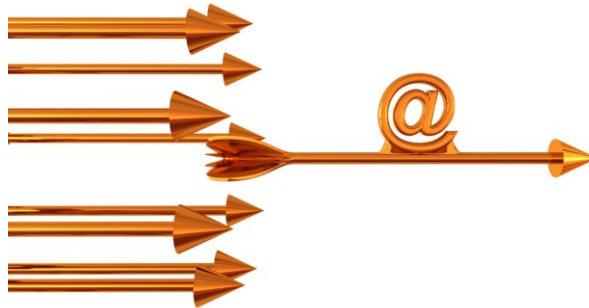
Links

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BORROW E-MAIL CLOUT

E-mail is one of the lowest-cost, highest-return marketing tactics around. But while e-mail to in-house lists is a great customer retention tool, in recent years, the glut of spam has made it difficult to use e-mail for new customer acquisition because prospects are simply deleting all but the most recognizable mailings.



The best way out of this dilemma can be to place advertising in third-party e-newsletters that reach qualified subscribers. For example, say you want to reach women who are about to get married. You could research the most popular bridal websites and then choose the best and most cost-efficient e-newsletter in which to advertise. This would guarantee your message reaches a highly qualified list of brides-to-be. And since recipients had subscribed to the e-newsletter, it would have a good open rate and you'd gain instant credibility by being included in emails sent by a respected source.

fast tip!

Repackage your existing product or service range.

Another effective way to leverage e-mail clout is to partner up with the big guys. Do a Google search and find associated business that you could do joint ventures with...then take note of the businesses that are appearing in the Sponsored Links section to the right of the page...there may also be some appearing at the top of the natural searches. Contact them and ask if they'd consider selling your product to their list for a decent commission. Or maybe you could package your product or service with theirs and offer a one time special to their list.

67 BORROW E-MAIL CLOUD

✓
Pros

Now, list at least **THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA** for your business.

1.

2.

3.

✗
Cons

And **THREE REASONS WHY IT MAY NOT WORK** for your business (think hard before putting the idea aside).

1.

2.

3.

📅
To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Check out Google's sponsored links
- ☐ Contact those businesses and see what opportunities exist
- ☐ Identify some newsletters you could get involved in
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, DOES THIS IDEA SPARK ANY OTHER IDEAS that would help market your business?



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SCAN THE MEDIA FOR GOODWILL OPPORTUNITIES

Everyday we read and hear of hard luck stories about those who are sick, in crisis, are victims of crime and so on.

An effective way to do some good and to receive some free publicity is to offer to help people in these unfortunate situations in any way your business can. You can do this by simply contacting those directly...if you can find their contact details. However, if part of your aim is to get some free media coverage, then you are best to go back through the media outlet from which you came across the story in the first place.



Some who read this idea might find it a bit in bad taste that a business would consider getting exposure at the expense of someone else's misfortune. However, this is well and truly balanced by the fact that you are providing assistance in return.

I once ran a project for a charity that worked with the homeless...Our aim was to create a greater connection between those in the corporate world and those who found themselves homeless. We did this by creating an event that involved convincing the CEOs of 50 businesses to part with \$10,000 each in return for going away for three days with 50 young homeless people. During this time the 50 corporates and the 50 homeless would spend time connecting, talking and devising plans to address the issue of homelessness. To recruit the 50 corporates we held a series of breakfasts attended by senior business people where we presented our idea and asked for the participants. In so doing, we made it clear that we wanted \$10,000 from each company and in return they would receive media exposure and association with an event that would be covered nationally. At the time, it was amazing how many of the corporates waved their hand in the air saying they weren't interested in the exposure. However, this soon changed as the event started to receive the expected publicity and the staff and customers of those companies involved realized what a great concept it was and how glad they were to be associated with it.

The feeling you will get from connecting your business with an unfortunate incident can be huge, not to mention the fact that the possible positive rub-off it will have on sales can be just as rewarding.

✓
Pros

Now, list at least THREE REASONS WHY THIS WOULD BE AN EFFECTIVE MARKETING IDEA for your business.

1.

2.

3.

✗
Cons

And THREE REASONS WHY IT MAY NOT WORK for your business (think hard before putting the idea aside).

1.

2.

3.



To Do List

If the idea still stacks up, then here's the **START OF YOUR TO DO LIST** to get this idea underway...

- ☐ Schedule an hour a week to scan the media
- ☐ Register key words with Google Alerts and be notified instantly something happens that your business could get involved with
- ☐
- ☐
- ☐
- ☐
- ☐



Other Ideas

Before moving on to the next idea, **DOES THIS IDEA SPARK ANY OTHER IDEAS** that would help market your business?



Links

USEFUL LINKS to bring this idea to life can be found at

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CONCLUSION

I trust the ideas contained in this book have got you thinking in new and exciting ways about your business. If they didn't, simply send me an e-mail with your proof of purchase (I can check it from my end if you've lost it) and I'll return 100% of the price paid...No questions asked. No fine print.

As I said at the start, choose three ideas that you think will have a positive effect on your business right now and start putting them to work.

Action creates reaction.

For more marketing inspirations for your small business go to www.SmallBusinessBigMarketing.com - you can download our free regular Podcast series as well as gain access to more tools and ideas to get your business booming.

Cha-Ching!

A handwritten signature in black ink, appearing to read 'Tim', with a stylized, cursive-like font.

TIM REID

Co-Founder – <http://www.SmallBusinessBigMarketing.com>

ABOUT THE AUTHOR

Who's Tim? And who says he knows what he's talking about? Fair questions indeed.

Well, I guess the answer to the latter will lie in the quality of the ideas you'll find in this book. However, to remove all risk on your behalf, my products (and services) come with a 100%, no questions asked money back guarantee. And there's no small print. No ifs, no buts.

To put your mind further at rest, I have over 20-years of extensive and diverse experience in Marketing Communications for businesses of all sizes. Such experience has taught me the following truths that are the inspiration for my own businesses.

- **INNOVATION BEATS ADVERTISING.** Decades ago you could build a business on the back of a great ad campaign. No longer. Consumers are smarter. Advertising is horrendously expensive. And alternatives abound. As someone insightful soul once said, "The best advertisement is a great product (or service)."
- **CREATE DON'T COMPETE.** Too many businesses try to keep up with their competition. This results in a whole lot of 'me too' businesses that find themselves competing on price and constantly increasing their marketing spend. Now that's a tough way to make a buck. Successful companies tell their own story and create their own opportunities.
- **CHALLENGE YOUR CATEGORY.** Spending time looking around and seeing what other companies are doing in completely unrelated fields can reveal hidden marketing treasures.
- **THAT ELUSIVE KILLER IDEA MAY BE RIGHT IN FRONT OF YOUR NOSE.** The day-to-day mayhem of business often means that opportunities are missed. When was the last time you asked an employee or colleague what changes they would make if they were running the show? Try it...you'd be amazed at the answers.

There's plenty more truths where they came from, however, those four should give you a clear idea of where I'm coming from.

Finally I can tell you that my working life has seen me work in the following businesses:

Clemenger BBDO – A multinational advertising agency at which I spent ten years managing the advertising needs of companies including Uncle Tobys, Gillette, Yellow Pages, Knight Frank, Dulux, Alta Vista Search Engine and AXA.

Flight Centre – Australia's largest retail travel agency at which I held the position of State Marketing Manager. A major part of this role was to work with over 200 retail stores helping with creating and implementing local store marketing campaigns.

Reach – A not-for-profit organization that works with young people at risk. I actually left advertising to go and work at Reach as a bit of a cleansing of the soul experience where I assisted them in the areas of fundraising, sponsorship and event management.

Smorgon Steel – Australia's second largest steel company. I had the responsibility of launching their Corporate Social Responsibility division with the implementation of a national campaign that is still in place today – You can view it at www.scrap.org Smorgon Steel continue to be a major client of my business.

For the last five years I've run and operated a number of small businesses including [The Ideas Guy](#) (my own marketing consultancy), [We Are Property](#) (a small property development company) and Small Business Big Marketing (an online marketing portal that does exactly what the name suggests).

So, that's a bit about me – if you'd like to know more, please feel free to contact me at tim@smallbusinessbigmarketing.com.

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