

BIG SALES ON A TINY BUDGET



GRAHAM MCGREGOR

Big sales on a tiny budget

49 clever ways to boost your sales and get your business noticed without spending a fortune...

By Graham McGregor

www.simplemarketinganswers.com

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188 Scenic Drive Titirangi Auckland 0604 New Zealand

Email: graham@simplemarketinganswers.com

Website: www.simplemarketinganswers.com

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Introduction:

March 3, 2021.

I've been actively involved in sales and marketing for over 43 years.

And in this time, I've noticed that there are really only three big marketing challenges we need to solve in any business.



These three marketing challenges are:

1: How can I get my business noticed by potential clients and differentiate my business from all my competitors so I 'stand out from the pack' and am positioned as the best business to buy from?

2: How can I get good numbers of interested prospects to talk to every month?

3: How can I make sales? This includes making bigger sales, faster sales, add on sales, repeat sales, and referral sales.

These three marketing challenges are simple to solve with the right strategies.

However there is always a cost to use the right marketing strategies

That cost can be in money.

And the cost can also be in time.

The good news is that if you are willing to invest some time on a regular basis; then there are dozens and dozens of simple strategies you can use to solve all 5 marketing challenges with little or no money.

Here's a good example:

In early 2001 I met a personal trainer called Frank.

I hired his services to get me in better shape and to my surprise and delight it worked!

Within 8 weeks of using his personal training services I was noticeably stronger, fitter and had muscles for the first time in my life!

Frank knew I was in sales and marketing so he asked my advice on how he could improve his sales results.

I sat down with Frank for an hour and gave him a marketing consultation.

I discovered that even though Frank got amazing results for his clients (like he did with me) he was making very little money.

In fact during the previous 12 months Frank had earned the grand total of \$19,000 income from his personal training services.

I said to Frank 'That's not very good'.

He told me "I know and it's just as well I have a wife with a full-time job.'

I then gave Frank some very simple marketing and sales strategies to use in his business. I knew he had no money so I gave him strategies that were low cost and no cost.

The first thing I got Frank to do was write a simple two page tip sheet called '7 Secrets to a great looking body'. I got him to write 7 tips on how to get in shape fast and naturally tip number 7 was to use a personal trainer like him.

I then wrote a testimonial for Frank in this tip sheet. I told Frank to offer a free fitness consultation in his tip sheet and we included Franks mobile phone number so potential clients could phone him about this.

Frank then borrowed a photocopier from a business friend and he ran off 1,000 copies of this two page tip sheet.

The tip sheet was in black and white and laid out very basically in Word.

Frank and his son then spent a weekend delivering this two page tip sheet to 1,000 homes in expensive neighbourhoods close to the gym where he worked.

Dozens of people phoned Frank and asked for a fitness consultation and he asked me 'Graham how do I do that so I make sales'.

I showed him how to ask 4-7 simple questions and then explain his personal training services.

A number of new clients signed up after having their fitness consultation and started using his services and they got good results.

Frank also got a number of local businesses like health food stores, chiropractors and physiotherapists to hand out his two page tip sheet to their customers as well. And that produced more clients as well.

I then taught Frank how to do some simple add on sales with things like protein powder, vitamins and minerals and so on. Many of his clients decided to buy these products from Frank and his income and sales increased again.

Within 18 months of using these simple low cost and no cost strategies Frank had come a long way. And in the previous 12 months he told me had earned \$193,000 still working as a one-man band personal trainer.

Remember this was around 20 years ago so it was a terrific income then.

In fact, \$200,000 is still a wonderful income for many people today.

A year later Frank bought the gym he worked in.

What Frank had going for him was he took massive action with all the sales and marketing strategies that I suggested he use.

So the remarkable results he achieved were mainly because of this.

Here's another quick example of a simple marketing strategy that cost very little money and produced great results...

A few years ago, I went to the letterbox to clear the mail and found a colourful postcard addressed to Daisy McGregor. (Daisy was the name of a little Bichone Frise dog we used to have. She passed away some time ago.) On the front of the post card there was an image of a dog with **sunglasses** and the words 'Woof'.



The postcard was sent from the United States and had a handwritten message on the back that said...

*'Hi Daisy Hope all is well. Just a quick 'Hello' from sunny Hershey USA! See you when I get back **Sonia**'*

The post card was sent by Sonia the owner of a dog grooming firm called The

Pet Stylist. (I used to take Daisy to Sonia every 5-6 weeks to be groomed and she did a nice job.)

Sonia was visiting the United States to attend a conference for dog groomers so she could stay current with the all the latest trends and equipment in her industry. She thought it would be fun to send a post card to a number of her dog grooming clients while she was overseas. So she took the names and postal addresses of a number of her clients with her and sent each of them a personal post card.

However she addressed each post card with the name of the dog and not the owner.

I had great fun showing this post card to a number of people. (It made an interesting story when I could say 'my dog got a post card from the United States.' I would then show people the post card.)

Now at the same time I received this handwritten post card for my dog I was writing a weekly marketing column for the largest newspaper in the country called The New Zealand Herald.

And because it was so unusual and interesting to get a handwritten post card addressed to my dog I wrote about my experience in one of my marketing columns for the newspaper. You can see the column at this link

<http://bit.ly/daisypostcard>

Sonia told me later that it cost around \$3 for each postcard she sent. And that included airmail postage from the United States back to New Zealand.

As a result of this tiny investment of less than \$5 from sending a post card to me she got some free publicity in the largest newspaper in the country.

The good news is that with a regular investment of time you can put into action dozens of low-cost promotional strategies to grow your sales, get your business noticed and attract ideal new clients.

Which brings me to my new marketing guide ‘Big sales on a tiny budget.’

This guide contains over 49 clever strategies you can use to get your business noticed, differentiate yourself nicely and grow your sales.

And best of all you can use many of these strategies for little or no money.

What you will have to do is invest significant amounts of time and put many of these strategies into action in your business.

Look through this marketing guide and identify 10 strategies you’d like to use to start with.

Then put 2 of these strategies into action each week for the next 5 weeks.

Now select 10 more strategies and repeat the process

When you do this, you’ll be delighted at the terrific results you enjoy.

Right, here’s a quick overview of the low-cost strategies in this guide...

Graham McGregor
Simple Marketing Expert

W: www.simplemarketinganswers.com
E: graham@simplemarketinganswers.com
P: +64-21-222-6992
A: 188 Scenic Drive, Titirangi, Auckland 0604, New Zealand



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Let's start off by looking at how you can get your business noticed in a crowded market. And differentiate yourself so you 'stand out from the herd' and are seen as the best business to buy from.

That's the purpose of Parts One to Five.

Part One: Have a Catchy Nickname

One of the quickest ways to promote your business and get it well known is to give it a catchy nick name. Then use this nick name in all your marketing.

Here's a great example of how well this can work:

The Hugging Butcher:

17 years ago Lori Prokop scraped together her savings to attend a seminar being put on by Ted Nicholas (a direct marketing master and copywriting genius).

She got his attention during the break and told him the story.

Her and her husband had been struggling with their butcher shop (and almost to the point of closing the doors), as the entire parking lot was ripped up and was unusable for 6 months – totally destroying their customer flow.

So how could she get more customers in?

Ted started asking some questions and found out that her husband was quite a tall man, and he loved to hug people as well.

Ted gave her the one single piece of advice that turned their lives around almost immediately.

He said “when you get back home – first thing I want you to do is call your butcher shop “The Hugging Butcher” – advertise it everywhere, new signs and all over your marketing.

Use direct response style marketing and make that husband of yours ‘the hugging butcher’ and have him stand at the front door and hug everyone that walks through – men, women and children.”

She followed Ted's advice to a T.

Quicker than she ever could have dreamed – business was booming!

People couldn't wait to visit the hugging butcher – business went through the roof (parking lot or not).

Soon, they were able to raise the price and commanded the highest price in the market they served – and clients lined up at the door.

After a few years they sold that business for a very large sum of money – amazing what a simple differentiator can do for a business!

Now she runs a multi-million dollar consulting business – teaching similar techniques to those that Ted teaches.

All Ted Nicholas got Lori to do was add a catchy nickname to their business.

The catchy nickname was three short words:

The Hugging Butcher

And that's all it took for the business to become incredibly well known along with a huge increase in sales at the same time.

Now this particular nickname The Hugging Butcher would not work well today because of COVID-19 and social distancing.

However the same strategy can still easily be adapted and used in your business as well.

Just use a simple three word template to come up with a catchy nick name for your business.

The first word is 'The'

The second word is a word that is memorable and describes a particular quality that you would like your business to become well known for.

Example:

Happy, Punctual, Clever, Positive, Smiling etc.

The third word is the type of business you have.

Example:

Butcher, Electrician, Printer, Dentist, Accountant and so on.

Put all three words together and you get nicknames like

The Happy Dentist

The Punctual Plumber

The Clever Accountant

The Positive Lawyer

And so on.

Let's take a look at 5 ways you could use this simple three word template to come up with a catchy nickname to get your business well known and even famous.

Strategy 1: The 'Happy' Business

A few years ago I was chatting to an overseas client and I asked him if he had a good local printer that he could use to get some marketing resources professionally printed.

He told me he had a great printer called The Happy Printer.

I thought that was a memorable name so I Googled "The Happy Printer"

Do you know that I only came up with two businesses in the entire world that call themselves The Happy Printer?

There may be more than just two that call themselves The Happy Printer but they didn't come up in my Google search.

In other words it was a rare and unusual name.

So why not use the word 'Happy' to describe your business?

You could become

The Happy Dentist

The Happy Accountant

The Happy Lawyer

The Happy Plumber

And so on.

You could add a smiley face to all your marketing and say that your mission is to create happy clients who love what you do for them.

You can still keep your normal business name.

Just add the three word happy nickname to describe your business.

So you might be ABC Plumbers.

And you now become ABC Plumbers-The Happy Plumbers

Take Action:

Use the word 'Happy' to come with a three word nickname for your business. And use this nickname in all your marketing.

Strategy 2: The 'Punctual' Business

A big complaint that people have around tradespeople is how often they don't show up when they said they would show up.

In other words they are not punctual.

It is annoying to have to wait for a tradesperson especially when you have gone out of your way to be on time yourself for the appointment.

You could eliminate that frustration by calling yourself

The Punctual Business

So you are now

The Punctual Plumber

The Punctual Painter

The Punctual Electrician

And so on.

You could add this nick name to all your marketing.

And you would become well known for being punctual literally overnight.

Take Action:

Use the word 'Punctual' to come with a three word nickname for your business. And use this nickname in all your marketing.

Strategy 3: The 'Clever' Business

If you sell advice to your clients you may like to become known as being 'Clever' for the type of advice that you provide.

So you might become 'The Clever Accountant' and give your clients great advice that legally saves them a huge amount of money on their taxes.

Or maybe you become 'The Clever Lawyer' and you help your clients to get criminal charges against them dropped fast.

Or perhaps you become 'The Clever Architect' and you help home owners to come up with clever solutions to renovating their home that cost a lot less money yet still achieves all their home renovation goals.

Take Action:

Use the word 'Clever' to come with a three word nickname for your business. And use this nickname in all your marketing.

Strategy 4: The 'Speedy' Business

A lot of customers today are 'time poor' and they value their time more than they value their money.

Many of these types of clients like to have things done fast for them. So if you call yourself 'The Speedy Business' that will often appeal to time poor clients.

So you might be

The Speedy Printer

The Speedy Accountant

The Speedy Web Developer

The Speedy Painter

And so on.

You also incorporate 'speed' into all parts of your business.

So when someone emails or phones your business you reply within 60 minutes or less.

When someone wants a quote or proposal they get it within 24 hours.

When a client wants a new website you get it done in 3 days for them.

The good news about becoming well known as 'The Speedy Business' is that you can often charge higher prices for the benefit of doing things fast.

Take Action:

Use the word 'Speedy' to come with a three word nickname for your business. And use this nickname in all your marketing. At the same time incorporate speed and fast action around all your business communications.

Strategy 5: The 'Relaxed' Business

In some businesses it is quite normal for clients to experience a lot of stress and anxiety.

Dentists are a great example of a business where many clients get worried just thinking about using their services.

You could give yourself the nickname of The Relaxed Business and then show customers how you take away their stresses and concerns.

For example:

You are now ABC Dental –The Relaxed Dentists.

You specialise in working with anxious patients with low pain thresholds.

And your dental practice has special pain free techniques that leave patients feeling calm, relaxed and stress free at every visit.

Or maybe you are The Relaxed Chiropractor

You relieve back and neck pain in a few minutes and have clients who feel great after your chiropractic treatments.

If you use a 'Relaxed' nick name for your business think about doing a lot of other things in your business that will reduce any stress, concerns or anxiety that your clients might normally have when using your business.

Take Action:

Use the word 'Relaxed' to come with a three word nickname for your business. And use this nickname in all your marketing.

Strategy 6: The 'Remarkable' Business

If you want your business to stand out in a crowded market place you might like to use 'The Remarkable Business' nickname.

So you become:

The Remarkable Bakery

The Remarkable Painter

The Remarkable Accountant

The Remarkable Vet

And so on.

And then make sure there is something 'remarkable' about your business.

It could be how you greet your customers:

Paddi Lunn is a remarkable dentist in Queensland, Australia.

Whenever a patient visits his dental practice their treatment room has the patients name on it with a sign like this...

This treatment room has been specially prepared for Graham McGregor

It could be the unusual gift you give your clients after they have used your services:

Paddi gives all his patients a lovely carton of delicious sugar free dental muffins to take away after their dental treatment.

These dental muffins taste great and make it very easy for his patients to tell their friends about their remarkable dental experience with Paddi.

It could be 'how' you do business:

I'll use Paddi Lunn again because he has an 'invitation only' policy with his dental patients. So he has no signage on his dental practice and he has an unlisted business phone number. The only way you get to use his dental services is if you are invited by a person who is already an existing patient of Paddi's.

There are many ways you could be 'remarkable' in your business. And calling yourself 'The Remarkable Business' is a good way to become well known.

Take Action:

Use the word 'Remarkable' to come with a three word nickname for your business. And use this nickname in all your marketing.

Strategy 7: The 'Unforgettable' Business

With this nickname you become

The Unforgettable Painter

The Unforgettable Builder

The Unforgettable Florist

The Unforgettable Gift Shop

And so on.

You do a lot of fun things with a nickname like this.

First of all you can stay in touch in fun ways with your customers so you become 'Unforgettable'.

I heard about an appliance shop that sends out a lovely plant and thank you note to every new customer who buys a major appliance.

Their customers love this unexpected gift and tell all their friends about their delightful gift.

Secondly you could learn things about your customers that you can use when you talk with them again.

My hairdresser Jo is terrific at this. I see her once a month to get my hair cut and Jo always remembers what we were talking about at our last visit.

Becoming 'unforgettable' could also mean you remember people's names.

I read a book many years ago on how to remember people's names.

At the time I presented short 2 hour business seminars for one business at a time. Each seminar would usually have a group of 10-20 people attending who all worked for the same company.

At each business seminar I would get the person in charge to give me a quick diagram that showed the first name of each person in the seminar.

I would then introduce the seminar and give all the people 10 minutes to do a short exercise.

While they did the exercise I would quickly remember all the names of the people in the seminar.

And then at the end of the exercise I would ask each person by name to share one idea that they found useful from the exercise.

People were invariably amazed at how I could know 10-20 names of people I had never met before. And I became 'unforgettable' to each group of people where I presented these seminars.

Take Action:

Use the word 'Unforgettable' to come with a three word nickname for your business. And use this nickname in all your marketing.

At the same time do things to make your business unforgettable.

The good news about creating a memorable nickname and using it in your marketing is that it is very low cost to do.

You might add the nickname to your email signature, put it on your business cards and use it on some of your online promotional material.

So it's well worth testing for many businesses.

Part Two: Have an Unusual Guarantee

A simple way to get your business well known fast is to have an unusual guarantee.

Here's a good example:

Bug's Burger Bug Killers, Inc. from Australia has a fantastic guarantee...

"You don't owe one cent until all pests on your premises have been wiped out. If you're ever dissatisfied with BBBK's services, you will receive a refund for up to 12 months of the company's services...

PLUS fees for another exterminator of your choice for the next year. AND, if a guest spots a pest on your premises, BBBK will pay for the guest's meal or room, send an apology, AND pay for a future stay. AND if your facility is ever closed down due to the presence of roaches or rodents, BBBK will pay any fines, as well as all lost profits PLUS \$5,000."

What difference did this guarantee make?

BBBK became a \$30-million-a-year business and captured 80% of their market while using this guarantee.

Here are 5 ways to use an unusual guarantee in your business:

Strategy 8: Have an 'on time' guarantee

On the back of a van for a burglar Alarm Company is an interesting promise.

'We guarantee to show up on time or the first hours labour is free'.

A huge complaint around using tradespeople is they seldom show up on time.

So this guarantee instantly removes that problem and if they are not on time the customer gets a free hour of labour.

Take Action:

How could you use an On Time Guarantee in your business?

Strategy 9: Have a 'first time' guarantee

Mack Weldon <https://mackweldon.com/> is a brilliant example of first-time guarantees:

Offering what they call a "try on guarantee," the company wants to ensure that customers are happy with the first purchase they make.

Since they're selling underwear online, offering an exchange due to dissatisfaction is not an option for Mack Weldon.

So they find a better way to guarantee customer happiness, instead.

If you don't love the first pair of underwear you buy, they send you a different size, style, or issue a refund.

And you get to keep the pair you tried on.

Take Action:

How could you use a First Time Guarantee in your business?

Strategy 10: The 'use our competitor' guarantee

There is a great business I've used called The House and Building Wash Company www.housewash.co.nz

They have a terrific 'Use our competitor; guarantee around their service.

WE GUARANTEE: "IF YOU ARE NOT COMPLETELY DELIGHTED WITH OUR CLEANING SERVICE WE WILL PAY FOR A COMPETITOR OF YOUR CHOICE TO RE-CLEAN IT!"

Now that's a bold guarantee.

Take Action:

How could you incorporate a 'Use our Competitor Guarantee in your business?

Strategy 11: The Happiness Guarantee

In any business I'm sure you're working hard to make your customers happy and hopefully, to keep them happy.

Because happy customers become loyal customers.

But how can you ensure a customer's happiness in every single purchase?

Offer a happiness guarantee.

Here's how Bombas www.bombas.com does this

Bombas is an online store selling socks and other clothing items.

They have a '100% Happiness Guarantee.'

It reads like this:

The Happiness Guarantee ensures that we will do what it takes for you to be satisfied with your Bombas, whatever it takes. If your socks don't fit, we'll help you return or exchange. If your shirt develops a hole, we'll replace it. Dog chewed up your socks, we'll replace them. Think your request is too out there to be covered by the Happiness Guarantee? Just contact us.

Bombas frames their product guarantee around the word happiness. Instead of calling it a money-back guarantee or a full refund policy, they explain how important customer happiness is to them.

They stress that it's a no-questions-asked type of guarantee and they're dedicated to solving your problem—doing whatever it takes.

Take Action:

How could you use a 100% Happiness Guarantee in your business?

Strategy 12: The 365 Day Return Guarantee

Online shoe store Zappos has an incredible “Free Shipping, Free Returns, Free 365 Day Return Guarantee” www.zappos.com

Not only can you buy a pair of shoes from Zappos and send them back if you don't like them, but you can keep them around for a year before deciding to do so!

To sweeten the deal, Zappos even offers to pay for the return shipping, including a label with your original purchase.

This is such an incredible guarantee that you simply can't ignore it.

It's because of a guarantee like this that Zappos does over 1 billion in sales annually.

Take Action:

How could you offer a 365 Day Returns Guarantee in your business?

Creating a memorable guarantee around what you do can boost your sales and best of all it costs very little money to set up.

Part Three: Added Value

A while ago I used a business called The House and Building Wash Company www.housewash.co.nz to clean the outside of our home.

There were two people doing the job and they were finished in around 4 hours.

The house looked like new again. In fact the paint (which is now over 12 years old) looked like new as well. Best of all (from my wife's viewpoint) the house has been sprayed for spiders so we will have no more spider webs for at least six months.

I've cleaned the outside of my house myself in the past and it's never looked as good as it did this week.

It also used to take me over three full days of my time to do it and it was both physically demanding and even dangerous because of the height of our house.

What I really liked about what this business did was the unexpected added value they gave me that I hadn't asked for.

I had requested one deck to be cleaned at the back of the house.

They cleaned that deck and also treated it for mould as well.

But then they cleaned two other decks that were very dirty at no charge.

One of the team also asked me if I would like him to remove some weeds that had grown up in our gutters.

And 10 minutes later that was all done. (Again at no charge.)

The house still looks amazing a few weeks later and I can't believe I spent so many years trying to do the same job myself and not doing it very well.

It's also a great example of providing some unexpected added value.

Added Value or AV for short is a terrific way to turn many of your customers into enthusiastic unpaid sales people for your business.

Here are 6 examples of Added Value that you can easily modify or adapt to use in your own business:

Strategy 13: The Added Value Cleaning Service

There is a builder in Christchurch, New Zealand who uses Unexpected Added Value all the time.

When this builder has completed any renovation or building project they get the house or room professionally cleaned including the windows.

(Clients love this unexpected added value and always comment how delighted they are with it.)

Within 24 hours of final payment from his client, the builder couriers a gift box and a thank you card to his client. This box contains all sorts of yummy stuff you can't buy at a supermarket. The cost is about \$100.

This builder needs to do no advertising and gets most of his work from repeat business and word of mouth referrals from his clients.

His prices are well above average and because of that he can invest in good quality equipment and hire above average trades people that he pays very well to do a top job.

Which his customers really appreciate as well.

Take Action:

What free unexpected free service and/or free gift could you give your clients that would turn them into raving fans for your business?

Strategy 14: The added value soda water and chocolate

Marketing expert Mal Emery has bought and sold dozens of businesses and helps business owners to create massive increases in sales and profits.

When I interviewed him a while ago, Mal explained that a great way to increase sales for any business is to use unexpected added value.

He told me how he did this with a coffee shop he owned many years ago.

When you bought a coffee Mal gave his clients a glass of iced soda water at no extra charge.

Now of course the clients' reaction was 'I didn't order that, why am I getting that?'

Mal trained his staff to tell the story:

'The free soda water is to cleanse your palate so every single time you take a sip of your coffee you get to taste that beautiful coffee again and again and again'.

He also put a little chocolate on the side of the coffee cup and it was called Hasty Tasty and it had the name of the company, the coffee shop on the chocolate.

This was all unexpected added value.

What was the perceived value of this coffee?

Well back in those days it was \$1.50 to have a coffee and when you added the soda water and a chocolate it was worth to the customer about \$3.50.

(However it only cost Mal a few cents to provide this extra added value.)

Now someone paid Mal \$1.50 and they got \$3.50's worth of value.

So who do you think they told?

They told all their friends.

'You've got to come here, they give you a glass of iced soda water and a Hasty Tasty chocolate on the side' so his sales exploded.

He went from zero sales to \$10,000 a week in five months and was able to sell this business for \$230,000 by applying the principle of unexpected added value.

Take Action:

What unexpected added value could you give your clients that costs very little but delights them so they want to tell other people about their experience?

Strategy 15: The added value movie tickets

Many years ago I purchased a new car from a car dealer. Three weeks after the purchase I received two free movie passes from the car dealer; along with a note thanking me for my business. I told all the people I knew about this unexpected added value from this car firm.

I also went back two years later and bought another car from the same firm.

And two years later I bought a third car from the same firm. The total investment for this car dealer was around \$20 to give me a double movie pass. And it generated over \$50,000 in repeat sales just from me.

Take Action:

What clients could you give a free double movie pass to each month?

Strategy 16: The Free Extra Service

I heard about an electrical company a few years ago that trained their electricians to do one thing for free as part of each job they did for a client.

(This could be as simple as cleaning the front gutter on a house if they noticed it was full of leaves.)

On the invoice they would then list this extra job they did and put no charge next to it.

So their invoice might read

Install new lights	\$X
Repair faulty alarm	\$Y
Clean gutter	No charge
Total	\$Z

Clients loved this unexpected added value that they received at no charge from the electrical contracting firm and gave this firm a huge amount of repeat and referral business.

Take Action:

What unexpected service could you do for your clients and them mark it on their invoice as being provided by your business at no charge?

Strategy 17: Free Gifts

I read a wonderful book on real estate selling written by Marilyn Jennings.

Marilyn was famous for earning over \$750,000 working six months a year in a depressed real estate market.

Every few months Marilyn would send out a free gift to her clients and key contacts.

These gifts included a packet of Easter Eggs at Easter, a pumpkin at Halloween, a BBQ apron in summer and so on.

Her clients and contacts loved these free gifts and Marilyn enjoyed a huge amount of repeat and referral business doing this.

Take Action:

What free gifts could you send out to your clients and contacts on a regular basis?

Strategy 18: The Free Cake:

I remember the day I got a courier delivery of a parcel addressed to me.

I opened the parcel and found a delicious chocolate cake inside.

The cake came with a small note that said 'Hi Graham, thanks for the referral to Jeff. Kind regards Stephen.'

Stephen is the owner of a business called Virtual Staff www.virtualstaff.co.nz and I had recommended his services to one of my clients who was looking for an assistant to do a lot of admin type things in his business.

He decided to use the services of Stephens' company and Stephen sent me a lovely chocolate cake to say 'thank you' for the referral.

The chocolate cake was baked by a local company called Mummys Yummys <http://mummysyummys.co.nz/> and it was beautifully presented and looked and tasted great.

I felt very special after receiving this chocolate cake and have already told a lot of people about my positive experience. (Including readers like you.)

Key Point: When you send a cake to say 'thank you' it makes people feel good about your business. It also makes it very easy for them to become a raving fan and positively recommend your business to other people they know.

There are a number of businesses that will do all the work of baking the cake, writing a thank you card or thank you letter to your client and delivering the cake to them.

All you need to do is invest a couple of minutes giving a business like this the name of your clients, the words you want on the thank you card or letter, the physical delivery address and the phone number.

Take Action:

What clients and key contacts could you send a free cake to?

In my opinion Added Value is one the single best marketing strategies that any business can use to make their business stand out.

When you use Added Value consistently you'll create delighted clients who tell other people they know about what you do. Which leads to a small fortune in easy sales and regular referrals. And best of all it's very low cost to put into action.

Part Four: Be Unusual

If you want your business to stand out and be noticed it pays to be unusual in some part of what you do.

Here are 5 strategies you can use to be unusual and get noticed.

Strategy 19: Be unusual in 'who' you work with

A while ago I received an interesting email from a business coach in the United States. He told me his initial focus as a business coach was to work with a wide range of small businesses. And when he had this general business focus he struggled and found it hard to make sales.

Then he decided to focus on one specific group of businesses. In his case it was web designers.

In other words he became known as a “business coach for web designers.”

And these five words transformed his business.

He explained that when he changed his focus to being a business coach for web designers that his income increased 500% in the next 12 months.

He then found that he began being invited to speak at conferences for web designers because he was now a business coach for web designers.

Every time he spoke he had a large number of web designers contact him and ask if he could be of help.

Here's another example of becoming well known for 'who' you work with...

There is a piano teacher who teaches piano online exclusively to doctors and medical professionals.

He sells this service as the only premium piano program exclusively for doctors and he has a website called Piano for Doctors www.pianofordocctors.com which explains what he does.

And his business now has doctor clients from all around the world.

Take Action:

What unusual group of clients could your business become well known for working with?

Strategy 20: Share an unusual number about your business

Over 20 years ago I had a vasectomy and I spoke with the surgeon who was going to do the operation.

I asked him how many vasectomies he had done.

'I've done over 5,000 vasectomies' the surgeon told me.

And I still remember that number over 20 years later.

When you share an unusual number in your business it can often make your business famous.

Here's a great example:

I read a fascinating news story on www.stuff.co.nz in early July 2020.

It was about a Manawatū café called Viv's Kitchen that was about to sell its 200,000th cream horn.

Each cream horn is made by hand and from scratch.

The cafe sells 180 to 200 a day.

The 200,000th horn was expected to be sold about 8am on Friday and the hungry customer would win a mystery trip away for two.

It took the cafe four years to sell 100,000 cream horns. It reached its second 100,000 in just another two years.

What I loved about this story is that by sharing an unusual number (200,000 cream horns sold) it made the business famous.

There are many ways to use an unusual number in your marketing...

Here's an example from a house washing firm in Auckland New Zealand called The House and Building Wash Company www.housewash.co.nz

Here is part of what they say on their website:

(Remember we have been doing this for over 20 years and have cleaned over 55,000 properties).

55,000 properties is a lot of properties to have washed and makes the House Wash and Cleaning Company stand out from all their competitor

Take Action:

What unusual number could you share about your business that could attract a lot of positive attention?

Strategy 21: Have unusual business hours

The Vampire Dentist

Many years in Los Angeles a new dentist set up a dental practice that was open between 6pm and 6am only.

So he was only open at night (Hence the 'Vampire Dentist' name).

This dentist chose to focus on shift workers who were often not able to attend a dentist during normal business hours.

(One group of workers he targeted was people working in the movie industry who often worked unusual hours and were often unable to see a dentist during normal business hours.)

Being open from 6pm to 6am made his dental practice super convenient for these people to use.

And his dental practice became well known and did remarkably well for many years as a result.

An insurance agent in Australia does something similar.

He works between 8pm and 8am so he can meet with shift workers and help them with their insurance needs.

This makes life a lot easier for shift workers who are normally asleep or busy at other times of the day.

And this insurance agent has become very well-known with large numbers of shift workers in places like hospitals.

Take Action:

What unusual business hours could you offer your own clients and customers?

Strategy 22: Have an unusual Big Bold Statement (BBS)

Business Expert Andrew Griffiths www.andrewgriffiths.com is a big fan of creating a big bold statement for any business so they get noticed fast

The good news is that creating a big bold statement is not that difficult.

Example 1:

Andrew was contracted by the Government to go out to regional Australia a while back and help small businesses that were struggling.

One business that he came across was a general store in the middle of nowhere in Queensland. This old store had been there for a long time and an old lady ran it.

The store itself was in two parts.

One half of it got so full of old mining and farming equipment about 30 years ago that they literally closed the doors. (It was full of all this stuff still and the owners just moved the general store next door.)

The general store was on a through road and very few people were stopping to buy.

Business was terrible.

Andrew was talking to the old lady running the store and asked her 'can you tell me how long it has been a general store for?' And she said "Oh well over 100 years".

Andrew then asked "Is it the oldest general store in Queensland?"

Her comment was "Well it could be."

Now Andrew is a marketing guy, so he did some homework and found out that this general store was in fact the oldest one in Queensland.

So the big bold statement was he made this business...

"The oldest general store in Queensland."

Then he thought 'we need a bit more of a hook here, half of the shop that's filled with junk, if you have a look at it, it's actually very interesting.

If we kind of open that door we could have people walk on in, we could actually call this a museum. And the path through all that stuff leads into the new general store.

So we could have a museum and why don't we make it free entry for this museum as a great hook?'

So all of a sudden we've gone from a nondescript general store with dust on the side to the oldest general store in Queensland with a museum that has free entry.

And bizarrely this Big, Bold Statement literally turned the business around overnight.

Andrew got some very cheap signage for less than \$100 put up that said:

The Oldest General Store in Queensland

Before long there are film crews from around the world filming this general store.

Busloads of tourists are stopping and getting out the front and getting their photo taken with the oldest general store in Queensland.

They are buying food and drinks and souvenirs. It got featured on Japanese television shows, German television shows; it's in Lonely Planet travel guide books and so on.

Now nothing changed here apart from some signage about the Big Bold Statement.

Andrew turned a very ordinary business into something significant that stood out and all he did was come up with a Big, Bold Statement about the business.

Example 2:

Andrew was contacted by a restaurant in Port Douglas a number of years ago.

It was called Mango Jam and was a faceless restaurant that was struggling.

There was nothing special about it that made it stand out and encourage potential clients to come and try them out.

The owner asked Andrew for help and he suggested they create a big bold statement for their restaurant. The first thing Andrew did was survey every hotel and around 1,000 tourists in Port Douglas.

He asked the people what kinds of restaurants are lacking in the town. What is not here that should be here? The over whelming feedback was that there were no family restaurants in Port Douglas.

So Andrew told his client. Your big bold statement is that you are now 'the number 1 family restaurant in Port Douglas'.

Andrew got some people to come in and teach the staff how to interact with families and children, they made fantastic colouring books, the staff dressed much more colourfully and they added kid's menus.

And doing this literally transformed the business overnight.

First of all everyone knew what they were and the local hotels could recommend Mango Jam to families.

If there was a family, mum and dad and two kids standing at reception and they say 'where should we eat tonight? The response from the staff was simple. 'Oh the best family restaurant in town is Mango Jam'.

Sales exploded and they became very popular. And shortly after that they began winning awards as the best family restaurant in North Queensland.

The goal of a big bold statement is to do something that makes you stand out from the crowd in a positive way.

Andrew's own claim to fame is that he is 'AUSTRALIA'S #1 SMALL BUSINESS & ENTREPRENEURIAL AUTHOR WITH 14 BOOKS NOW SOLD IN OVER 60 COUNTRIES'.

Take Action:

What Big, Bold Statement could you make about your business?

Strategy 23: Create an unusual category for your business

A newspaper headline caught my eye a while ago that read "Aussie nude cleaning business slammed by Councillor."

The newspaper story then talked about a cleaning business in Australia and how their point of difference was that all their cleaners wear nothing or very little when they cleaned the inside of your home.

As the owner of the company put it, "our cleaners get paid a whole lot more to wear a whole lot less."

A local city councillor had given a couple of interviews saying the business was disgraceful and thought the police should be notified.

It turns out no laws are being broken and the naked cleaning service is just a cheeky way to differentiate their business in the crowded cleaning market.

However the business has now gained a huge amount of publicity as a result of the councillor's comments.

(And while it was doing very well before the controversy it is doing even better after it.)

Here's the valuable marketing lesson I got from this story...

Invent a new category for the product or service that you offer and you'll instantly stand out in a crowded market.

Here's an example to get you thinking

The Lazy Fitness Trainer

Imagine if you called yourself "The Lazy Fitness Trainer" and that you worked exclusively with clients who wanted to get in great shape by working out for only 15 minutes twice a week.

If you did this you would certainly stand out and be noticed.

I actually worked out with a personal trainer close to 20 years ago who got me in great shape by working out for 15 minutes twice a week.

He was a body building champion and had his clients use weights to create a toned body fast. (Yes this is Frank who I mentioned in my introduction.)

Frank didn't call himself The Lazy Fitness Trainer; however this would have been a great way to create a new category for the fitness training service that he offered.

Take Action:

What is a new category you could create around the product or service you sell?

Part Five: Have a memorable title

Idi Amin was the dictator president of Uganda for many years.

Idi Amin famously went by the title

His Excellency **President** for Life, Field Marshal Al Hadji Doctor Idi Amin, VC, DSO, MC, CBE, **Lord** of all the Beasts of the Earth and Fishes of the Sea, and Conqueror of the British Empire in Africa in General and Uganda in Particular. This was very memorable.

You may like to test using a memorable title in your own business.

Here are some three simple ways to use a memorable title in your business to get noticed and remembered by a lot of people.

Strategy 24: Become an ‘ologist’

If you look at certain professions they have ologist in their title.

So you have Geologist, Psychologist, Zoologist and so on.

For a bit of fun and to get noticed you could make up an imaginary title that relates to what you do in some way and has ologist in it.

Example 1:

A PR consultant I interviewed many years ago called himself a “mediaologist” as he was an expert at helping clients get positive publicity in the media. And I still remember this title years later.

Example 2:

My good friend Tom Poland <https://www.leadsology.guru/> calls himself Chief Leadsologist as he helps thousands of businesses to generate qualified leads to talk with.

Take Action:

How could you use the word ologist in a made-up title that explains what you do in a fun, entertaining and memorable way?

Strategy 25: Become a Chief XYZ

Dean Salakas is the owner of The Party People www.thepartypeople.com.au in Australia. The Party People are the largest Party Supply store in the country and Dean calls himself ‘Chief Party Dude’.

I asked Dean to comment on his unusual title and here’s what he told me...

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The nickname “Chief Party Dude” was an idea I just came up with one day early on as a CEO. I wanted to have a fun title. It wasn’t originally meant to be anything other than a bit of fun. Then my graphic designer did a caricature of my as an Indian chief for my signature and then it just stuck.

As our business grew I started to work on my personal branding and so the name “Chief Party Dude” became something I ran with. Its very media friendly and fits my brand and the company brand well so adds value and gives me a unique identity.

I appeared on Channel 10’s Shark Tank and used it in my introduction and since then, I am now widely recognised as the “Chief Party Dude”. Certainly being catchy is important but the key is to do things that align with your brand and who you are. I go to dress up parties and dress up, I have fun, I hit the dance floor when the music plays and I do all the things people would expect from someone called “Chief Party Dude”. So essentially I just be myself and people can relate to that because it’s genuine.

So in short, don’t hold back with things like your job title, have some fun, be who you want to be and love your work.

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Take Action:

What title could you call yourself that involves Chief as the first word?

Strategy 26: The XYZ King or The XYZ Queen

If you want a memorable title you might like to use royalty in some way.

So you could call yourself The Smile King (You might be a cosmetic dentist.)

The Profit King (You might be a business consultant who helps companies to improve their profits.

My colleague Robyn Pearce is a time management specialist.

And she calls herself the 'Time Queen'.

A client in Australia has a daughter who has just set up a dog washing business. I suggested she call herself 'The Dog Wash Queen' and that's exactly what she did.

Here is her sign written dog wash trailer.



Take Action:

How could you use the word King or Queen somewhere in your title?

Summary:

In Parts One to Five of this guide we've covered how to get your business noticed and differentiate it from all your competitors.

Now we are going to look at how you can get good numbers of interested prospects to talk to every month.

The key here is to use a variety of low-cost lead generation strategies so you always have a good number of interested prospects to talk to.

So let's look at some simple low cost ways to generate prospects to talk to.

Strategy 27: Lunch Marketing by Dan Swanson

I've had my own businesses for most of the last 40 years and an important function of any entrepreneur is landing more clients.

I had one terrible problem though, I was horribly shy.

My attempts at selling were horrible.

On the other hand, I was great at having lunch with people.

I wouldn't spit my food as I talked, I didn't spill food or drinks on the person I was having a meal with and I'd read How to Win Friends book by Dale Carnegie many times, so I could carry on a good conversation with people.

As I had more and more kids, my need to learn how to sell became more vital.

Fortunately, I ran across a technique, accidentally, that I ended up calling Lunch Marketing.

It went like this.

I would attend meetups (back when I first got started instead of going to a website, I had to browse the Tuesday edition of the Dallas Morning News where people that were having local meetings would announce the time, date and location of their events.

I tried to go to at least one per month and sometimes one per week.

While I was at the meeting I'd strike up a conversation with 4-6 of the attendees to find out what they did.

For those that seemed like they might have a need that I could help them with, I'd ask them to get together for lunch saying I'd like to get to know them better.

Around 80% of those I'd invite would say yes.

When we would get together at lunch a few days later, we'd chat about our families, our jobs and things we were interested in.

After we developed a rapport, I would ask them what they did for a living, more specifically than just their job title.

Once I found out more about what they did, I'd ask what their biggest challenges were. Sometimes I would ask it by saying: "If you had a magic wand and could solve any problem in your company, which one would you want to solve the most?"

If I knew the solution to it right then and it was a short answer, I'd just tell them what I thought would solve their biggest challenge.

If it was something that I could solve but would take a better understanding of the specifics of the problem, I'd say I have a good idea of how to solve it but would ask to meet them at their office to learn more of the details by looking at the situation or talking to their technical people to better understand the nature of the problem.

If it was a problem that I didn't want to solve because it was too small or didn't have the needed skill to solve the problem, but I knew someone who did, I'd introduce them to someone I knew who would solve the problem.

Some examples.

I was at a meeting of entrepreneurs in Dallas and got to know most of the members.

One of them owned a private jet brokerage.

When we talked at the meeting, I found out he was having a problem getting buyers and sellers.

So I told him I had a few ideas but suggested we meet at his office to discuss it further.

A few days later I drove over to his office and we went through his whole business process from finding planes for sale, creating an agreement with the seller, then the process he went through to list the plane for sale and interview prospective buyers that responded to the ads.

I suggested he might want to make some changes to his website, his listing of planes for sale, and change what he said when he had prospective buyers called him.

He seemed quite interested and introduced me to his partner with the capital to fund the operation and to acquire private jets.

I mentioned that I would give him a proposal in a couple of days. Then left his office.

A few days later I finished the proposal and set up a meeting to review it with him.

We reviewed the proposal together in person, and he asked a few clarification questions and signed the contract and paid my retainer right on the spot.

Another example was inviting a friend of mine who was president of a \$250 million company to have lunch.

We chatted about our families, our hobbies and about our businesses.

Then I asked him what was the biggest challenge he was facing.

At the time he was running a telecom company and the cost of his phone lines from Ireland were killing him.

I suggested I come by his office and talk to his technical staff to learn more.

A few days later I met with 5 of his technical staff and they described in detail what the problem was.

I then verbalized a solution that would cut their costs by 75%.

They were very interested in the solution and asked me for a proposal.

I gave them one a few days later and they liked what they saw and landed a 6-month contract to implement the solution.

Six months later I'd completed the project that saved them over \$1 million per month in long-distance line charges to Ireland, which was their hub for all European originated and destined calls.

How to put this lunch marketing into practice for your business:

1. Attend networking events or call up acquaintances that are prospects of whatever business you work for.
2. Find out what they are doing. Once you qualify them as a person who might need your products or services, tell them you'd like to get together to learn more about what they are doing? About 90% of those I invited would say yes.
3. Once you are at the lunch meeting with them, chat with them as you would with a friend about their family, hobbies and more about what they do at work.
4. Then ask them about what are the biggest challenges they face.

They usually have one on the tip of their tongues that is driving them crazy.

If it is a problem you know how to solve, you may have found the golden opportunity.

Mention that you have an idea that may be a great solution for them.

Describe it to them in general terms and ask if you can come by their office to find out more details to make sure your solution would really solve the problem they are describing.

Ask who else would be good to have in the meeting when you come by to visit.

About 90% of those I suggest meeting at their office will say yes.

The remaining 10% either aren't sold on your solution or aren't ready to solve the problem.

5. Once you are at their office meeting with their team, get more details about the problem, any technical details that would be helpful and the impact this unsolved problem is having on their business.

If they seem interested in your solution, ask if they would like a proposal from you on how you can help them solve their problem. If my suggested solution was a good match for them, they almost always said yes (99%).

6. If I did a good job of identifying a great solution for them, they almost always accepted my proposal, at least 90% of the time.

7. Once you have completed the project, periodically take the person out to lunch to see how things are going and if they have a new number one problem that you might be able to solve.

This has led to many long term clients of 5-10 years.

One of my clients asked me to solve dozens of projects over the 10 years I consulted to them on projects ranging from systems design, hiring executives, mentoring the top 18 executives, mentoring the owner for 7 years, helping them design a \$10 million headquarters building, to reengineering their workflows, customer services, sales scripts, etc.

I brought in over 50 different experts in that same time period to solve dozens of problems that I wasn't an expert in.

This can work for all kinds of products and services.

I've personally used it to land:

- Product development
- Service development
- Investment opportunities
- Hiring and training executives
- Building office buildings
- Software development
- Mentoring
- Outsourcing major sections of their workforce
- Replacing old telecommunications equipment with the latest state of the art

- Turning around failing companies
- Acquiring competitors to improve their growth
- Creating websites
- Internet marketing
- Process improvements
- Automation projects
- Robotic projects
- And dozens more

This technique works today just as it has for the last 40 years I've been using it.

I recently attended a seminar in California and had lunch with several folks while I was there.

I landed one client who wanted to shut down his business and buy another.

I helped him turn around his original business increasing his sales by 500% and his profits by 700% while only increasing his staff from 45 people to 50 people through process improvement of his major processes.

Why does Lunch Marketing work?

I've made lots of cold and warm sales calls to potential customers. When you show up and are lead to their office, they are in a place of power.

They are most often sitting behind a massive executive desk often in a taller chair and you are invited to sit in a chair that is a bit lower than them.

It's like their desk is a fortress to protect them from you and your "aggressive sales tactics."

In fact, several executives that I've visited actually had their chairs on a raised 6-inch platform to dominate the power in their office.

Plus there are countless interruptions and phone calls during any meeting with a top executive, interrupted by crisis situations to minor requests for the attention of the executive.

So what I found was way more effective was to meet at a neutral restaurant for lunch or dinner.

It's much easier to carry on a friendly fact-finding conversation once you are out of the office.

I use a low key sales process called consultative selling.

So instead of making a pitch across the table when they have their sales resistance muscles flexing, you are solving problems together as a consultant on the same side of their table, working through the issues.

Author's Bio

Dan Swanson is a writer, design engineer, marketing consultant, and mentor. He has helped 6,000 people start their own businesses, raised \$300 million in capital, produced \$3.9 billion in new revenues for clients and saved over \$11 billion in operating costs for them as well.

He's been mentoring for more than 40 years. If you'd like to get a free report on the ***Top 10 Reasons Every Entrepreneur Needs A Mentor*** go to <https://coachingsmallbusiness.com/mentoring-report>.

Learn about why the richest people in America like Bill Gates, Warren Buffet and Jeff Bezos all had mentors.

Strategy 28: The 30 Second Infomercial at Networking Events

I had the opportunity recently to interview a delightful business coach in Canada called Tsufit. <http://www.tsufit.com/>

(Tsufit is actually her real name and it means 'hummingbird'.)

Tsufit was a former litigation lawyer, and left the corporate world to pursue a career as an actor and singer, and now she's on a mission to "show business how to use show business to get business."

In our interview Tsufit told me that she gained over 50% of her business clients in less than 30 seconds.

And she then explained how she does this by using memorable and entertaining 30 second messages to groups of potential clients.

Tsufit explained that many business people attend networking events and have 30 seconds to explain what they do.

Sadly, many of these 30 second presentations are boring and dull so people don't remember what you said.

That's not a very good way to get people to choose your business.

Here's the approach that Tsufit recommends:

1. Open with a dynamic attention grabbing statement.
2. Present the problem that your service addresses.
3. Tell us how your service solves it, or just make the claim and let them come and ask you more.
4. Do either step 2 or 3 above (or both) in the form of a story.
5. Tell us your name and/or company name, for the first time, two-thirds of the way through the infomercial.
6. Give us one more enticing sentence related to what you said earlier.
7. Repeat your name and then end on an interesting tag line.

Let's see the Tsufit infomercial approach in action:

A mortgage broker came to Tsufit seeking help with her infomercial. She told Tsufit that her clients were women in their mid-40s seeking debt consolidation. They came to her because they felt they were drowning in debt.

Here's the infomercial that Tsufit created for this mortgage broker...

"It's 8:40 AM. The alarm didn't go off and you're 10 minutes late for the big boardroom presentation.

You rip open a pack of pantyhose and have a tug of war just to bring them up to your knees.

But it says 'One Size Fits All'!

One size doesn't fit all.

Not with pantyhose and definitely not with mortgages. I'm Jessica Blow and I'm a Mortgage Consultant.

You can pick up a 'One Size Fits All.' mortgage at the bank or you can let me shop for you to find the mortgage that fits you perfectly.

Jessica Blow. Blow Mortgages. 'Cause one size never fits all."

Here's another example:

"Congratulations. Your marketing efforts have finally paid off. Bill Gates is flying in to meet with you in the boardroom of your corporate head office.

Only problem is that your boardroom is your kitchen table.

Do you wipe the spaghetti stains off the wall where the kids threw it last night?

Or do you call me, Jane Dane, and rent a fully furnished boardroom by the hour and still have enough money left over to pick up a pizza for the kids on the way home?

Jane Dane, Metro Executive Suites.”

When Tsufit’s client, the manager of a serviced office facility, used this 24 second infomercial, 8 out of the 10 women entrepreneurs listening asked for her brochure.

Here’s a 30 second message that Tsufit uses for her own services:

“Four years ago, my youngest daughter, Aviva, won the public speaking contest in her school.

Three years ago, my oldest daughter, Daniela, won the public speaking contest in her school.

Two years ago, my second daughter, Paloma, won the public speaking contest in her school.

And yesterday, my last remaining daughter, Riviera, the shy one, won the public speaking contest in her school.

I’m Tsufit of Follow That Dream!® I’m a public speaking coach.

Now, far be it from me to exploit my daughters’ accomplishments for my own personal gain. But I think the facts speak for themselves...

Tsufit. For when you’re ready, to get noticed!”

Many clients complain to Tsufit “I can’t possibly tell them what I do in just 30 seconds”.

Tsufit's response is simple. "If you can't say what you do in 30 seconds, you won't be able to say it in 30 minutes either."

If you give a 30 second infomercial that is entertaining and memorable to a group of potential clients you stand out and make it easy for some of these people to remember you and choose your business.

Action Exercise:

Think about what you do and how you can explain it to a group of people in a way that gets you positive attention in less than 30 seconds.

The high value of Info Marketing:

If you want more people to talk to you it's easier if you position yourself as an expert in your field.

Most customers prefer to talk to an expert rather than someone who is not very good.

The good news is that you can position yourself as an expert by using info marketing. This just means you share useful ideas in a written or spoken format that potential customers will find useful.

There are many sales prospecting strategies that use info marketing including tip sheets, how to articles, special reports, group talks, educational seminars and more.

One of the fastest ways to get started with info marketing is to use a tip sheet which is the next strategy.

Strategy 29: Tip Sheets

These are an excellent low cost way to attract brand new clients and customers and are super easy to use.

A tip sheet is a 1-2 page article with helpful tips related to the product or service that you sell.

Here's a simple example...

The Personal Trainer who used Tip Sheets

A personal trainer client of mine called Frank used a simple tip sheet to get large numbers of new clients.

(I mentioned Frank in the introduction to this guide.)

The tip sheet he wrote was called 'Seven Secrets to a Great Looking Body'

In this tip sheet Frank covered seven simple tips.

Here are some of these tips...

Tip One: Exercise your body properly

Tip Two: Use the right supplements.

Tip Three: Train regularly but not too long.

Tip Seven: Use a Personal trainer.

Because his tip sheet was only two pages long all Frank had to do was write a paragraph or two on each tip.

When writing his tips he also gave one or two specific suggestions, along with reasons and the occasional example.

Under Tip Three Frank wrote down something like this.

Tip 3: Train regularly but not too long

When you train your body you can get great results by working out for about 20 minutes three times a week.

This is done by using the right weight training routine.

This should be tailored to suit your own body type and your own goals.

Weight training has been shown in numerous medical studies to be very effective to help you create the body you want in a remarkably short time.

When your workout at the gym only takes 20 minutes to do, it motivates you to train regularly. It also gives you a lot of free time to do other things.

One client told me that because his workouts were short (yet still produced great results) he was happy to come in and workout at least three times a week.

He told me that his previous gym had suggested he work out for at least an hour and a half at a time and he found that too hard to fit into his schedule.

So he stopped going.

Frank then used a similar format with each of his seven tips.

He also included in the tip sheet some great testimonials from some of his existing clients.

At the end of tip sheet, Frank made an offer of a free personal consultation for people who were interested in using his services.

“For a free personal consultation
at no obligation phone 123-4567”

Frank made around 1,000 copies of his tip sheet and then spent a few hours personally delivering them with his son to around 1,000 homes in two of the most expensive suburbs in his city.

The reason for this was simple.

If you lived in an expensive home you probably make a reasonable income to be able to afford to live there.

(This meant you could probably afford to spend money on a personal trainer like Frank.)

Within a week of the tips sheets being delivered, Frank had received several dozen calls from people interested in using his personal training services.

These people all said something very similar. "I read your article on creating a great looking body and found it very interesting. I've been thinking about getting in better shape for a while now so I thought I would give you a call."

He booked a number of these people for a free consultation and a high percentage became paying clients.

I highly recommend you use tip sheets to promote your business as well.

Here's all you do...

1: Give your tip sheet an interesting title.

"The insider's guide to....."

".....made easy....."

"The truth about"

".... things you should know about....."

"How to....." "Thebiggest mistakes in"

Examples:

"The insider's guide to buying a luxury boat"

"Selling your home made easy"

"The truth about cosmetic surgery"

"Five things you should know about hiring great people for your business"

"How to solve the two biggest money problems faced by people over 40"

Think of the title of your tip sheet as being like the headline for an advertisement.

An interesting headline will get the reader to read the advertisement.

And an interesting tip sheet title will get a person to read your tip sheet.

Action Exercise:

Write down three titles for a tip sheet for your business

1

2

3

Two: Include valuable ideas in your tip sheet.

I use the '\$1,000 cash' technique to make sure the ideas in any tip sheet I create are both valuable and useful for a potential customer.

Just imagine that a potential customer for your product or service is sitting in front of you. They pull out \$1,000 in cash and give it to you.

They explain that this \$1,000 cash payment is for you telling them everything that would be helpful for them to know about purchasing your product or service.

Because you've just been paid \$1,000 cash you tell this person a lot of useful information.

You explain the steps involved in buying and using your product or service. You show them the potential problems that can happen and how to avoid them.

You tell them the common mistakes that people make when buying your product or service and you give them the most important questions they should always ask.

You show them what to look for and what to avoid when buying your type of product or service.

You give them some valuable insider tips. And you do all this in a way that is simple and easy to understand.

Whatever you would tell a customer if they paid you this \$1,000 in cash for advice is the type of information you want to include in your tip sheet.

Try and make the information in your tip sheet non-technical and free from any industry jargon:

This is a critical part of the success of any tip sheet.

Regardless of how complicated your topic is, look for ways to make it simple to understand.

So instead of using jargon look for simple words that mean the same thing and are easy to understand.

Here's a good example of making something easy to understand by avoiding jargon:

I was meeting with the owner of a large accounting firm and we were discussing the question 'How can you tell if you have a good business?'

There are many ways you could answer this question.

If you wanted to get technical you could say something like this:
"A good business has a return on equity of 25% or more."

And immediately you do this, your readers eyes will glaze over and they will lose interest.

**Technical language and industry jargon turn off most readers.
You have to keep it simple and easy to understand.**

Here's what my Accountant client says.

'A good business is worth between three and ten times the value of the business owner's home.'

Now that is very easy to understand.

Notice the difference between the two explanations.

Both are correct, however only one of them is very easy to understand and paints an immediate picture in the reader's mind of what it means.

So the key motto in creating tip sheets is this:

Make it simple to understand

2: Put some useful tips and examples in your tip sheet.

Keep these short and easy to understand.

The easiest tip sheets to write are those that have a number in the headline.

For instance 'The seven secrets to a great looking body' or 'The four biggest mistakes in buying a brand new boat.'

3: Put your name and contact information on your tip sheet and invite readers to contact you.

Wherever possible include positive testimonials from some of your best customers in your tip sheet as well.

4: Make your tip sheet look good and distribute them to large numbers of potential clients.

Give them to Centres of Influence as well. These are people who can refer new business. My personal trainer gave dozens of copies of his tip sheet to local physiotherapists, chiropractors and health food stores. They were more than happy to give his tip sheet to many of their clients and that bought him new leads as well.

The big advantage of 'being in print' like this is that you are now automatically positioned as an expert in your field because your name is on some helpful 'how to' information.

Here is a sample tip sheet for a recruitment firm.

Notice it has some valuable ideas that a potential customer would find useful.

And by sharing helpful ideas like this in a tip sheet the recruitment firm positions themselves as an expert at hiring great people.

This tip sheet has not been laid out professionally however that is very easy to do. Just put it into several columns and add some nice graphics.

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Three Secrets for Hiring Exceptional People

By John Smith XYZ Recruitment:

Secret Number One:

Begin with your Ideal End Result

This is one of the most important keys to hiring remarkably good people for your organization.

'What are the positive outcomes that you want to happen in your business after you hire a new person?'

This is a great question to ask because it frees your mind to see brand new options.

Just because someone has left your business, it doesn't always mean you have to replace that person with someone else who is exactly the same.

Hiring a new person can be the perfect opportunity to either narrow or perhaps broaden the parameters or scope of a role.

Here's a simple example:

Sometimes existing staff may be keen to take on more responsibilities so this might actually mean that you may only need a junior to replace a person who has left.

Sometimes your best option might be to hire someone who has very different skills from what you originally had in mind.

Secret Number Two:

Fish for good people in the right places

Hiring good people is a lot like going fishing...

Imagine that you have the best fishing gear that money can buy. Your fishing rod is outstanding and your bait is simply irresistible.

However you inadvertently decide to fish in a spot where there are no fish. Or you choose a place where there are the wrong type of fish compared to what you are after.

The best fishing gear in the world is useless if you pick a fishing spot with no fish or the wrong type of fish.

You will end up frustrated and convinced that there are no fish to catch. Or that your expensive fishing gear doesn't work. Or that you are only catching the type of fish that you don't want. And so on.

Think about some of your own experiences if you have ever tried to hire good people yourself.

Did you ever feel frustrated at not being able to get the right type of person to contact you about the role you wanted to fill?

Or did you get inundated with large numbers of people who turned out to be not suitable at all and this ended up wasting a lot of your time?

It could be you were fishing in the wrong place for good people.

That's where you need a good recruitment network...

In other words you first need a list of good people who have given you permission to tell them about interesting roles that come up from time to time. (In most cases these people will not be actively looking as they are already very happy in their current position.)

Here at XYZ Recruitment we have a network of several thousand good people who have asked us to let them know if any positions come up that we think could be of interest to them.

Now we already know these people and the quality of what they do.

This means we can tap into this network of good people if we think a new position could be something for them to consider.

Secret Three: Get Expert Help

An excellent way to hire good people for your business is to get expert help from a great recruitment firm.

By using expert help you will save a lot of time and effort having to personally screen out people who are not suitable.

You also get access to a much wider range of good people who could potentially be a 'great fit' for your business.

And if your recruitment firm knows your business and your industry really well, they will often find you exactly the right person you are looking for in a surprisingly short period of time.

If you want to hire outstanding people for your business and want to work with an expert company that understands your industry and has the networks in place to get you access to the best people-you know where to find us!

You can reach us by phone us on 1234-5678

You can also email us on hiregreatpeople@xyzrecruitment.com

Positive Testimonial from happy client

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The big benefit of using a tip sheet is that once your name is on it, people reading it assume you are an expert on the topic.

So you have instant credibility from day one. This makes it far more likely that potential clients will contact you.

Action Exercise:

Create a 1-2 page tip sheet that potential clients for your products or services would find useful.

Distribute this tip sheet to several dozen people who could potentially be clients. Give it to several centres of influence also.

Strategy 30: Share helpful 'how to' articles

(This is similar to tip sheets however the goal is to have your article published by other businesses and media outlets instead of you so it is read by hundreds or even thousands of people.)

I received some excellent marketing advice a while ago from Lori Nash Byron the founder of Famous in Your Field. <http://famousinyourfield.com/>

Lori was talking about the power of sharing helpful articles.

By using "How to" Articles it's pull marketing, not push marketing.

Prospects are drawn to you, rather than you pushing your firm brochures and sales meetings at them.

One of the best features of how to articles is how it helps you leverage your marketing and sales efforts.

Instead of making sales calls and meeting with prospects one-on-one, your how to article reaches tens, hundreds or thousands of people.

Article Marketing Example 1:

When Lori was the marketing director for a professional services firm - engineering/architecture - she created a marketing campaign around a new

highway interchange design that created 12 leads for new projects, the number one search result on Google, interviews with major newspapers and resulted in \$300,000 in new business.

Most remarkably, her firm never designed the interchange that they became well known for through the campaign.

It started when one of the firm's engineers told Lori about a new type of interchange design that would greatly improve safety, called a "diverging diamond interchange."

At the time, it didn't exist in the US, only in Europe, but one was being planned in Kansas City, Missouri.

Lori wrote a 1200-word educational piece about the diverging diamond interchange in the style of a magazine article, and quoted her firm's traffic engineer in it.

She posted the article on the firm's website, promoted it using social media and within a couple of weeks, her company had the Number 1 search result on Google for "diverging diamond interchange."

Being the number One result when people typed "Diverging Diamond Interchange" into Google led to prospective clients from South Africa, Uruguay, and US states Utah, Ohio, Indiana, and Tennessee calling her firm to inquire about our traffic engineering services - the first time the firm had ever received inbound inquiries.

A few of these leads turned into other types of projects, resulting in \$300,000 in fees.

After the article had been on the firm's website for three weeks, they received a call from a Kansas City Star newspaper reporter, who interviewed and quoted her firm's lead traffic engineer.

Other newspapers also conducted interviews and wrote articles on the diverging diamond interchange.

Because Lori's firm wrote the most informative article on the interchange design, they were widely viewed as the experts on that topic.

Article Marketing Example 2:

In May 2011, I wrote a short marketing article called 'Ask Your Way to Success'.

The article was around 600 words long and talked about how easy it was to get helpful business success ideas at no charge by approaching well known business experts around the world.

In essence the article was all about how I created my Unfair Business Advantage Report by asking a number of top sales and marketing experts if I could interview them for a few minutes each.

I found that one third of the experts I approached were happy to have me interview them. And each expert gave me (free of charge) one of their best ideas to boost sales

I persuaded the business editor of the largest newspaper in the country to run this article in the online version of their newspaper.

Here is the actual article I wrote....

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Ask your way to business success

May 11, 2011

Marketing Consultant Graham McGregor on the surprising results of asking well known business experts for helpful ideas...

After 33 years in sales and marketing I'm astonished at how easy it is to get great business advice from well-known experts just by asking for it.

I saw this when I decided to create a marketing guide called '*The Unfair Business Advantage Report*'.

I emailed sixty seven sales and marketing experts in five countries and asked if they would like to share their favourite sales improvement strategy for my guide.

To my surprise I had over twenty three enthusiastic 'yes' responses to my invitation. The end result was an excellent marketing guide with 302 pages of easy to use strategies to quickly improve sales.

Here are a few of the helpful marketing ideas I received by asking for them...

Richard Koch is the author of *'The 80-20 Principle'* which has sold over 750,000 copies in 31 languages.

Richard told me why it's critical to focus on and nurture the top 20 per cent of your customers (or products) which in most cases will produce 80 per cent or more of your profits. He shared how he bought a struggling business called Filofax that was losing around 30% on sales each year.

Richard got his team to concentrate on the most profitable products this company sold. Filofax was soon making around 20 per cent profit on sales and Richard saw the value of his investment triple.

Jeffrey J Fox is the author of *'How to become a rainmaker'* which was voted one of the best 100 business books ever written.

Jeffrey has a terrific strategy called 'dollarization' which allows any business to put a specific dollar value on the benefits of the products and services they offer.

This means they can charge higher prices and compete successfully against low priced competitors.

One of Jeffrey's clients had an expensive machine they wanted to sell to a large Asian chip manufacturer. The machine cost 2.8 million dollars and their main competitor had a similar machine that cost only 1 million dollars. Before Jeffrey showed them how to 'dollarize' the benefits of their machine his client couldn't even get a meeting to see this manufacturer.

After dollarizing the true value of their machine they not only got a meeting, but walked away with three confirmed sales at 2.8 million dollars each!

Neil Raphel is the co-author of an excellent business book called *'Up the Loyalty Ladder'*.

He explained why businesses need to 'change the game' if they want to succeed in today's much tougher business environment.

Neil owns a publishing company. Many traditional publishers give a large advance to their authors and then pay them a tiny percentage of on-going sales.

They often lose money on nine out of ten authors and plan to make enough money on the tenth one to recoup all these losses and make a handsome profit.

Neil changed the game and actually goes into partnership with his publishing clients. They put up half the money to publish and promote their book and Neil's company puts up the other half. They both receive 50 per cent of all on-going sales.

Neil now makes a great profit on at least nine out of ten books that his company publishes.

I've learned that when you ask business experts for helpful ideas you will be delighted at how many will say 'yes'.

The simple secret is to start asking.

"If you don't ask, you don't get."

Mahatma Ghandi

Graham McGregor is a marketing consultant and the creator of '*The Unfair Business Advantage Report*.' (The article also had a live link to my website.)

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My first newspaper article received a positive response so I then wrote a second marketing article called 'Where is your huge hidden market?'

And to cut a long story short I was soon writing a regular weekly marketing column.

I ended up writing over 300 weekly marketing columns for The New Zealand Herald. (My final column was in early 2019.)

What's great about these marketing columns is that they have been read by business owners around the world which has created another warm audience for me.

And many of the readers of my newspaper marketing columns have gone on to use my marketing services.

In fact within the first two months of writing these columns I was contacted by the owner of a large technology business based in China.

This person hired me within 48 hours of reading one of my newspaper articles.

Article Marketing Example 3:

I was interviewing a super successful executive speech coach called Warwick Fahy <http://warwickjohnfahy.com>

Warwick coaches Asia's leading senior executives, business leaders and entrepreneurs who need to influence their clients, investors, board and team members. He is also author of "The One Minute Presenter: an 8 step guide to delivering successful business presentations in a world of short attention spans."

Warwick has a wide range of services that he offers his clients. And his fees are usually between \$30,000 and \$120,000.

In our interview Warwick told me that he wrote a short article a few years ago called "The 10 mistakes that executives make while presenting to senior managers."

In his article Warwick gives interesting examples of the mistake in action and some helpful advice on how to correct them. He sends this article to a lot of people and gets a good number of people contacting him once they have read it. It's been an excellent way to generate new clients for his various services.

Article Marketing Example 4:

Around 20 years ago I worked with the owner of a business that sold an expensive training service to large hotels.

He found it very difficult to get appointments with these general managers. He would phone, write letters, leave messages with very little result.

I got my client to write a one page 'how to' article called "Opportunity Only Rings Once". In this article I had my client explain how a large hotel could change a few things that their staff did when they received phone enquiries for

their hotel rooms or conference services. And by making these tiny changes they could produce massive increases in both revenues and profits for their hotel.

We faxed this how to article to Hotel General Managers and included a short hand written cover page with the fax. We also offered a helpful special report called “9 ways to handle price shoppers” to any hotel general manager who set up a short meeting with my client.

This worked very well for my client...

“Graham, I first used your how to article marketing strategy in my company that sold an expensive business service to the general managers of large hotels. (In the past these general managers had been very difficult to get an appointment with.) I used your strategy with 100 new prospects and got an amazing 10% response rate. I easily made appointments with the respondees and then converted 50% of these appointments into paid sales for our business service. The end result was well over \$137,000 of new business within a few short months. What was great about using this strategy was that these hotel managers were now contacting me and were very keen to talk about what we offered. In the past we were always chasing them for an appointment and it was very hard work. I have been in professional selling for a long time and would never have thought that such a simple marketing strategy would have worked so well to increase my sales.”

Doug Callander Speaker, trainer, consultant

The key with using ‘how to’ articles is to give your readers some genuinely useful ideas and tips that they can easily put into action.

So how do you write useful ‘how to’ articles that attract ideal potential clients?

Just pick a common problem your ideal clients might have and explain how to solve that problem.

Use plain English in your ‘how to’ article and make it simple and easy to understand.

Have an action exercise that people can use to put your advice into action.

And offer an easy next step for people to take if they are interested in finding out more about your services.

Action Exercise:

What helpful information can you provide in a ‘How to Article’ that potential clients for your expensive service would find useful?

Strategy 31: Special Reports

A Special Report is just a longer version of a tip sheet or ‘how to’ article.

Special reports are a fantastic way to ‘attract’ new customers and clients to your business like a magnet attracts iron filings.

Think of a special report as being a ‘how to’ guide related to your product or service.

Use a Special Report to attract ideal prospects

Think of a special report as being a valuable ‘how to’ guide related to your expensive service.

In your special report you will answer the common questions a customer has about your service.

Your special report will show your customer the steps involved in buying your service and also show them the common mistakes to avoid.

Your special report will often have insider secrets and special tips that a typical new customer will probably not know about.

Ideally it will also have a number of real life examples so the person reading it will understand clearly the points you are making.

So your special report is something that a potential new customer will find very helpful if they are thinking about purchasing any of the premium price services you offer.

Here’s a great example:

The home relocation firm that attracted millions of dollars of new business:

A few years ago I met a person named Grant who owned a very successful home relocation business.

The service Grant's firm offered involves physically moving an entire home from one location to another on the back of large trucks.

This is a premium price service costing between \$20,000 and \$150,000 for each home they relocate.

It is also a very complicated service.

Often a house had to be cut into several sections and each section was then transported individually.

Each section then had to be put back together at the other end.

There are numerous permits and consents needed from the local councils for every home relocation.

Skilled trade's people are needed to disconnect wiring and plumbing.

Grant's firm has to be very careful no damage was done at any stage. Traffic and weather were important factors and on it went.

There were several other home relocation businesses in Grant's area and he had the biggest and most successful one.

However he was still keen to get more sales.

I explained the special report marketing concept to Grant and mentored him on how to create one for his business.

Over the next month Grant created a short special report called '11 secrets to successfully relocating your home'.

In his special report Grant included 11 tips on what you should do if you wanted to successful relocate your home.

One tip was 'Make sure you have all the required permits and consents before you do anything.' Grant then listed all the resources and consents you would normally need to get. (And there were quite a few.)

He then gave an interesting example of someone he met that didn't get the required permits first. This person relocated his home and then found he had to wait six months to live in it because the permits had not been done first.

Grant found his special report relatively easy to write using my guidelines.

All he was doing was writing down the major steps his company normally followed with every home relocation.

With each step Grant would give a paragraph or two of helpful information and a relevant example or story.

He then added a few interesting photos of actual homes being relocated and his report was complete.

Grant next placed a very small ad in the local newspaper in the real estate section.

The first time he ran this ad he received 39 enquiries from people ordering his special report. (So he now had 39 interested people to talk to about his home relocation services.)

And all of these people now thought of Grant's company as an expert because of the helpful information in his special report.

Grant made a sale of his home relocation services to several of the people who ordered his special report off this initial small ad.

At \$20,000 minimum for each sale, the whole exercise was very profitable.

Grant told me that he has used this same special report for over eight years now and it is still an amazingly effective way of generating new clients for his firm.

"Graham I first used your special report strategy about eight years ago. This immediately produced over 39 highly qualified prospects for our building relocation services. Using your special report strategy has been one of the most profitable things we've ever done. I conservatively estimate we have generated over eight million dollars (\$8,000,000) of new sales since we began using it. In less than a month we had the special report created and working for us. And it still works just as well today as it did eight years ago."

Grant Laing

Laing Building Relocators

One of the best things about using special reports is that it eliminates the hard work of 'chasing' new clients.

It's a lot more fun when they are 'attracted' to your business instead.

How do you create a good special report?

Step 1: Give it an interesting title that will make people keen to read it.

The shocking truth about cosmetic surgery

Five secrets to hiring great people for your business

How to solve the two biggest money problems faced by people over 40

Step 2: Include valuable and useful ideas and tips in your special report.

When you do this, you position your business as being an expert in the topic you are talking about.

You also make it easier for a potential client to choose to use your services rather than your competitors.

Here are some of the key ideas you could include in a special report

- Explain the steps involved in using your service.
- Show customers the potential problems that can happen and how to avoid them.
- Tell customers the common mistakes that people make when buying your service and give them the most important questions they should always ask.
- Show potential clients what to look for and what to avoid when buying your type of service.
- Share valuable insider tips.
- And do all this in a way that is simple and easy to understand.

Step 3: Make sure your special report is attractively laid out so it looks good.

Then actively market your special report to potential clients.

There are dozens of ways to get potential clients ordering your special report.

You can offer it on your website, advertise it with display ads, send out personal letters or emails inviting people to order it and so on.

Office Fit out Example:

I consulted with a business that did expensive office fit outs. The average client for this business would spend between \$300,000 and \$3,000,000 on fitting out or refurbishing their offices.

I helped this business to create a special report called “The 3 Critical Steps to a Successful Office Fit Out.”

This special report contained a large number of ‘how to’ ideas that were invaluable for anybody planning an expensive office fit out.

The special report covered the common mistakes people made in office fit outs and explained how to avoid them. The special report talked about the three main steps to follow in any office fit out and exactly how they worked.

It also showed some simple ‘tricks of the trade’ that a person could use to save time and money in successfully completing any office fit out.

And it contained some ‘raving fan testimonials’ from some of their best clients.

My client then took out a small display ad in a weekly publication that was sent to every law firm in their city. Legal firms were good potential clients for their office fit out business. Their ad looked something like this:

An Important Message for Solicitors Planning to Relocate Their Offices:

If you are planning on relocating your legal offices within the next 6-18 months; don't do anything until you read this FREE SPECIAL REPORT:

Relocating your offices can be hugely expensive in both time and money; so it's vital you do it right. XYZ have just released a FREE SPECIAL REPORT called ‘The 3 Critical Steps to a Successful Office Fit Out’.

This report will show you how to successfully relocate your legal offices. You will learn the three critical steps to follow and how to avoid the seven most common and expensive mistakes. There's a handy 10 point check list and detailed ‘how to’ instructions on every stage of the process.

You can get your -phoning XYZ on 1234-5678 or by emailing info@XYZ.com

Over the next 2 weeks this simple ad produced 23 requests from law firms for this special report.

One request was from the second largest law firm in the city.

The end result was they had attracted 23 potential clients they could talk to about their expensive office fit out services.

And a nice bonus by using this special report to attract potentials clients was that these people now thought of my clients business as being an expert in the field of office fit outs.

There are three main approaches to creating an effective special report.

1: First of all you can write the special report yourself.

If you invest an hour or more each day you could easily create a valuable special report within 1-2 months.

(My client with the home relocation business used this approach and it worked very well for him.)

2: Secondly you can invite other people to contribute all or part of the content for your special report.

You can do this by either interviewing them or asking them to submit a helpful 'how to' article.

I've used both these approaches and they work well.

Examples:

A: A few years ago I interviewed over 30 top sales and marketing experts around the world. I asked each person I interviewed to share their most effective marketing strategy.

I had the interviews transcribed and the end result was a 300 page special report called 'The Unfair Business Advantage Report'.

This Special Report ended up being downloaded by business owners in 29 countries within six months.

B: I also created a series of popular special reports where I invited 21 experts in fields like Time Management and Public Relations to share a helpful 'how to' article on how to use their best Time Management or PR strategy.

For these special reports I just added an introduction and had my graphic designer make them look good.

The end result was 60+ page special reports that took very little of my time to create.

3: Hire an outside expert to create a Special Report for you.

Over the last 15 years I've personally written over 347 special reports for myself and my clients.

As part of my special report process I usually interview 3-7 of the best customers for each client so we have a number of 'raving fan testimonials' to include in their special report.

I also give my clients a 'paint by numbers' marketing plan showing them 11 ways to use their special report to attract new clients.

Using an outside expert will often save you a lot of time and effort in creating an effective special report.

And using an expert increases the chances of a special report working well for you.

One of the best things about using special reports is that it eliminates the hard work of 'chasing' new clients.

It's a lot more fun when they are 'attracted' to your business as a result of ordering or reading your special report compared to you having to 'chase' them and try and get them to talk to you.

Helpful Tip: Get other people promoting and recommending your special report to their own clients as well.

(If your special report has a ton of valuable ideas this will be very easy to do.)

A nice bonus with a special report is that once you've created it you can often use it for many years to attract ideal new clients.

You can give your special report away at no charge.

And you can also charge for it as well.

You can also make your special report available in both hard copy and digital format as well.

Action Exercise:

Invest some time and create a special report that potential clients for your expensive service would find useful.

If you spend an hour or two each day on creating a special report you could potentially have this completed within the next 1-2 months.

Then actively promote your special report to potential clients.

Strategy 32: Group Talks

A group talk is a way for you to quickly identify and establish a profitable relationship with a large number of prospects fast.

When you give a group talk you usually have instant credibility on whatever topic you are talking about.

The reason is simple...

One of the biggest fears we all have is The Fear of Public Speaking.

This means that we tend to admire and respect people who stand in front of any group and talk.

In most cases we usually associate people who are competent at public speaking as being good at whatever topic they are talking about.

I believe the secret to giving a good group talk is this:

Always give your audience some useful ideas that will help them to either solve a problem they have or will help them to improve their lives in some way.

When you give people useful ideas that will help them you do two things.

First of all you position yourself as an expert in your field.

Secondly you will usually create some very interested potential customers who are suddenly very keen to talk to you about your services.

You can give a good group talk even if you don't think you are good at public speaking.

The key is to focus on helping your audience with useful tips and ideas rather than worrying about how well you are speaking.

There are three simple steps to giving a good group talk:

- 1: Choose the topic you will speak on and the group you will speak to
- 2: Prepare your talk.
- 3: Give your talk and follow up on all interested prospects.

Let's look at each of these steps in more detail.

- 1: Choose the topic you will speak on and the group you will speak to

My advice here is to choose a topic that made a good tip sheet for you.

A good tip sheet you will recall has an interesting headline and then several useful ideas for the person reading it.

A good tip sheet will have a few examples or stories that illustrate the ideas you are covering and show people how to use them.

A good group talk is very similar to a tip sheet.

It should have an interesting title, some useful ideas and a few stories or examples to illustrate your ideas in more detail.

Once you have picked your topic, you can then decide which group of people you want to speak to on this topic:

Rotary Groups are a good audience to speak to as they have a variety of members and they have weekly meetings.

The big problem they have is they are always looking for someone to speak at these meetings. That's where you come in!

- 2: Prepare your talk

If you take my advice and use a tip sheet as your talk outline this is very easy to do.

Just use a tip sheet you have already created and talk on this.

Example:

When I was selling sales training services many years ago, I spoke regularly to a number of sales managers.

One of these sales managers asked me if I would mind speaking to his local Rotary club on customer service. I agreed to do it, even though at this point I had never spoken to any group on customer service.

I asked how long I had to speak and was told I had about 15-20 minutes. I picked a catchy headline for my talk on customer service and decided to call it

‘Three ways to use customer service for an unfair business advantage’.

Now all I had to do was come up with three useful ideas about customer service and spend about five minutes talking on each idea.

I chose three very simple ideas on customer service.

The first idea was ‘In customer service everything you do either helps you or hurts you’.

The second idea was ‘There are two things every customer really wants’.

The third idea was ‘Good customer service is actually very bad for your business.’ (You don’t want good customer service you want amazing customer service.)

I then made sure I could speak for a few minutes on each of these three ideas and explain how to use them in any business.

I picked one relevant story or example for each of these three ideas and I was ready to give my talk.

3: Give your talk and follow up fast on all interested prospects

One of the secrets to giving a successful group talk is to have a very clear idea of what you want your audience to do at the end of your talk.

In most cases you want to identify who is interested in getting further information about your services, and get the permission of these people to make contact with them.

This is very easy to do.

One way to do this is tell your audience something like this:

“I have prepared a very interesting article that goes into some of the points in my talk in more detail. If you would like a free copy of this article just hand in your business card and write ‘Yes’ on the back of it.

I will then get this article and some more useful information out to you.” (This is another good way to use your tips sheets.)

Then follow up fast on all interested people from your talk:

By fast I mean within 24 hours or sooner. I have often spoken to a group of people in the morning and followed up by phone on these same people that afternoon. (People are usually very impressed when you follow up quickly after any talk.) If you leave it a few days or longer to follow up you will undo a lot of your hard work and can come across as lazy and slow.

When you follow up on the people who heard you give your group talk you might say something like this:

“Hello it’s Graham here from XYZ organisation. Thanks for listening to my talk on ABC topic yesterday. I trust you got some useful ideas from it?”

The person will then respond.

You can then offer more information or ask if they would like to have a free no obligation meeting with you and get some more ideas on your topic.

When you follow up, after any talk you give, some people will want to receive further information, and some people will not. This is normal and natural.

However, the people that do want further information are now very good potential prospects for you as you already have a large amount of credibility and trust with them as a result of the useful ideas in your talk.

Example:

When I gave my talk on customer service to a Rotary Group, I spoke to about 35 people. One of the people in the audience came up to me at after my talk and gave me his business card. He was the director of a large automotive wholesale company and wanted to talk to me about training his sales people to make more sales. A few weeks later this person gave me an order for a large sales training programme for his people. He became a very good long term client and it all started with a short talk to his Rotary Group.

Don't make the mistake of trying to make it perfect before you give it. You will usually get the feedback you need to get good at giving group talks by giving a number of them.

It can also be useful to practise your group talk once or twice before you give it. This will build your confidence and also give you an idea how long your talk will go for. I've also found that recording your talk and then listening to it several times is also very useful.

Action Exercise:

Create a short 10-15 minute group talk that has useful tips and ideas related to your products and services.

Offer to give this talk to several local groups of people. This can be a wonderful way to attract new clients.

Strategy 33: Educational Seminars

About 35 years ago I witnessed first-hand the incredible power of educational seminars to create large amounts of sales in a short time.

I saw a small advertisement in my local paper offering a free educational seminar on how to use 'Mind Powerll to achieve your goals'.

The presenter was someone I had never heard of at that point; however his free seminar did look interesting.

So I went along the following night about 8.00pm to see what he had to say.

I was amazed at how many other people were also at this free seminar.

It was being held at one of the largest hotels in the city and there must have been nearly 1,000 people in the room.

In the end it was standing room only as the hotel ran out of chairs.

The speaker (whose name was John Kehoe) then gave us a very interesting 90 minute seminar on how to use Mind Power to be more successful in every area of our lives.

The seminar was very informative and the presenter also gave a sales presentation on a comprehensive mind power course which was being held over four evenings and was starting in a few days time.

What startled me was that around 300 people immediately signed up and paid for this mind power course. The course was nearly \$400 a person to attend and I worked out that the presenter had just made around \$120,000 in sales of his mind power course from his free educational seminar.

I was very impressed with what John Kehoe had done, however it wasn't until many years later that I began to use free educational seminars as a marketing tool for myself.

I soon discovered that free educational seminars are a marvellous way to increase sales for virtually any product or service.

In the next few pages I am going to give you some simple ways to use free educational seminars to immediately increase your sales.

Here are five steps to increasing your sales with educational seminars:

Step One: Treat educational seminars as another form of information marketing.

When you use information marketing here is what you do:

You provide helpful information to potential customers.

The information you provide is valuable because it will help them solve problems or improve their lives in some way.

Using information marketing will position you as an expert in your field and it will also attract large numbers of potential clients to talk to about your products and services.

Think of an educational seminar as being a live version of a special report.

Very much like a group talk is a live version of a one page tip sheet.

If you have written at least one special report for your business you will be able to use this special report to present an excellent educational seminar.

A typical special report has a good amount of useful tips and ideas for potential customers.

Your educational seminar should be very similar.

It should contain useful tips and ideas for potential customers and not be just a sales commercial for your products and services.

A good educational seminar will get the people who attend it to recommend it to other people they know.

Step Two: Give your educational seminar an interesting title.

Examples:

I have presented several educational seminars for a website development company called

“The seven secrets to a profitable website”

I have presented several educational seminars for a business broker called
“Four simple steps to selling your business for a great price”

I have presented several seminars on investment property called “How to use investment property to safely reach all your financial goals”

I have presented several educational seminars for a computer firm called “How to use portable computers double your productivity”

I have presented many educational seminars called

“The Winning Edge: How to make this your best year ever in selling”

How to come up with an interesting title for your educational seminar:

Take the following sample titles and fill in the blanks where necessary.

(You may recall I used these same samples to help you create the title for your special report.)

"An insider's guide to....."

".....made easy....."

"The truth about"

".... revealed....."

"The art of"

"13 ways to....."

"How to....."

"Easy solutions to....."

"7 common mistakes in ..."

Examples:

If you are an interior designer you might create an educational seminar called "The insider's guide to renovating your home for pleasure or profit"

If you are a real estate salesperson, your educational seminar might be called "The truth about selling your home for a great price in any market"

If you are a mortgage broker your educational seminar might be called "Creative financing revealed: Seven unusual ways to finance your next home"

Action Exercise One:

Use the sample titles and come up with five educational seminar titles relevant for your business, product or service.

1

2

3

4

5

Step Three: Include useful ideas that a potential customer will find valuable

Using your title as a guide write down the main ideas you want to cover in your educational seminar. You may want to start with perhaps 5-10 main ideas you want to cover and write these down as headings.

Example:

I created an interesting educational seminar many years ago called

“How to use investment property to safely reach all your financial goals”

The main ideas I covered in this seminar were

Five good reasons (and one bad reason) for owning investment property

-How investment property actually works

-Common myths about investment property

-Two ways to buy investment property

-How to avoid the common problems in owning investment property

-Action steps you can take right now

For each main idea I then had some helpful ideas and an example or relevant story I could use to illustrate this idea.

Example:

In the main idea on how investment property works, I used a simple diagram that showed how property prices increased over a period of time.

I then showed how you could make substantial amounts of money when you followed some simple guidelines. I also gave an actual example of how this has worked in real life.

Action Exercise Two:

Pick one of the educational seminar titles you came up with in Action Exercise One.

Educational Seminar Title:

Now decide on the main tips or ideas you want to cover in this educational seminar.

Write these down here

Main idea or tip:

Main idea or tip:

Main idea or tip:

Main idea or tip:

Main idea or tip:

Main idea or tip:

Main idea or tip:

Main idea or tip:

Main idea or tip:

Main idea or tip:

Now take each tip or main idea and write down some of the helpful information you will cover about this idea. Also what example or story will you use to illustrate this idea?

Main idea or tip:

What helpful information will you give people about this main idea or tip?

What example or relevant story will you use to illustrate this main idea or tip?

Main idea or tip:

What helpful information will you give people about this main idea or tip?

What example or relevant story will you use to illustrate this main idea or tip?

Main idea or tip:

What helpful information will you give people about this main idea or tip?

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What helpful information will you give people about this main idea or tip?

What example or relevant story will you use to illustrate this main idea or tip?

Main idea or tip:

What helpful information will you give people about this main idea or tip?

What example or relevant story will you use to illustrate this main idea or tip?

Step Four: Promote your seminar to get the right people to attend it.

There are many ways to do this. You can use a simple one or two page letter inviting potential clients to attend your seminar.

You can also get other businesses to promote your educational seminar to some of their clients.

Make sure first that their clients are the right potential clients for you as well.

When you promote your seminar focus on what people will learn from attending.

(I have found that using bullet points works very well to promote an educational seminar.)

Example of bullet points:

-How you can save hours of time with my ten to one planning rule.

-Key questions you should ask yourself before you spend one dollar of your hard earned money on any home renovation. The more of these questions you ask, the more successful your home renovation project is likely to be.

-Some interesting thoughts on setting budgets for a home renovation. Here I differ from a lot of other people with my three budget approach.

-Why good project management is critical to any size home renovation project.

-How a good Interior Designer can help you at any stage of your renovation. And how you can get a no obligation personal consultation free of charge.

These bullet points could all be from an educational seminar by an interior designer on “Renovating your home for pleasure or profit”.

Another Example of bullet points:

-What a ‘tin can’ and an Investment Property have in common

(And why knowing this is a vital key to you becoming financially independent)

-The biggest financial risk faced by 94% of working people today

(And how to eliminate this risk with Investment Property)

-The two main ways to buy Investment Property

(And how to work out in two minutes which one is the best one for you)

-What you should always read about property prices in the newspaper (Yet only one person in two hundred ever does this)

-The four ‘Big Myths’ about Investment Property (And why these myths will keep most people poor)

-Why the correct structure is so important when owning Investment Property (What’s perfect for one person can be completely wrong for someone else)

-The critical role of tax and Investment Property (And how to turn this knowledge into more dollars in your pocket)

-The six things that can potentially go wrong when owning Investment Property (And some simple ways to handle each one)

-How to use Investment Property to have a comfortable & fun retirement
(Without spending a lot of time or sacrificing your current lifestyle)

These bullet points are all from an educational seminar I presented on “How to use investment property to achieve your most important financial goals”

Action Exercise Three:

Write down some helpful bullet points about what potential clients would learn from attending your free educational seminar.

1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

When promoting your seminar make it easy for people to attend:

I would recommend you allow between 60 and 90 minutes for an educational seminar. I have presented many that are only 75 minutes long and they have been very popular.

Test several different times to find the one that works best for your type of business. (I personally prefer daytime seminars; however other people prefer evening ones.)

Try several small educational seminars before you present a large one:

I have found that it's good to present several educational seminars to a small group first so you can iron out any bugs and make sure it works well. Then you can try it to larger audiences.

Example:

When I was presenting seminars on how to create a profitable website; we limited the first few seminars to only six people and held them in the company's boardroom.

After I had presented about a dozen of these and had good results from them, I presented the same seminar to much larger numbers of people at a time.

In one group I presented to 50 people and another group I presented to nearly 100 people. (However I knew it would go well to the large groups because of the testing we had done to smaller groups.)

Step Five: Present your free educational seminar and follow up fast. Presenting your educational seminar is reasonably simple if you have followed the steps I've given you so far.

Your main aim when presenting each seminar is to give the people attending it some useful ideas they can take away and use.

Don't worry too much about how you sound, or how you speak. Instead, focus on giving useful ideas, tips, examples and stories.

You should definitely give out some sort of hand-out material so people can take notes as you go through the seminar.

You should always get an evaluation form completed at the end of the seminar to get peoples feedback.

Here is a sample evaluation form I have often used:

=====

Seminar Evaluation Form:

Seminar title: Date:

What are some of the most useful ideas you got from this seminar?

1:

2.

3:

4:

5:

Would you recommend this seminar to other people? Yes/No

Why?

What other topics would you like further information on?

Topic A

Topic B

Topic C

Topic D

Topic E

Your name

Business

Phone Number

Email

Postal Address

Thank you for your feedback. We appreciate it.

=====

How to follow up fast:

I recommend you personally phone every person who has attended your seminar within 24 hours of you presenting it.

Keep your follow up phone call brief and to the point:

Example:

“Hello John its Graham McGregor here from ABC company. Just a quick call to thank you for attending our seminar on XYZ yesterday. I trust you got some useful ideas from it?”

Customer response:

“Thanks for that. Many of the people who attended yesterday’s seminar have requested more in-depth information on some of the topics we covered. I have giving a small number of free personal consultations that cover some of these ideas in a lot more detail. Would one of these be of interest to you?”

Customer response:

If the feedback is positive you can then make a time for a meeting or the next appropriate step in your sales process.

Speed is a critical factor in follow up after any educational seminar:

If you follow up fast from your seminar, potential clients will assume you are professional and are a good business to deal with.

If you take a long time to follow up, they will assume you are unprofessional and that you are not very good to deal with.

Once you have presented your first educational seminar, you will then have another sales tool you can use on a regular basis to attract new clients and increase your sales.

Action Exercise Four:

When do you plan to present your first educational seminar?

What actions are you going to take this week to make sure your educational seminar does take place on this date?

1:

2:

3:

4:

Educational seminars are a wonderful way to promote professional services in a low key and fun way.

You can also team up with other self employed professionals to present a combined educational seminar.

Example:

If you do cosmetic surgery, you may want to team up with a dentist who specialised in cosmetic dentistry and perhaps an eye specialist who does laser eye treatments to improve eyesight.

Your educational seminar might be on 'Secrets of the extreme makeover shows revealed for the average person'. And each professional person could give a few tips and ideas on their own speciality.

Educational seminars are a wonderful way to get in front of a number of potential prospects in a short period of time.

You are also positioned as being an expert in your field by presenting an educational seminar.

Make sure your educational seminar is related in some way to the products and services you sell and has a number of very useful ideas for any person who attends it.

It's fine to talk about some of your products and services in your educational seminar.

Just keep any mention of products and services low key and only a small part of the total seminar.

I urge you to try educational seminars in your own business.

I have personally created educational seminars for a wide range of products and services.

In many instances I personally knew very little about these products and services when I started.

So what I would do in most cases is talk to the people in any business who had the knowledge and expertise.

I then asked these people about what sort of key ideas I should cover in my educational seminar.

Every time I have done this I have received exactly what I needed to know.

Strategy 34: Use Ten Minute Sales Prospecting

One of the things that many business people overlook is that effective sales prospecting doesn't have to be complicated or expensive to do.

A few minutes each day spent doing some simple things can produce some remarkable results.

And that's the purpose of 'Ten Minute Sales Prospecting.' This simple system has helped many businesses to grow their revenues by 10% or more over a 12 month period. (Best of all it only takes ten minutes a day to do.)

Here's how it works:

Look at the 'Ten Minute Sales Prospecting Chart

TYC	BC
FUPC	AFAR

TYC stands for Thank You Card

BC stands for Business Card

FUPC stands for Follow Up Phone Call

AFAR stands for Ask for a Referral

Your goal each work day is very simple. Just do at least four marketing activities using any combination of ideas from this chart.

Now you can combine these marketing activities any way you like.

The goal though is to do a minimum of four marketing activities every work day.

So you could send out two thank you cards today and also make two follow up phone calls. Or perhaps you could send out one thank you card, give away one business card, make one follow up phone call and ask one person for a referral.

There are many possible combinations of activities you could use.

Your goal is to do at least four marketing activities each work day in your business.

Now four marketing activities a day is close to 1,000 extra marketing activities a year.

That's a lot of extra marketing activities each year and this is the reason why many businesses that use this ten minute sales prospecting system can potentially increase their revenues by 10% or more over 12 months.

Let's take a quick look at how you could use each of these four sales prospecting options...

Ten Minute Sales Prospecting Strategy 1: Thank You Cards

Thank you cards are a wonderful way to quickly get large numbers of people eager to talk about your business to many of the people they know.

A thank you card is just a small card that has the words **Thank You** printed on the front.

The inside of the card is blank so you can write your own handwritten message.

Here's how Thank You Cards work.

Each work day all you have to do is send out between two and four thank you cards.

So if you work five days a week you will be sending out between 10 and 20 thank you cards each week. (That might not sound a lot, but 10 thank you cards a week is around 500 thank you cards in a year.)

In each thank you card that you send out it's important you write a short 3-4 sentence **HANDWRITTEN** message.

Why do you hand write a message?

Let me ask you an important question:

How many handwritten thank you cards have you received from anyone in business over the last twelve months?

I've asked hundreds of business people this question and the average number of handwritten thank you cards they've received is two or less in a whole year.

So when you start sending out thank you cards with a handwritten message inside them people will remember your business very positively.

There are many occasions where thank you cards are very useful.

Here are some of these occasions and the words you could write when you send out each thank you card.

1: Thank you card after a telephone contact

"Hi Bob; thank you for your time on the phone today. I enjoyed talking with you and look forward to sharing some interesting ideas with you shortly. Regards John."

On this occasion you may have spoken to a potential new client on the phone and have made an appointment to see them for a meeting.

Notice that the thank you card is only a few sentences long. One of the things I love about thank you cards is that they are so quick to write.

Make sure you enclose a business card with every thank you card you send out.

2: Thank you card after a demonstration or presentation

"Hi Bob; thank you for the opportunity to show you our XZY product or service. I look forward to talking with you again soon. Regards John"

In case you are wondering it is perfectly acceptable to send multiple thank you cards to the same person. You can send one after a phone contact, one after a demonstration or presentation and so on.

Multiple thank you cards have a wonderfully positive impact on the people you send them to.

3: Thank you card after a purchase

"Hi Bob; thank you for investing in our product or service. I know you will be delighted with the benefits you receive and look forward to your positive feedback. Regards John."

A very common experience when you buy a product or service

(Particularly one that costs a lot of money) is what we call 'Buyer's Remorse'. In other words you wonder if you've made the right decision buying this product or service. A thank you card after a client purchase goes a long way toward reducing any second thoughts or doubts they may have about what they have bought.

It's also nice to be thanked for spending money with a business.

In over 95% of situations where you spend money on a product or service you never receive a hand written thank you for becoming a new client or customer.

4: Thank you card to a person who gives you a referral

"Hi Bob; thanks for the referral to Fred Smith. I appreciate your thoughtfulness. I'll let you know how I get on when I talk with him. Regards John."

If you want more referrals from your clients to other people they know it pays to thank them when they do give a referral to you.

The more you thank people for referrals the more likely they are to give you more referrals.

5: Thank you card to a person who gives you a referral updating them on the result:

'Hi Bob, just wanted to let you know I had a good discussion with Fred Smith today.

Fred is interested in what we do and there is a good chance that he may want to use our services in the near future. I'll let you know if that happens. Thanks again for the referral to Fred. I appreciate it. Regards John".

Letting people know how you got on with the referral they gave you is a really nice thing to do. And it's so easy to do as well.

6: Thank you card after a final refusal or 'no'

"Hi Bob; thank you for taking the time to consider letting us be of service. I'm sorry we aren't able to be of help right now. If you need any more information please contact me. In the meantime I will keep you posted about new developments and changes that may be of interest to you. Regards John".

There are many people you speak with who you will not make a sale to right now.

However if you thank them for considering you, it always leaves the door open in the future to getting referrals from this person and maybe a sale at a later date.

A person that says 'no' can easily refer you to people who can say 'yes'.

When I was 19 years old I had my first sales job selling advertising. I cold called on business owners and asked if they would like to buy advertising. Most (in fact about 95%) told me "No." I came across an article on selling that suggested you send hand written thank you cards to everyone you talked to (whether or not they bought).

I followed the advice and sent out over 200 handwritten thank you cards to everyone I had talked to. The note I wrote on the cards said something like "Thank you for your time. I'm sorry I can't be of help right now. Feel free to call me if I can help in the future."

I enclosed a business card with every thank you card I sent out. The following month I received a phone call from a prominent business owner who asked me to come and talk to him about advertising. This person placed a very large order with me.

I asked why he first called me. He told me that he was talking to one of his business friends and they were discussing advertising.

His friend had seen me and even though he hadn't bought; was very impressed with my sending him a thank you card. So he told his friend to call me!

The important lesson for me here was that you never know who you might be referred to, even from someone who does not buy from you.

7: Thank you card on an anniversary

"Hi Bob; thanks again for being a client. It's now been 12 months since you decided to invest in our Product/Service. If you would like an update on some of the new developments in this field please give me a call. Regards John."

Sending out a client thank you card like this shows your customers you care about them. You can send an anniversary thank you card at a number of different times, depending on the product or service you sell.

You could send a one month thank you card or a three month thank you card and so on.

8: Thank you card after positive feedback from a customer

"Hi Bob; thank you for your positive feedback. I appreciate it.

It made my day. Regards John."

Whenever you receive positive feedback from a customer send them a hand written thank you card. It will make your customer glad they gave you their positive comments.

One of the most powerful ways to make sales of any product or service is to show potential new clients positive feedback from happy clients who have already bought this product or service from you. The more you thank clients for positive feedback on what they have bought the more positive feedback you will receive.

9: Thank you card to anyone who gives you good service

This is a great opportunity to promote your business that is often overlooked.

Let's say you go out for dinner and have a really good meal at a local restaurant. Take the time to send the restaurant owner or manager a short thank you card.

Your message might say something like this.

“Thank you for the wonderful meal we had last night. We had a great time and really appreciated the tasty food and fantastic service. Regards. Your Name.”

Make sure you enclose a business card when you do this so the person will know what type of business you have and the type of products and services that you offer.

You'll brighten up the restaurant owner's day when you send them a thank you card like this. They will also remember you very positively if you ever go back.

One of the most important lessons I've learnt in 42 years of business is this one: You never know who a person knows

So it doesn't matter at all whether or not the restaurant owner is a potential client for your business. They could still very easily refer you to someone they know who might be looking for exactly the products and services that you offer. And by sending them a short handwritten thank you card you make it very easy for them to recommend you.

So send a thank you card every time you get great service from anyone in business.

"Thanks for your great service the other day. I appreciate it.
Regards your name."

Example:

I had a repair that needed doing on my car that was quite urgent. The car dealer I had bought my car from told me they were booked up for the next three days so they couldn't fix it until then. A business colleague recommended I talk to his mechanic who fitted me in the same day and did the repair I needed.

I was very impressed with the speedy service and wrote this mechanic a short thank you card.

The mechanic put my thank you card on the wall of his reception counter where every customer could see it. He has also given me the same superb service every time I have been back.

(A few weeks later he also gave me an excellent referral.)

10: Thank you card when you make another sale to an existing customer or client:

‘Hi Bob thanks for your repeat business today. I really appreciate it. Regards John’.

In business we are often focussed on getting new customers and clients and we forget to thank our existing clients.

Especially when we make repeat and add on sales to these same clients.

11: Thank you card when a client pays their account on time. This is simple to do. Yet surprisingly few people do it.

“Hi Bob, thank you for your prompt payment of my invoice. I appreciate it. Regards John.”

If you want your clients to pay their accounts, faster thank them in writing when they do pay on time.

They are then far more likely to pay promptly the next time you give them an invoice.

12: Thank you card to thank someone for being a client.

Hi Bob, just a quick note to say thank you for being one of my clients. I appreciate it. Regards. John.’

You can do this at any time with any client. And it will always make them feel good.

As you can see, there are lots of different occasions to send out thank you cards.

I encourage you to get into the regular habit of sending out at least 2-4 handwritten thank you cards each work day.

It will be one of the smartest things you ever do if you want to get large numbers of new clients along with some great repeat and referral business.

You can get your local digital printer to print them for you.

Ten Minute Sales Prospecting Strategy: Follow up phone calls

These are very simple to do yet very few businesses actually make them.

There are two types of follow up phone calls you can make.

You can make them to existing clients or customers and you can also make them to potential clients or customers.

A follow up phone call should be short, friendly, positive and low key.

A follow up phone call could be as simple as ringing up a client and saying

‘Hi it’s John here from XYZ business here. Just a quick call to find out how you are enjoying the ABC product or service you brought from us recently?’

If your client or customer is not available when you phone, just leave a polite and friendly message on their voice mail or answer phone

Say something like this:

“Hi Mary, its John here from ABC business here. We like to add value and stay in touch with our clients. This is just a quick call to make sure you are still enjoying the XYZ product or service you purchased from us. If we can be of any further help you can contact us on 1234-5678. Thanks again for being a client. Your name.”

Follow up phone calls to existing clients are a classy way to show them that you value their business.

And with at least 10% of follow up calls your customers will often mention an opportunity for a repeat purchase or talk about someone they know who could be interested in buying the types of things you sell.

Follow up phone calls are very easy to make to potential clients or customers as well.

These are usually people who have already contacted your business and expressed an interest in your products or services.

They haven’t yet purchased so it’s worthwhile to stay in touch with them on a regular basis.

Just think of a good reason to phone potential clients.

It could be something like this...

Hi John, it's Bob here from ABC business. You requested some information recently on the XYZ product or service. I thought I'd let you know that there has been an exciting development with this product or service and I think you'll find this helpful. Can you chat briefly now or shall I send some information out to you?"

The good news is that there is *always* a reason to phone a potential client or customer and give them some helpful information.

You'll be amazed at how often a simple follow up call like this will create brand new business for you.

Here's a good example.

The unexpected follow up call:

I was on holiday in another town a few years ago and had a tooth ache. I went to a local dentist who fixed my problem.

What was unusual was this same dentist phoned me that night in my hotel to make sure I was okay.

He also phoned me a few days later, when I was back in my home town, just to make sure I was fine. (I was very impressed with this great follow up service and have now told dozens of people about it.)

You may want to test making a small number of follow up phone calls over the next few weeks to existing clients and potential clients.

Make your calls low key, short and friendly. After you have made 20 follow up calls, decide if this is useful to keep doing or not.

Ten Minute Sales Prospecting Strategy: Asking for referrals

This is free and when you do it correctly you can get dozens of good referrals to speak to every month.

When you ask for referrals I recommend you try something like this...

“Hi John, I wonder if you could help me? Who are two or three people you know who might be interested in getting some helpful information on buying XYZ. Who would you suggest I send some information to?”

Now a question like this is very low key and friendly.

You are just asking a person for the names of several people that might be interested in receiving some helpful information.

This makes it very easy for a person to give you a few people contact.

You can then send them your special report or tip sheet.

I’ve discovered that when you ask for two or three people in this process you will often get two people as referrals. If you ask for one or two people as referrals you will often get one person as a referral.

I did an interesting experiment many years ago when I was selling sales training programmes to sales managers.

For one full month I asked every sales manager I was meeting with an interesting question to get referrals.

I said something like this...

“Thanks for your time today. I wonder if you would mind doing me a small favour? Who are seven or eight other sales managers you know who might be open to looking at some simple ideas to help their sales people improve sales? Who would you suggest I make contact with?”

Guess what happened in that month? I got over 127 referrals from that simple question.

(A key rule in all marketing is that “you never know who someone knows.”)

So someone you meet at a coffee lounge on a casual basis could easily refer you to someone who could become a great customer for your products and services

So asking for referrals is well worth trying.

And also worth practising until you get good at it.

Ten Minute Sales Prospecting Strategy: Giving away business cards

I personally have not used business cards for many years.

Instead I prefer to market my services by using special reports, articles, talks, daily emails and so on where I share useful information and so on.

However business cards still can be used to promote your business. (If you are going to use them I suggest you mention your tip sheet or special report on your business card.)

And then say something like this when you hand them out:

So let's say you are a painter for instance. When you hand out a business card you might want to say some low key words like this at the same time...

'Hi my name is John and I'm a professional house painter. If you come across someone who might be interested getting an outstanding painting job done, feel free to give them one of my business cards. As you can see I have a helpful guide called The 5 most important things you need to know about picking a great house painter. This is free and has been very popular with many people.'

If you have business cards you may want to use them as part of your ten minute marketing strategy.

Here is the Ten Minute Sales Prospecting Chart one more time:

TYN Send out one thank you card	BC Give away one business card
FUPC Make a follow up phone call to one person	AFAR Ask one person for a referral

Action Exercise:

Your goal is to do a minimum of four Sales Prospecting strategies each work day. You can use any combination of these different strategies.

When you do this on a regular basis you'll get exciting results

Strategy 35: Use the 'Rule of Six' with potential clients

The rule of six in selling says that you can multiply your sales by contacting all your potential prospects at least six times within a 12 month period.

There are two steps to using the "rule of six" prospecting strategy.

Step One: Make the decision that you will send an added value communication to a reasonable number of potential new customers at least six times in the next 12 months. (Most business people have never made this decision.)

Step Two: Choose what you will send your potential customers in each of these six communications.

Example: Let's say you are a real estate sales professional.

Here are six things you might send out to stay in touch over a twelve month period with potential prospects for your real estate services.

1: An interesting article on "10 reasons why now is a great time to buy (or sell) real estate." This is something you could easily write in an hour or two.

And because your name is on this article it will also have the extra benefit of positioning you as an expert on real estate at the same time.

2: A copy of 4-6 positive testimonials from some of your delighted real estate clients.

These testimonials should talk about why clients love using your real estate services, the benefits they have enjoyed by using your services and why they highly recommend your services to other people.

(Positive client testimonials are one of the most powerful ways to convince potential clients that using your business is a smart choice.)

3: A packet of Easter Eggs with a hand written note at Easter.

The note could say something low key like this. „Hi Mary, just a quick note to let you know that if you would like some helpful ideas on how to get a great price when you sell your home I’m here to help. In the meantime here is a packet of Easter Eggs with my compliments. Kind regards. Your name.”

A note and small gift like this is totally unexpected and a great way to get people remembering you positively.

(Even if they don’t use your services themselves they could still easily recommend your real estate services to other people they know.)

4: A short letter along with an interesting article on why we procrastinate on the most important things in our life. (Things like money, health, and relationships.) The letter would talk about how good it is to make a decision in important areas of your life and how you are there to help them when they make that decision to buy or sell a property. Again you are adding value by sending out helpful information like this.

5: A copy of a short article called “7 quick tips to get a good price when you sell your home”.

Obviously one of the tips would be “Use a great real estate agent like me.”

You could write this article in less than an hour and it can also be used a lot of other different ways to promote your real estate services.

6: A scratch and win lottery ticket, or “scratchie” as they are sometimes called. (When you send out something like this you could include a note that explains why you sent it.) “Hi Sue, I’ve enclosed a fun instant scratch and win lotto ticket. In the next 15 seconds you could potentially win \$50,000. Now you probably won’t win big. However when you use my real estate services I can guarantee I will do my best to make sure you get the highest possible price when you sell. This could easily be worth thousands of dollars more in your pocket. I’m here to help when needed. Kind regards. Your name.”

This type of letter and unexpected gift is an excellent low cost way to build a great relationship with potential real estate clients.

Now when you add up what you have invested in staying in touch with each potential real estate client it works out to about \$30 per person over a 12 month period. So if you do this with 100 potential clients you will have invested around \$3,000.

The good news is that just one sale from any one of these clients will cover your total investment many times over.

And best of all you will now have a wonderful relationship with 100 people who can easily recommend your real estate services at any time.

The Rule of Six is an excellent prospecting strategy to use with potential clients and customers and I recommend you use it yourself.

Action Exercise:

Choose at least 25-50 potential customers that you will use the Rule of Six Marketing Strategy with.

What will you send each potential customer in the six added value communications you have with them over the next twelve months?

Strategy 36: Use Dripping Tap Sales Prospecting to make easy sales

Here's something important to remember:

A lot of the people you are in contact with right now would love to buy the products you have for sale. Or they would love to use your services.

However, sometimes the timing may just not be right for many of these people to make a purchase *today*.

Most business and sales people (at some point) make a huge mistake:

We think that if a person does not buy right now, it means they will *never* buy.

So we never follow up and stay in touch.

When we have this short sighted attitude to marketing we usually end up throwing away a small fortune in easy sales. (I can speak with great authority on this mistake in marketing because I have personally made it many times!)

The solution to this common marketing mistake is to use what I call "Dripping Tap Sales Prospecting".

The concept of the dripping tap is very simple to explain.

A dripping tap goes 'drip, drip, drip' continuously over a period of time.

Each individual drip does not seem to have much of an effect.

However, over time these continual drips can fill a container and can even wear a hole in something hard like stone.

Now think of each drip as being a *communication* from you to a customer, potential customer or key centre of influence where you add value in some way.

There may be no apparent result or impact from each *individual* communication you send.

But over time, with repeated communications you can create a huge number of new customers, repeat sales, referrals and testimonials.

Here's a good example of the power of a Dripping Tap Sales Prospecting strategy:

Many years ago I worked in a sales and marketing role for a business that sold Investment Properties.

In my first year I made a big mistake.

I *didn't* stay in touch with my clients.

So my clients would purchase an Investment Property from our firm and they would only hear back from me about once a year.

(I think I sent them a Xmas card.)

This was a costly error on my part because I got next to no referrals from any of my clients and very little repeat sales.

What was worse was that when I did make contact a year later there was no real connection or relationship between us.

After a year or so a client named Steve sent a letter that said he was really disappointed with me. He was surprised about not hearing back from me after becoming a client.

He told me that he was delighted with his investment property, however he had not heard from me and wondered why not?

He told me that he felt that by not staying in touch I didn't really care about him.

He explained that he was a good potential source of repeat and referral business and that I should treat him better. He then gave me a list of things I could do to stay in touch with all of my clients like him.

I was highly embarrassed to get Steve's letter because I knew the importance of staying in touch and adding value to clients. (I had just forgotten to do it.)

So I swung into action with a simple Dripping Tap programme.

I started by sending every person on my database a personal note in the mail every 4-6 weeks. I made sure I included *something of value* with every note I sent out.

One note would go to my property clients and might have a couple of free movie passes and a short note that said something like this...

'Thanks for being a client. I thought you would appreciate a couple of free movie passes with my compliments. And while you are enjoying the movie, remember that you are growing your wealth at the same time with the investment property that we are managing for you. Kind regards Graham.'

Another note would go to everyone in my database and included a short motivational article I had come across on something like goal setting.

The note might say "Hi John, thought you might enjoy this short article on goal setting. Kind regards Graham."

Sometimes I would include a newsletter that I wrote that had helpful ideas on personal success.

Everything I did with my Dripping Tap programme was something tangible that people received in their hands. (So I didn't use email for this.)

Within 12 months of using this programme the results were obvious.

I started getting calls and even letters from my clients and contacts telling me how much they appreciated the added value follow up.

I got referrals, I got repeat sales and best of all I now had a wonderful relationship with many of the people on my database.

My client Steve told me that he was now thrilled with how well I was treating him.

Within 18 months he purchased another Investment Property himself and gave me a referral to a family member who also became a new client.

Within two years of using my Dripping Tap programme regularly, I was getting nearly 70% of my sales every month from repeat sales and referrals.

And the people who referred me or contacted me were delighted at the huge amount of value they received from my Dripping Tap Programme.

The interesting thing I discovered from this process was that most of the communications I sent out to my database had nothing to do with investment property. (Which is what I sold.)

I mentioned it every so often (maybe one message in four) but it was *not* my main focus.

My main goal was to stay in touch and add value consistently to all the people on my database. And the end result was a delighted group of raving fans and a huge amount of easy sales.

Here's another example of a dripping tap sales prospecting strategy:

I interviewed a top selling real estate sales professional called Tim a while ago and he told me that 66% of his business each month comes directly from referrals.

(In other words people contact him and ask if he can sell their current home or help them to buy another one.)

And he gets all these referrals by using a super simple (yet amazingly effective) dripping tap sales prospecting programme.

Tim has a small database of only 250 people.

And each month he sends these people a one page 'snail mail' letter and a four paragraph email. (He also phones each person and speaks to them briefly three times a year.)

In his one page 'snail mail' letter Tim says hello and mentions a local business that he has used recently and can highly recommend.

It might be a great café, excellent tradesperson, helpful professional person etc.

He gives the full contact details of this business and explains exactly why this business is so good.

Tim then sends a short email the following week that is the key to his dripping tap sales prospecting programme.

The email says something like this:

‘Hi John, just wanted to let you know that the XYZ business I mentioned last week in my letter has now been popular with some of my clients. A number have tried it out and really like it. I also want to take a moment to personally thank Fred Smith, Jane Evans, George White, Mary Brown and Elizabeth Green for giving me referrals over the last month. I really appreciate their thoughtfulness. Have a great month and if you have any friends or colleagues who are interested in buying or selling a home I’d love to be of service. Kind regards. Tim.’

Tim adds great value to his database by recommending a good local business each month. He then adds more value by publicly thanking in his email every single person who has given him a referral in the previous month.

You’ll notice that Tim uses both email and good old fashioned ‘snail mail’ as part of his Dripping Tap Sales Prospecting programme.

And I recommend that you use a variety of different ways to communicate with your clients, potential clients and key referral sources.

Action Step:

How could you implement a ‘Dripping Tap’ programme in your own business? What type of material could you send out on a regular basis that the key people on your database would find useful and valuable? (

Strategy 37: Use the “Daily Four” to Build Your Network

A few years ago I had the opportunity to interview best-selling author and marketing expert Michael Port. www.MichaelPort.com

In our interview Michael commented that he tries to get his clients to do the least amount of marketing that will produce the greatest results.

And that's where the Daily Four to Build Your Network comes in.

Let me pass you over to Michael to explain how this works...

When most people think of networking, they think of it as something you do to meet new people.

However, might I suggest defining networking as 'developing deeper relationships with people you already know' and using the term direct outreach to mean 'meeting people that you don't yet know but would like to know'?

Of course, ultimately, it doesn't really matter which words you use but, rather, that you make a distinction between meeting new people and staying connected with the people you already know.

If you make this important distinction, it can help you stay focused on each area specifically and deliberately.

To that end, there are four simple but meaningful daily action steps that will build your network and get you booked solid.

Let's start with DIRECT OUTREACH.

Again, this is about meeting the people you do not yet know but would like to know.

I am not talking about the Oprah's of the world, although hanging out with Oprah would certainly be good for business.

No, I am talking about the people that are immediately relevant to you.

People in your industry who can open doors for you, people that you can actually, and relatively easily, get to.

Start by creating your List of 20.

This list includes 20 people that you'd like to know but do not yet know.

For example:

- If you want to get booked to speak, you might include specific meeting planners.
- If you want to get booked to write articles, you might include specific editors.
- If you want to meet well-known bloggers or authors, you might include them.
- Or, maybe, if there are specific potential referral partners that you'd like to meet, you might include them. (Notice the use of the word "specific.")

Put these people on your List of 20. Of course, if you don't have 20 people who come to mind right now, just start with three. But eventually you'll grow it and keep it at 20.

Why? Keeping your list at 20 ensures that it's a large enough so as to keep your focus expansive, yet small enough that you're able to focus on each person specifically.

What do you do with this list?

Simple. Reach out to one person on this list each day.

NOT to ask for a favour or to meet for coffee but to express appreciation for them and their work.

- Write a blog post about them or comment on a blog post that they wrote.
- Retweet a few of their Tweets in one day or Tweet about them or to them.
- Even better, write a short (under 5 lines) email or handwritten note to them telling them why they rock.

The key is not asking anything of them.

One of my favorite quotes is from Winston Churchill.

He said, "It's a mistake to look too far ahead. Only one link in the chain of destiny can be handled at a time." I believe building relationships is the same way.

So, if there is someone you'd like to get to know and they have a higher professional status than you, don't call them up and ask to meet them for a cup

of coffee. You're probably not (yet) relevant to them unless they have some prior connection to you.

Remember, "Only one link in the chain of destiny at a time."

After you reach out to the person on the top of the list, put them on the bottom. So, the person that you reached out today goes from number one to number twenty. The person who was number twenty becomes number nineteen and the person who was number two advances to the number one spot.

Then, tomorrow, reach out to the next person at the top of that list. Do this every single business day. This way, each day you are connecting with, at least, one person on your List of 20. And, over the course of one month, you'll have connected with every person on your List of 20.

How long should this take you?

About 5 minutes a day.

Of course, if you develop a strong connection right away and your relationship starts to build quickly then you take them off your List of 20 and add them to what I call your Network of 90.

This is where your NETWORKING comes into play (developing deeper relationships with the people you already know).

The reason I suggest you keep a Network of 90 is because it will help you focus on a specific, manageable, number of relevant contacts. Again, these are people you already know (or have met) that you'd like to stay in touch with and continue to build stronger relationships.

If you focus on the most relevant ninety people in your network along with the twenty people on your List of 20, then you stay below "Dunbar's number of 150" which is a theoretical cognitive limit to the number of people with whom one can maintain stable social relationships.

You don't need to know a million people, just the right people who can put business opportunities in front of you. Your job is to earn that business.

Now you've got your Network of 90.

And, as you might remember I suggested that you do four things each day to build your network and get booked solid.

The first was to reach out to one person on your List of 20 each day.

The second, third, and fourth daily action steps will bring you closer to the people in your Network of 90.

Introduce two people in your network who do not yet know each other but might find each other relevant (personally or professionally) and appreciate the introduction.

You might have two people in your Network of 90 who are scratch golfers and they live close to each other. Golfers are always looking for a 4th but they want somebody at their own level. So you might introduce them.

If you are nervous about whether or not you should make the introduction, you might ask each one individually, "I would love to introduce you to a good friend of mine who is also a scratch golfer, would you like me to?"

Or, maybe you know two people that are in the publishing industry or two people in the real estate industry. Both would present excellent opportunities for making an introduction.

Generally, business owners and executives want to continue to move forward in their careers and, to do so, they know it's essential for them to meet new people.

As a result, 9.9 times out of 10 they are going to say "Oh, yes, please do introduce me. Thank you!"

Note: when you make the introduction, share only professional, public contact information unless it's requested that you share private contact information instead.

Next, each day, share some useful or helpful information with at least one person in your Network of 90.

The easiest way to do this is by reading articles in online magazines, journals, and blogs every day, the ones that are most relevant to your network.

When you see an article that is relevant to one of the people in your network, send it to them via email and say, “Hey, Jennifer, I just read this article and I immediately thought of you. It was about ‘this’ and I know you’re very interested in ‘that’ so I thought you might find it valuable. Have you read it? What do you think?”

And, now you can get into a conversation with her about the subject matter and, as a result, develop your relationship.

Let’s recap quickly on what we’ve learned thus far.

Each day:

- 1: Reach out to one person you do not yet know on your List of 20.
- 2: Introduce two people in your Network of 90.
- 3: Share some information that is useful to one person in your Network of 90.

And, finally, fourth, share compassion with somebody in your network every day by calling or writing them. If you get their voicemail simply say, “I was thinking about you and I know that you are really working hard on your business right now. I just wanted to say if you ever need any support I am here because I just have so much respect for what you are doing.”

Or, if you know somebody is going through a tough time, sometimes the most relevant thing to do is to just go and sit with them.

We make the assumption that networking is quid pro quo and that our reputation is based only on the work we do, but it’s not.

It’s based on who we are and how we take care of the people around us.

In conclusion, if you do these four things every single day, and if you are relevant to the people that you want to build better relationships with, then you are going to be top of mind when they think of someone who provides the kind of services that you do.

This is pretty simple to do, isn’t it?

Graham’s Comment:

I love this Daily Four Strategy to Build Your Network from Michael.

It only takes 15 minutes a day to do and it costs no money.

Best of all by using the Daily Four you make a positive connection with all the people in your List of 20 each month and most of the people in your Network of 90.

You will get to meet and connect with people who are important to your business by reaching out to one person each day in your List of 20.

(These are people you want to know.)

And you are also making a positive connection each day with four people in your network of 90 with the other three activities you are doing.

All of this is super simple to do and only takes a few minutes.

Strategy 38: Use Positive Viral Marketing

There is an interesting sales prospecting strategy you might like to use.

I call it 'Positive Viral Marketing' or PVM for short.

The goal of Positive Viral Marketing is simple...

To get large numbers of people positively recommending your business.

There are many ways you could put PVM into practice.

PVM 1: You might create a 'must watch' video that people eagerly share

A good example of this type of video is the 'WestJet Christmas Miracle' video
<http://bit.ly/1d4Txsn>

This video has now been watched by over 47 million people.

Plus it's had a large number of positive mentions in major media outlets like newspapers, magazines and TV Stations around the world.

Now you and I may not have the budget to do something as elaborate as this particular video.

But perhaps you could provide a short 'how to' video and put it on YouTube.

Your video might have 5 minutes of useful advice that a number of people would love to watch and then share with people they know.

I picked a topic at random and did a Google search on 'getting a baby to sleep'

The first video I watched has now had over 1,600,000 views. (And it was put together by a business that specialises in products for babies.)

Even a video I watched on something as simple as "how to fold a fitted sheet" <http://bit.ly/1j07LMm> has had over 2.5 million views.

PVM 2: You might write something that thousands of people happily share.

I often come across helpful online articles that I love to share with my clients and subscribers.

I read one a while ago by Daniel Burrus that I particularly liked.

Daniel is the author the wonderful book 'Flash foresight' and is a leading futurist and technology forecaster.

The article he wrote was on 'how to think ten times bigger' and I loved it.

<http://www.burrus.com/2013/04/think-bigand-then-think-bigger/>

(And here I am telling you about it today.)

What could you write that a lot of people would like and also happily share or recommend?

PVM 3: You might do something fun for your clients.

And your clients tell a lot of people about what you did.

I saw a great example of this with Derek Sivers.

Derek used to own a company that sold music CD's. The business was called CD Baby.

He wrote a fun thank you email for people who bought CD's.

The email took Derek 20 minutes to write.

It was fun and quirky and his customers loved it.

=====

Thanks for your order with CD Baby!

Your CD has been gently taken from our CD Baby shelves with sterilized contamination-free gloves and placed onto a satin pillow. A team of 50 employees inspected your CD and polished it to make sure it was in the best possible condition before mailing. Our world-renowned packing specialist lit a local artisan candle and a hush fell over the crowd as he put your CD into the finest gold-lined box that money can buy. We all had a wonderful celebration afterwards and the whole party marched down the street to the post office where the entire town of Portland waved “Bon Voyage!” to your package, on its way to you, in our private CD Baby jet on this day.

We hope you had a wonderful time shopping at CD Baby. In commemoration, we have placed your picture on our wall as “Customer of the Year.” We’re all exhausted but can’t wait for you to come back to CDBABY.COM!!

Thank you, thank you, thank you!

=====

This email, became so loved by CD Baby's customers that it attracted over 10,000 positive mentions online.

Imagine that! Derek spent 20 minutes creating a fun email and over 10,000 customers commented positively about it on the internet.

I met a recruitment consultant a few years ago who specialised in recruiting office staff for large companies.

He would regularly go into the offices of these companies and give away a lovely rose to all the staff who worked there.

He told me he became known as ‘The Flower Man’ by his clients.

He said this was a very simple way to positively differentiate himself from his competitors and he got a lot of repeat business by giving away these free flowers. It was also fun at the same time.

PVM 4: You could create a super popular Infographic

A while ago I came across an interesting Infographic called ‘What happens one hour after drinking a can of coke’.

<https://therenegadepharmacist.com/what-happens-one-hour-after-drinking-a-can-of-coke/>

Within a few days this interesting Infographic had been featured in hundreds of media outlets around the world.

And it gave the creator of the Infographic a huge amount of positive publicity.

As you can see, there are many ways to use Positive Viral Marketing in a business.

It could be worth trying in your business as well.

Action Exercise:

How could you put Positive Viral Marketing to work in your business?

Strategy 39: Use Lumpy Direct Mail

A while ago I interviewed copy writing legend Ivan Levison www.levison.com

Ivan is one of my favourite copywriters and he has produced amazing increases in sales for his clients.

(He also writes a free monthly marketing ezine called 'The Levison Letter' which I highly recommend.)

In our interview Ivan shared some simple strategies on how to use direct mail to help you get appointments or meetings with high value clients.

(High value clients are people that can potentially be worth substantial amounts of revenue if they decide to spend money with your business.)

As Ivan explained; there are times when you want to get a personal interview or face to face meeting with a high value client.

And a great way to do this is to use a direct mail letter designed solely to help you get an appointment.

Here are three of the keys to doing this well.

1: Send your introductory letter to a potential high value client by using an overnight courier service.

This is a simple way to make sure your letter reaches the right person and is actually read. (When you have a high value new client you want to meet it is often worth spending a little bit more money when you approach them.)

2: Consider making your letter a multi-dimensional package.

This just means there is something in the package or with the letter that gives it a look and feel that is slightly out of the ordinary. We often call this 'Lumpy Direct Mail'.

Lumpy Direct Mail Example 1:

Ivan used to work with a graphic designer called Chris in Silicon Valley, California.

Chris wanted Ivan to create an appointment letter for him to say (to the technology companies around where he worked) that he was really just a stone's throw away from them and that they should use his graphic services.

Ivan created this appointment letter and had Chris send it out to each prospect.

At the same time he had Chris include a pebble (or small rock) with each letter. And this tied into the appointment letter as well.

At the top of the letter Ivan put the headline:

'Profit Building Art Direction and Design just a stone's throw away'.

Ivan told me that a lot of people might think that something like this is a bit corny.

And yes it is.

But at the same time it worked well and the graphic designer got dozens of appointments. And some excellent new high value clients for his design services.

You can see the actual letter that Ivan wrote for his client at this link on his website... www.levison.com/cris

3: The letter itself has its core purpose to set up a personal meeting.

This means it should not be boring. So you don't want to send a letter that says, allow me to introduce myself. I'm so and so from so and so.

(That would be a mistake.)

Instead your letter has to outline the specific benefits that the meeting will provide for the prospect.

So tell potential clients that 'when we get together for a personal short meeting here's exactly what you will learn and how you will benefit.'

Lumpy Mail Example 2:

I received an example of Lumpy Direct Mail from Tim Holliday the owner of [Children's World and Children's World Uniforms](#).

Children's World Uniforms partners with private schools to provide the uniforms that their students wear to school every day.

Each school is significant, because it means outfitting many hundreds of students they have with uniforms.

Obtaining meetings with the appropriate personnel at the school, to discuss a uniform program, is the number one goal of the business.

Having had mixed results with phone calls and direct mail pieces, Children's World decided to try something different.

Custom promotional items were put together, featuring the Children's World information in a tangible way, instead of just on paper.

These were used as custom direct mail pieces to a targeted group of private schools in a 100 mile radius of the store.

After analysing data from the internet, and conducting investigative phone calls to determine the principals and appropriate school heads to personally address the packages to, the packages were assembled.

These consisted of an award sheet showing some of the numerous reader's choice and other awards that the store has won, an engraved flashlight that had the store information, as well as a catch phrase "shining a light on promotional products", for schools to think about Children's World Uniform Supply for their uniform program.

The award sheet and flashlight were put in a colourful oversized custom box with flowers and "look what's blooming with Children's World" on the outside.

The box was personally addressed to the decision maker that had been identified above, and mailed just a few at a time, to allow time for appropriate follow-up.

Within two or three days of the delivery of the boxes, follow-up was done via direct phone calls to those decision makers.

The decision makers were much more receptive to discussions and setting up meetings to discuss Children's World's services in more detail.

The campaign resulted in 3 closed sales out of the 21 packages that were mailed. The total campaign cost approximately \$12.00 per box, plus some labour costs for the time researching the schools, assembling and mailing the boxes.

Total sales of \$25,000 have been realised the first year alone, with that amount expected as additional annual sales for every year these schools are served.

By using custom promotional items, unique packaging, targeted mailing, and good follow-up, Children's World was able to make this a very successful campaign.

Other businesses could something similar to target key prospects.

First, the business would need to narrow down their target market into highly qualified prospects that would be good for their business, and would appear to be able to do business with them.

This can be done by doing research on the prospects via the internet and other informational sources available.

Next, the business could work with a promotional products expert, who can help them pick products and packaging that can make a visual impact with this project.

Finally, the actual mailing needs to be done in stages, rather than all at once.

This is so the business can have time to focus on appropriate follow-up and schedule meetings with the prospects. This is a crucial point, because if appropriate follow-up is not done, the entire project might not yield results, meaning the whole thing was a waste of time and money.

If, however, the mailings are done just a few a week, so there is time to make follow-up phone calls within days of the packages being received, there is a

high possibility that meetings will be granted, and the opportunity to present your business proposal will be there.

I like Tim's marketing strategy because it is simple, effective and an interesting way to get the attention of key prospects.

I've used the same lumpy mail approach myself to get appointments with key decision makers as well.

Lumpy Mail Example 3:

A few years ago here in New Zealand I wanted to get an appointment with the Head of Retail for two of the largest banks in the country. Plus the Managing Director of The Ford Motor Company and the Marketing Director of Hewlett Packard.

I had no referral or introduction to each person so I decided to use Lumpy Direct Mail.

I sent each person two courier parcels a week apart.

Each parcel had an interesting letter that talked about a problem that they had and that I had a solution I would like to show them.

I enclosed a helpful added value book with each letter along with a couple of testimonials from my best clients.

Within three weeks I had appointments with all four people using this lumpy mail approach.

Action Exercise:

How could you use Lumpy Direct Mail to get noticed by key prospects to talk to for your business?

Strategy 40: Attract more prospects with an unusual offer

Do some creative thinking and come up with an unusual offer for your business.

It's amazing how often this can boost your sales.

Here are two examples:

1: New clients for a bank:

A major bank used a n unusual offer in a very creative way to attract new clients. They did a series of marketing campaigns that guaranteed to new clients that they would never have to wait in line at a bank branch for more than 5 minutes.

If a customer did have to wait more than 5 minutes in a line; the bank would give them free bank fees for a year.

A large number of new clients liked the idea of not having to wait in a line for more than 5 minutes; so they opened new accounts.

The interesting thing here; is that the bank had carefully measured the time their clients actually stood in a line while waiting for a bank teller.

They had discovered that 95% of the time it was under 5 minutes. It just seemed longer than that to the people that were waiting.

2: An unusual offer for a hardware store:

A hardware shop increased the number of people coming into their store with a bold offer. They put up a big sign in their window that said:

“We guarantee that if you come into our store one of our people will professionally greet and welcome you within 20 seconds. If they don’t we will give you \$50.00 of hardware of your choice completely free”

People would walk down the street and read this sign. They would then mentally say to themselves “That sounds interesting; I think I will check it out.”

So they would walk inside the hardware store. The store had a bell and buzzer on their door that sounded as soon as you went in.

One of their salespeople would excuse themselves if they were dealing with a customer by saying something like

“Can you just excuse me for a few seconds” and then walk over to the person and welcome them to the store.

“Thank you for coming in today, I’m just with someone else so please free to look around. I’ll be with you in a moment”

This way the customer was always greeted professionally within 20 seconds of walking into the shop.

Now once the people were in the shop guess what many did? That's right they said to themselves, "Well now that I'm here what can I buy that I might need?"

Sales increased dramatically.

Action Step:

What is an unusual offer that you could make to attract new clients and prospects?

Strategy 41: High Frequency emails

For many years I personally used to email my list of marketing clients and subscribers between 3 and 4 times a month.

I made sure that what I sent out was a mixture of helpful added value tips along with the occasional low key sales offer on one of my marketing services or products.

However around three years ago I joined the email list of two business people who take a very different approach to marketing to their email list.

They recommended emailing your list of subscribers daily.

They recommended that you send out a mixture of emails.

- Some emails will be educational and give practical advice and how to tips.
- Other emails will inspire and motivate.
- And some emails will talk about your products and services and invite people to get further information on them.

Now I originally thought that daily emails would be too much and that I would quickly be unsubscribing from the email list of both these people.

However to my surprise I've really enjoyed the interesting messages they have sent me and 3 years later I'm still looking forward to seeing what each person has to say seven times a week.

So my personal recommendation (based on my own positive experiences) is that you test sending high frequency emails to your own list as well.

By high frequency I mean at least 2-3 times a week or more.

So what sort of emails could you send out?

First of all the emails you send don't have to be that long.

A good length is between 200-400 words.

A: Some emails could be answers to common client questions.

There are dozens of questions you will get asked regularly by potential clients so this gives you a lot of interesting topics you can write about.

B: Some emails could be 'how to' tips that your subscribers could use to improve their results fast.

C: Some emails could inspire your readers as you give them a link to a short video or article that you personally find inspirational.

(I've done this many times over the years and I've found that people really like it when you can introduce them to something that makes them feel uplifted and positive in a few minutes.)

D: And some emails will share an interesting experience you had and the useful lesson you gained from this experience.

Here are two of the hundreds of emails that I've sent out to my clients over the last few years...

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This is an added value email message that offers a free bonus for replying to my message...

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Subject: Are you using the 11th commandment to make easy sales in 2020?

Hi Graham

Sunday February 9, 2020

6.46pm

Over the years I've read a lot of books on sales and marketing.

And one of my favourite books is called 'Up The Loyalty Ladder' by Murray and Neil Raphel.

The book is sadly out of print but you may be able to get a second hand copy on Amazon.

One of the reasons I love 'Up the loyalty Ladder' is that it contains dozens and dozens of super simple ideas to quickly boost sales for any business.

Anyway Neil sent me this short quote recently that I really liked.

"Everybody knows the 10 Commandments. Well, the 11th Commandment of business is "Steal great ideas and make them your own." Neil Raphel

I love Neil's idea of the 11th Commandment in business.

So my message today is to remind you to 'steal some of the helpful sales and marketing ideas that you come across and put them into action.'

You'll be delighted at how well these ideas work for you.

Warm regards

Graham McGregor

PS: If you reply to this message in the next 48 hours and tell me one great sales or marketing idea that you've put into action in 2020 I'll give you my 'Million Dollar Answers' Audio programme at no charge.

The Million Dollar Answers audio programme shows you to quickly increase your sales by using a pen and paper and 10 minutes of time.

'Great minds discuss ideas; average minds discuss events; small minds discuss people.' Eleanor Roosevelt

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The next email message has a helpful marketing idea plus a commercial for one of my services.

=====

Subject: Are customers chasing you or are you chasing customers?

Hi Graham

When I first got started in selling over 42 years I had a very simple way to make sales.

I chased customers.

When I sold carpet cleaning services I knocked on doors of houses and asked the people who answered if they would be interested in having their carpets cleaned.

When I sold an advertising service I would phone businesses in a local area, speak to the owner and ask if I could make an appointment to show him my advertising service.

When I sold sales training seminars I would phone sales managers and ask if I could show them a system to help their sales team to make more sales.

Now I made sales with this chasing customers approach but it was hard work.

Then I accidentally discovered a new way to sell so that customers now began chasing me rather than me chasing them.

Here's what happened...

I wrote a short booklet called 'The 7 biggest mistakes that sales people make and how to stop them losing you sales every week'.

The booklet was very plain looking. The pages were black and white and it had a simple cardboard cover that was stapled to the internal pages.

I mailed a copy of this booklet to around 50 sales managers and other people I had been talking to about sales training.

I enclosed a note saying that I this was a complimentary gift that I hoped they would find useful.

12 months later I had a phone call from the training manager of the third largest bank in the country.

She said that she had just read my booklet 'The 7 biggest mistakes that sales people make' and really liked some of the ideas I had shared.

She went on to explain that she was keen to get her bank staff to improve their sales skills and wondered if she could call by my office next week to see what sales training resources I had that might be of help.

The following week she came into my office and I showed her a large collection of sales training videos and audios.

She said 'These look great I'll take the lot. Do you accept Visa?'

I said 'yes' I took Visa and a few minutes later I had been paid for thousands of dollars of sales training programmes.

What was very interesting about this sale was how easy it was.

This customer chased me by phoning up and asking if they could come and see me.

And the funny thing was I had never sent this customer a copy of my 7 mistakes booklet!

The training manager of the bank actually found the booklet in the desk of a bank staff member who had left the bank. (And we never worked out how my booklet got there.)

However this simple booklet was enough by itself to get the training manager of the third largest bank in the country to contact me and ask to see what I had for sale.

So my recommendation to you today is very simple.

In February 2020 create a short 'how to' booklet that is valuable and useful to ideal potential customers.

Then offer this booklet to potential customers.

Do this right and you'll have hundreds of ideal customers ordering this booklet from you.

In other words you'll have hundreds of ideal prospects to talk to.

And all these people will have 'chased you' by ordering your booklet.

Helpful Resource:

For the first week of February I'm offering an 'Instant Lead Magnet Service' for all my subscribers.

For a tiny amount of \$X I'll have a short 'how to' booklet created that you can use as a lead magnet to attract hundreds of ideal new customers for your business.

The booklet will have a catchy title, great content and I'll show you 6 ways to use it to make easy sales.

A booklet like this is a terrific way to get customers chasing you rather than you chasing them.

And it's also something that you can use for a long time as well. If that sounds of interest just reply to this email with a link to your website and I'll give you more details on this Instant Lead Magnet Service and how it might work for your business.

Warm regards

Graham McGregor

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High Frequency emails are actually quite easy to do once you make the decision to do it. And they work remarkably well.

I have tested daily emails to several subscriber lists that I have set up.

And I've noticed that I now get more emails read by sending daily than when I was only sending one email a week. And my sales have gone up as well.

Best of all many of my subscribers have told me how much they value my daily emails to them.

Here's an example:

“Graham, I so look forward to receiving your messages. Everyone else seems to be on a hard-sell kick. You put it out there plainly and easily digestible. I have learned so much from you over these past several months (not sure how long I've been getting your emails) You are an inspiration. What you say just makes sense on so many levels. Not to fluff up too much, but I do rank you as a “keeper” of emails that I review daily. I never even think about unsubscribing. What you produce is too valuable. I told my partner several months ago that there are really 2 people's material that I get that are quite educational for a small businessperson. I keep a folder of your messages on Outlook. I want to make sure I have ready access to them. Hats off to you, Graham!”

Jack Peters

Action Exercise:

I recommend you test High Frequency emails at least 2-3 times a week to your own list for 30 days and ask your subscribers for their feedback on this test.

Strategy 42: Use humorous sales prospecting

A few years ago I had a fascinating interview with a consulting and marketing psychologist called Elliot Jaffa <http://ejaffa.home.mindspring.com>

Elliot mentioned that he had helped a number of his clients do very well selling at Trade Shows using humour.

He told me about his "Japanese Invisible Fish Strategy" that his trade show clients used to attract large numbers of prospects to their stand.

The strategy is very simple:

Step 1: Place a rock on the bottom of a five gallon aquarium and fill it with water .

Step 2: Place a sign next to the aquarium: that reads Japanese Invisible Fish in both English and Japanese.

Step 3: Have answers at the ready to the ridiculous and inane questions you will be asked as attendees look for the invisible fish. (They're invisible!)

Elliot then taught his clients how to quickly assess whether each visitor is a qualified lead for what they were offering.

The idea behind the Japanese Invisible Fish Strategy was to first of all have fun and get the attention of a lot of people fast.

And at the same time make the stand with the Japanese Invisible Fish memorable.

Elliot had a lot of fun with this strategy with his clients.

He got his clients salespeople to ask visitors to their stand if they would like to feed the invisible fish.

And if they said 'yes' they were given an ice cube to add to the water.

For the trade show visitors that qualified as good prospects the invisible fish strategy made it easy to follow up with them.

Elliot's clients would phone a person who visited the trade show stand and say "You might remember me we had the stand with the Japanese Invisible Fish.

I'm sorry to have to tell you that I have some bad news. The fish died".

The person on the other end of the phone invariably laughed or had a quick chuckle and were now receptive to what the phone call was about.

I really liked what Elliot did with this strategy and it reminded me of a valuable marketing lesson.

If you can make people laugh or smile and feel good they are a lot more receptive to doing business with you.

In other words having fun in your marketing can work very well to boost sales.

Heres' another example:

Dr Michael Hewitt Gleeson is the best-selling author of 'WOMBAT Selling'.

In one of his first jobs Michael sold a sales training programme called KISS - Keep it Simple Salesman.

Michael sold this programme to companies with a number of salespeople and found that he was getting three people saying 'yes' for every five sales presentations that he made.

Michael would do about three appointments a day. He hated cold calling so he would phone people, qualify them and make an appointment to show them the programme.

Then Michael fell in love with a brand new Mercedes 280SL sports car and knew that he had to own one. He realised he needed to make at least ten sales presentations a day to get his sales target and buy the Mercedes.

The only way this was possible was if Michael cold called on a lot of businesses in the same area. But he hated cold calling.

So Michael tried a lot of ideas and finally came up with one that had was humourous and fun and worked brilliantly.

Michael printed a little book called 'How to Sell without Working.'

Michael would then walk into the sales manager and say 'Hi, my name is Michael and I've brought you a little gift to add to your sales library, it's a book called How to Sell without Working.' and he'd hand him the book.

Now when the person opened the book, all the pages in it were blank.

There are no words because there's no such thing as selling without working. (In other words it was a joke book.)

A lot of the time the person he was talking to would open the book, laugh loudly when saw it was blank, pick up the phone and say 'hey Jack come and have a look at this'.

And Michael has already got the humour and fun effect working right at the beginning of his sales call.

The prospect is then happy and smiling and when he asks what the call was about, Michael would begin his sales presentation.

Once Michael realised he'd found something that got a terrific reaction when he handed over the book he was happy to work all day long making cold calls.

And the use of that simple idea that used humour and fun enabled Michael to quickly buy his Mercedes 280 SL sports cars.

Humour and fun used in a tasteful, professional way can be make for very effective sales proepecting.

And could be worth testing in your own business.

Action Exercise:

How could you use humour and fun in some of your sales prospecting?

Strategy 43: Centre of Influence Marketing

Many years ago I was selling motivational seminars to the business market.

I had one client who attended the seminar and loved it.

Over the next few months he also personally paid for a dozen of his colleagues and friends to attend the same seminar.

This client was in charge of a large business and he continued to recommend this motivational seminar for several years to many of the people he knew.

Singlehandedly this one client was responsible for a huge amount of sales and repeat business for me.

He was a perfect example of what we call a 'Key Centre of Influence.'

(In other words, someone who can potentially influence a lot of other people about your products or services.)

In any business there are usually a number of key centres of influence who could potentially recommend you to many of the people they know.

If you are an accountant a good centre of influence is often a legal professional.

If you are a personal fitness trainer a good centre of influence might be a local chiropractor. And so on.

So how can you get some of these key centres of influence to positively recommend your business?

Just use two simple steps.

Step 1: Focus on adding value first before you ask to be recommended.

Start by creating a list of 10-20 potential centres of influence for your business.

However when you make contact with these people don't ask them to recommend your business. Instead, 'add value' in some way.

Example: Let's say you are an accountant and would like to get recommended by a number of legal firms in your area.

You might send a number of these legal firms a short letter that says something like this...

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'Hi John/Jane, we haven't personally met, however I own a local accounting firm called XYZ Accountants.

I meet regularly with a lot of interesting people. And I may be able to refer a potential new legal client to you every so often.

Can you send me half a dozen of your business cards and let me know what type of person you are looking for in an ideal new legal client?

I've enclosed a prepaid envelope you can use to send me your business cards.

In the meantime, here is a copy of a short article that I noticed recently.

It's about a legal practice that got a lot of new business with a novel marketing approach.

I thought you might find this of interest. Kind regards. Your name.'

=====
Notice how you are adding value first without asking for anything in return.

This is a powerful way to begin a potential new business relationship.

Step 2: Stay in touch at least once a month and 'add value' each time you make contact.

My favourite way of doing this is to send out something hard copy each month by 'snail mail'.

- It could be a positive article you noticed.
- It might be information that could be useful for the person you are sending it to.
- It may be a short booklet or newsletter in hard copy format.

Within 6 months of doing this you will notice that a number of these key centres of influence will start to ask for further information about what you do.

And many of these centres of influence will start to give you referrals.

Keep in mind that developing a great relationship with key centres of influences doesn't happen overnight.

It takes time, patience and consistently adding value.

The good news is that once you have this great relationship you could easily enjoy excellent referrals from each key centre of influence for a very long period of time.

Action Exercise:

Write down the names of 10-20 businesses that could potentially be a good centre of influence for your products and services.

Make contact once a month with these businesses in a low key way that adds high value.

Strategy 44: Donut Referral Prospecting

I was chatting with Alex Robinson, General Manager at Team Building Hero, <https://teambuildinghero.com> a while ago.

Team Building Hero provide corporate team building activities for groups in New York City, Philadelphia, Boston and some other major US cities.

In the past, their referral system was part of their customer satisfaction follow up. So they would ask their customers...

“How was your event? Great! Would you be willing to refer a friend or colleague we could talk to about doing an event?”

The results were dismal, and they had maybe a few referrals each quarter and these seldom turned into sales.

Then Alex and his team implemented a super simple Donut Referral Strategy.

Now the follow-up call is 100% focussed on custom satisfaction.

They don't ask for a referral at all in this call.

Instead, about one week after the call they send the client a box of 12 donuts from a premium shop in New York City.

They include a card with the donuts that says, “We love spreading joy to great teams! Do you have a friend or colleague in HR or office management who is awesome? Let us know and we'd love to send them a box of donuts too!”

It turns out people are 10x happier to refer a box of free, fancy donuts.

What was the end result of this simple donut referral strategy?

Alex and his team get 15 to 20 quality referrals per month, and many of these referrals turn into serious conversations about working with his firm.

Action Exercise:

How will you donuts in your business this month to get new sales prospects to talk with?

Summary:

I've covered a number of lead generation strategies in this section.

Most of them are low cost or even no cost at all.

Make sure you use a variety of lead generation systems, so you always have an abundance of good quality prospects to talk with each month.

Now it's time to make more sales

The good news about many businesses is that with some clever tweaks you can quickly increase your sales.

Here are some ideas on how to do this for little or no cost.

Strategy 45: Test Add on Sales

Many years ago I read that McDonalds makes an extra 600 million dollars a year in extra sales by asking each customer 'would you like X with that'.

X is something else that could compliment what the customer ordered.

And it reminded that one of the simplest ways to increase your sales is to offer your customer or client something else once they have decided to buy.

This strategy is particularly helpful for many types of retail businesses

Here's how it works.

Every time one of your customers has agreed to make a purchase of one or more of the products in your retail business do this.

1: Acknowledge that sale.

“Thanks for that. I will write this up for you in a minute, or ring that up for you in a moment.”

2: Give your customer the opportunity to buy something else at an attractive price at the same time.

And here's the key.

If you give every single client who has just agreed to make a purchase the opportunity to buy something else, preferably something that is related, somewhere between 10% and 50% of these people will agree to buy something else if it's an attractive enough offer.

Here are some examples to get you thinking.

Shoe Shop Example:

Let's imagine right now you have a retail shoe business. A client has just agreed to spend money on one or two or three or four pairs of shoes.

1: You acknowledge the sale:

“That's fantastic. I know you will be delighted with these shoes.”

2: You then you introduce the special offer. A very pleasant, low key way to introduce any add-on sale is to use a couple of sentences like this.

You: “Hi thanks for your business today, by the way we have an unadvertised special offer for anybody today that spends more than \$100 on shoes. Can I tell you about this special offer?”

Customer: “Sure. How does that work?”

You then give your customer the opportunity to spend money on something else. And you package the offer so it is an attractive one that is easy to say 'yes' to.

You: “Well here's the deal. For anybody that spends more than \$100 today on shoes like you are doing right now we have over here this remarkable little shoe cleaning brush or sponge. All you do is you brush your shoes and in about three or four seconds it instantly shines them. It gives a little wax coating and it works on any colour shoes. This is great to have in your car, at home

and even in your purse. It means you can have great looking shoes at any time in a few seconds. They are very, very popular and we sell hundreds of these every month.

They normally sell for \$15 each. However for any client that spends \$100 or more dollars on shoes today, you can actually get two of these magic shoe sponges for only \$20. Is that of interest?"

Customer: "Well that sounds quite good, yes."

Important Point:

The key with any add-on offer or add-on sale is to ensure that you make a profit on it.

So let's just say (hypothetically) these little shoe sponges sell for \$15 each. And let's imagine you buy them in for \$5 cost each.

You've got a profit margin of \$10 on each one. However if you are then selling say two for \$20 you are then making a \$10 profit on that add on sale.

Let's just imagine that only ten people in an entire week take advantage of this little add-on sale.

So you've got ten people that are buying your two little magic shoe sponges, you've got a profit of \$100 extra in your shoe business.

\$100 a week is \$5,000 extra profit every single year.

That's enough to pay for a nice family vacation!

Just by asking that very simple question:

"Can I show you this special little unadvertised offer we have today, for every person that spends more than x dollars?"

And that's quite a nice way to introduce a special offer or add-on sale in any retail environment.

Just phrase the question so the person with the purchase they've just made instantly qualifies for the special offer.

You could also put together a package of products.

Paint Shop Example:

Perhaps you have a paint shop. Someone comes in and spends \$100 on paint.

You say same thing again.

“By the way we’ve got a special unadvertised offer today for anyone that spends more than \$100 on paint, can I tell you about it?”

Customer: “Sure, what are you doing?”

You: “We have a great little painting survival kit we’ve put together. It’s got a little cutting in brush for tricky corners, it’s got a little clean up pad to mop up any spills that you have, it’s got a little knife to cut masking tape, a little roll of masking tape etc. This normally retails for around \$25. It’s been very popular, but for anybody that spends more than \$100 on paint today, they can have one or more of these painting survival kits for only \$15 each. Would you like one?”

Customer: “Yes, that’s a good little offer.”

Again you just make sure this \$15 little paint kit has cost you less than \$15 to actually buy.

Some good news about Add-On Sales:

One of the exciting things about ‘add-on’ sales is that sometimes huge numbers of people will take up the offer, particularly if you make the add-on offer very relevant to what they’ve just bought.

Appliance Shop Example:

Perhaps you have a kitchen appliance shop and a customer has just bought some expensive cookware,

You could offer a really popular best-selling cookbook.

It might retail for \$40 so you offer it for \$30.
But it might have only cost you \$15.

So you are making an extra \$15 profit on every one of those cook book add-on sales.

The real key with this strategy, which only takes you just a couple of minutes to set up, is that you must offer it to every customer that has agreed to buy something.

And a certain percentage of these customers will agree to take the add-on sale. If you use the words I've just given you it is very easy to talk to each customer about the add on sale.

Introduce it, as an unadvertised special offer or special promotion for clients who spend more than x dollars today on this type of product or service.

Your clients will appreciate what you are doing for them and a large number will take advantage of it.

Remember this key point:

Clients are never easier to sell additional products to then at the point they've already agreed to give you money.

Huge numbers of retailers miss out on this opportunity and they throw away hundreds or thousands of dollars of extra profits every month.

You can also test the same add on strategy if you sell a number of products online. Once a person has agreed to buy something have an offer come up that is limited to today only and allows them to buy ABC product/s for only X\$.

Make it a very attractive offer.

And you'll find that a certain number of customers will take advantage of this add on sale opportunity each month. Which puts brand new sales in your pocket.

Take Action:

Put together an add on opportunity for every single one of your retail customers to purchase additional products or a product from you at an attractive price once they have agreed to buy something.

Only mention this offer after they have already agreed to spend money. (You don't mention it at all before they have agreed to spend money.)

You will find this one strategy along will put hundreds or in some cases thousands of dollars of extra profits into your retail business every month.

Strategy 46: Enthusiasm

I call enthusiasm the 'E Strategy' and it works like magic.

I remember in one of very early sales jobs I sold a formalized bartering system to local business owners that they could use as a way to get new sales and save money on some of their costs.

I thought the bartering idea was terrific and I couldn't wait to tell business owners about it.

My boss gave me three business owners to see who had expressed interest in the bartering system.

I saw all three business owners and all three paid me money to be part of the system.

However all three business owners then phoned my boss and said 'What did I actually buy again? It sounded great when Graham told me about it however the truth is I don't really know what I bought and how it works'.

In other words they had bought the bartering system simple on my enthusiasm.

And I've seen sales people in many industries literally double and even triple their sales in a month by using enthusiasm in all their sales discussions.

So how do you develop enthusiasm for what you sell?

That's easy just use Positive Sales Movies.

I highly recommend that before every sales presentation you make that you do two very simple things.

First of all, think back to the last successful sale you actually made.

It doesn't matter when that was.

It could be last week, last month or last year.

Think back to the last customer that gave you a big order and relive this sale in your mind for 10, 15 or 20 seconds.

At the same time also relive the *feeling* that you got when you made that great sale.

How did you feel?

I bet it was positive. You probably felt excited and you probably felt motivated as well. You felt really good about yourself after having made that last big sale.

Now take 10, 15 or 20 seconds and imagine the sales presentation you are about to make going exactly the same way.

This is in your mind like a positive sale movie.

You mentally see your customers agreeing to give you the order and they've now made a big purchase. They are delighted with their purchase.

How do you feel?

You feel good, you feel positive, you feel excited.

Get that same feeling back of what it actually feels like to make a sale.

Then make your sales presentation.

It's as simple as that.

If you play a positive sales movie in your mind like this and particularly if you take a couple of seconds so you get back that same feeling of excitement and enthusiasm that you got from making that last big sale, that feeling, that excitement, enthusiasm will actually come through strongly to the person that you are talking with.

They will pick it up, they will be influenced by it, they will pick up your excitement and enthusiasm and they will start to get excited and enthusiastic about what you are showing them.

And the odds of that person agreeing to buy or give you an order go up dramatically if you're positive, excited and expecting them to buy.

Now will a positive sales movie guarantee you a sale every time?

Certainly not.

Nothing guarantees a sale every time.

If it did I would charge you a lot of money for this strategy!

However what a positive sales movie does do it increases the odds of you making a sale dramatically.

Let me explain why...

One of the biggest mistakes that many sales people make when they make sales presentations is they use negative sales movies rather than positive sales movies.

What do I mean by that?

Well just imagine that for whatever reason for the last few weeks your sales results have not been that good. You've spoken with quite a few potential clients and all of them have said no.

They've given you various reasons, it's the economy, it's too much money, I can't afford it, it's not in my budget, but they've all said 'no'.

And you are about to make another sales presentation to somebody else.

What the average sales person would do at this stage they will play a negative sales movie before that presentation.

They will think about all the people that just said no over the past few days or weeks, how it made them feel, they felt pretty dejected, pretty depressed, pretty negative, all these people saying no and also why it's likely to happen again.

Why the person they are about to talk to is going to say no as well.

Then they go into that sales presentation, they are not that positive, they are sort of half pie expecting that person to say no, and that comes across in the attitude and the body language.

Your potential client will pick that up and the odds of them not buying are actually quite high.

So what you need to do is play a positive sales movie not a negative sales movie.

And this can work remarkably well.

Let me give you an example:

I was speaking a few years ago to a group of insurance sales people, giving them some ideas on how to improve their sales. Positive sales movies was one of the strategies I shared with the group.

I got a phone call from one of the sales people in this particular meeting about a week later.

He said 'Graham you may not know but I've been in insurance for 25 years. I've been in the million dollar round table at least a dozen times; I've been one of the most successful insurance sales people in my company.

'When you spoke to our team a week ago I hadn't actually made an insurance sale for nearly two months. I was in a real slump and that week I had three people to see and before you spoke I was expecting those people to say no as well.

But I decided to try what you recommended.

So, before each of those three presentations I sat down in my car, or my office, for sixty seconds and I played a really positive sales movie.

I thought back to a huge superannuation sale I'd made the previous year, how good I felt, how motivated I was and then in my mind I just pretended I played a positive sales movie of this sales presentation going really well and the client giving me the order for the insurance product that I was showing them.'

'I couldn't believe it Graham' he said, 'I closed all three sales. I saw three people, I closed three sales and I've made thousands of dollars in commission and all I changed was that one little thing you shared with me. Positive sales movies.'

Take Action:

If you want more sales play a positive sales movie before every sales presentation or every phone presentation.

The whole exercise of a positive sales movie will take you less than sixty seconds and it's one of the best ways I know to quickly improve your sales.

Strategy 47: Improve your sales presentation

This strategy is designed to be used after every sales presentation that you make.

It's called the two question method and all you do here is take sixty seconds and ask yourself two simple questions after every single sales presentation that you actually make.

Question number one:

What did I do right?

Or

What did I do well in that particular presentation?

Here what you do is you focus mentally on all the things you did well.

'I was on time, I was well dressed, I had all the information with me. I asked some good questions to this particular client, I built good trust and rapport; I took the time to really understand their situation before I made some recommendations' and so on.

Now by focusing on the things that you did well you tend to feel pretty positive and also you tend to do more of those same things in the next sales presentation.

So that's pretty simple.

What's question number two do you think?

Well I ask this question with many sales teams.

They always say

What did I do wrong?

No, no, no.

If you focus on what you did wrong you are starting to, replay a negative sales movie of all the things you did wrong.

What you do for the second question you ask yourself

What one thing would I do better or differently in my next sales presentation?

Just focus on one thing.

Let me give you an example.

Let's say you've done a great presentation and you may or may not have made the sale.

You sit in your car or your office afterwards; and you ask yourself the two questions.

Question One:

What did I do right in this sales presentation?

'I asked good questions, I built good trust and rapport, I was very knowledgeable, I had all the decision makers present in the meeting etc.'

Question Two:

What one thing would I change next time?

'What I would change next time is I would probably show two of those great testimonials from existing clients that had bought that particular product or service these clients were interested in. That would have made my presentation far more effective.

In fact I made the mistake of actually leaving these testimonials back at the office so what I will do next time is make sure I have those testimonials on hand in the presentation material I take out to see every new client.'

Or maybe you say something like this...

'Next time what I will do, whether or not these people buy, I will ask them professionally for a referral.

So the key with the second question is you focus on just one thing that you would do to make your sales presentation more effective and here's why you do this.

You and I as professional sales people are both going to be in contact or making at least 100 sales presentations over the next few weeks or over the next few months.

Just imagine we could make one small improvement after every single sales presentation that we made, suddenly we are doing 100 things better.

In other words every part of our sales presentation is getting a lot better.

What one thing would I do differently next time?

I would leave five minutes earlier, so I missed traffic and I wasn't rushed trying to get to this particular meeting.

or

'What I might do (and this is a very good one for me) is I might just ask two more questions, or I might slow down when I am speaking so I speak slower.'

So, if you make 100 improvements in what you are doing, you can get to be an outstandingly successful, professional sales person very quickly.

Action Step:

Just ask yourself two very simple questions and answer them after every sales presentation that you make.

Question number one:

What did I do well or what did I do right?

Question number two:

What one thing would I change or do differently next time?

Here's a key point about sales presentations:

Assume that your sales presentation can always be improved and spend a few minutes each week looking for ways to improve and make it more effective.

If you keep looking for ways to improve your sales presentation you will always find it.

Here's a perfect example:

Many years ago I worked for a business that helped people create a large nest egg by owning high quality, fully managed investment properties.

For the first few months I struggled to find a way to explain simply how investment property worked and why it was worth using as an strategy to create a large nest egg.

I then met a very successful sales person who had spent years selling investment properties.

This sales person showed me his 'Stupidly Simple' sales presentation which initially involved drawing two simple pictures of a house.



\$300,000



\$600,000

He then explained how you could turn a \$100 a week investment into a \$300,000 nest egg in very simple language that anyone could understand.

Four minutes later a potential client could see clearly 'how' investment property worked and why it was such an attractive investment to buy right now.

I tried his Stupidly Simple presentation myself and it worked remarkably well.

I got the immediate interest and attention of potential clients when I sat down to speak with them.

I ended up using this same presentation with dozens of people and sold over 37 million dollars of investment property in a surprisingly short time frame.

Strategy 48: Think Bigger when selling

One of the interesting things I've noticed over 43 years in sales and marketing is this:

Making a big sale of a product or service to a particular customer often takes a similar amount of time and effort to making a smaller sale.

So one way to make more sales is to make sales that are bigger than normal.

I had an interesting experience with this a few years ago when I was selling investment property

My usual recommendation to my clients was they buy one investment property now and then buy another investment property in 3-5 years' time.

So in my first year all my clients purchased just one investment property to start with.

Then in my second year a client asked me if he could buy two investment properties now rather than waiting 3-5 years to buy the second one.

My client had the borrowing ability to buy two properties and his bank was happy to lend him the money to do this.

So I helped him select two investment properties which he happily purchased.

This inspired me to start thinking a bit bigger.

I realised that some clients would be quite happy to purchase more than one investment property if I gave them the option.

So I changed my sales approach.

I mentioned to every potential client that some people like to start by buying two or more investment properties while other people are more comfortable buying just one investment property to start with.

In other words I invited my clients to think a bit bigger when buying investment properties.

I was delighted to find that with this new approach close to 33% of my clients began by purchasing two investment properties rather than just one.

Now my sales presentations took exactly the same amount of time regardless of the number of properties a client bought.

So by thinking just a little bit bigger myself and encouraging my clients to think a bit bigger I was able to substantially increase my sales without having to work any harder.

Action Exercise:

How could you make bigger sales in your own business?

Strategy 49: Create a PPO (Premium Price Offer)

Here is an interesting way to create new profits fast. And it can often be done in 10 minutes or less. Take one of the normal products or services that you offer and create a Premium Price Option (PPO) for that product or service.

Here's a simple example:

A few years ago I had a problem with my lap top computer and took it into a local computer repair firm to get fixed.

I was told I had two options to get my computer fixed.

Option one was the regular price option.

I could leave my computer and a technician would look at it by the end of the business day and then tell me what needed to be done to fix it. The repairs could probably be done by the end of the following day.

With this option I was going to be without my computer for two days.

Option two was the premium price option (PPO).

With this option I paid a \$50 fast service fee now. My computer would be looked at by a technician within 60 minutes. I would then be told what needed to be done to fix it.

With this option the repairs could usually be done the same day, which meant I would only be without my computer for one business day and not two days.

I used my computer a lot, so it was an easy decision to choose the premium price option.

Now if this computer repair firm gets 20 people a week to pay the fast service fee that's an easy \$50,000 in brand new profits each year).

All from creating a premium price option for their service.

The good news is that it is surprisingly easy to create a Premium Price Option for many different products and services.

This might include guaranteed delivery or service within 24 hours, or a double length guarantee, or any number of other added value items that a client would appreciate.

Take Action:

Invest 10 minutes of time and create a Premium Price Option for one of your popular products or services.

Offer both your regular price and Premium Price Options to your clients this month and notice what happens.

Strategy 50: Hidden Gold

One of the easiest ways to make more sales is to find new uses for your product or service. I call this the Hidden Gold Sales Strategy.

You start by asking this simple question:

"What common problems does my product or service solve for my customer?"

This can often identify a large number of new selling opportunities.

Here's a simple example:

Many years ago I was selling self-improvement seminars. People would attend these seminars and use the ideas in them to improve their performance and results in a wide range of areas. They would also feel very motivated and positive as a result of attending. Many business people would pay for staff to

attend these seminars to help them improve their performance and productivity.

I used to think that most people attended to improve their performance and productivity and get more motivated.

However one day, a client told me something quite startling:

He explained that the real reason he had sent two of his staff to the seminar was to reward and thank them for doing great work for him. In other words, the people he sent were already his most productive people. But by giving them two days to attend a seminar that would leave them feeling even more positive and motivated, he was saying thank you to them for all their great efforts in his business. He had told these people that this was why he was giving them two days off at his expense to attend the seminar. He was delighted with their efforts and wanted to reward them.

It worked out just as he hoped.

His people attended the seminar and come out feeling even more positive and motivated. They were thrilled he had rewarded them in this way.

A light bulb went off in my head.

I understood immediately that this client had used the seminar to reward and thank some of his top performers for doing such a great job.

He was not looking for improved performance or productivity; he wanted to use the seminar to thank his people.

(His problem was 'How do I reward my key performers?')

I then wondered how many other potential clients might want to reward and thank key people in their organisation for doing great work.

So I then began asking all of my prospects if they had someone really special in their organisation that they wanted to thank and give a memorable gift to.

If they said yes, I explained how this seminar would make a fantastic gift that the person receiving would always treasure and would be a wonderful way to reward great performance.

Many of my clients decided to take my recommendation and invested in this self-improvement seminar for some of the top performers in their organisation.

This opened up a whole new avenue of sales for me as I now had another way to help my clients get what they wanted.

Another example is the baking soda manufacturer who found that their sales were declining a few years ago as fewer people had the time to do home baking.

They asked their customers what other uses they had found for baking soda.

They discovered that baking soda was being used to deodorise fridges, clean clothes and so on.

The baking manufacturer released a range of new products that contained baking soda and showed people how they could be used to solve some common problems. (Like making their fridge smell better.)

They ended up making millions of dollars in new sales.

Action Step:

Ask your customers what problems they have solved by using your products and services. You may discover some interesting uses for what you sell that you have not thought of before

Strategy 51: Find a new sales channel

Finding a new sales channel can be an easy way to grow your sales.

Here are two examples:

1: A while ago I created several marketing programmes to help real estate sales people improve their sales results. My problem was that I knew very few real estate sales people yet I still wanted to make a lot of sales.

So I looked for a new sales channel.

I contacted a real estate trainer who already had a great database of existing real estate clients.

I made this real estate trainer an attractive offer where we could sell my marketing programmes to his clients and we would split the revenues from sales.

We sold tens of thousands of dollars of my marketing programmes by using some simple emails combined with easy to read sales pages on our websites. This was super easy to do and produced great results for both of us with very little effort.

2: A lady called Cindy Cashman saw an interesting idea a few years ago that took her fancy. The idea was for a book with the title “Everything men know about women.”

You can learn more about Cindy at www.cindycashman.com

The book was over 100 pages long and inside there was nothing but blank pages. Cindy liked the fun nature of the book but she didn't like the idea of having to work really hard to try and make a few sales.

So she began looking for ways to sell huge amounts of her book with very little effort. The outcome was interesting.

Cindy ignored completely traditional book shops as she realised her book would be competing with tens of thousands of other books for sale.

Instead Cindy approached businesses like women's clothing shops and got them to display her book next to the cash register.

Women shopping at these stores would pick up the book because of the catchy title, laugh when they saw it was totally blank inside and would then buy a whole bunch to give as gifts to people they knew.

Cindy kept the price very affordable and sold over a million copies of her book over the next few years.

Cindy went on to become one of the most successful self publishers in the world. All by being creative and looking for a new sales channel.

Action Step:

What new sales channels could you find for your products or services?

Strategy 52: Eliminate a big sales obstacle

Many years ago I was selling a two day personal development seminar.

The seminar was presented mainly on video, and also had a live person introducing each video section and doing exercises between the videos.

When I started selling this seminar to business managers, over 90 per cent told me that their staff would not want to watch a video presentation for two days. They said it would be boring and their people would not enjoy it.

These managers all associated a presentation on video as being similar to passively watching TV or a movie.

(Which can be very tiring if you do it for a few hours in a row.)

This video objection was a major obstacle to me making the sales I wanted.

Luckily for me, a small number of business people still decided to attend the seminar even though it was presented mainly on video.

They all loved the seminar and it got rave reviews.

So I asked these delighted customers to write down what they thought of the seminar and specifically what it was like having it presented mainly on video.

I soon had a large number of written testimonials that told how enjoyable and beneficial the seminar was and how the video presentation was actually a huge advantage for a number of reasons.

I then showed these testimonials in every sales presentation I made about this seminar and I never got the video objection again.

As a result of not getting this objection anymore, my sales immediately increased.

No matter what product or service you sell, there are usually several major obstacles to large numbers of customers buying from you.

And as long as these obstacles are there your sales will suffer.

If you boil down all the reasons or obstacles people give you for not buying your product or service, you will find that all of them can usually be summarised under a few simple headings.

(In most cases there will only be four or five headings for these obstacles, and seldom will there be more than six.)

If a person says things like 'It's too expensive, I can get it cheaper elsewhere, it's not in my budget, I can buy it cheaper elsewhere,' these can all be summarised under the sales obstacle of 'Price' or 'Money'.

Once you have identified your six (or less) sales obstacles you can now look at ways to remove them and make it easier for people to buy.

Example:

A good friend was visiting a dentist who recommended many thousand dollars of dental treatment for her.

My friend told the dentist that was a lot of money.

The dentist agreed that it was a lot of money.

However he went on to point out that someone like her obviously spent thousands of dollars a year on clothes, jewellery and skin products to look good.

(My friend is an executive and prides herself on her professional appearance.)

The dentist went on to explain that one of the best ways to look professional and feel good is to have an amazing smile and great looking teeth.

And that investing money in doing this was just as important as having great clothes, jewellery and skin care products.

This made a lot of sense to my friend who promptly agreed to the dentist's recommendations.

Action Exercise:

Identify the major sales obstacles to buying your products or services.

And put into action some strategies to remove them from your sales process.

Sometimes the elimination of even one of these major obstacles can transform your sales results.

Strategy 53: Change the order of your prices

Many years ago I spoke with an expert on restaurant sales and marketing.

He told me that if a restaurant or café sold alcoholic drinks like wines, beers, cocktails and so on there was a simple way to improve sales of these items.

On the drinks menu and the blackboard menu that listed these items all you have to do is list the most expensive drinks first and then go down in price.

So under the wine section of the menu you list the most expensive wines first and then the less expensive wines.

Under the cocktail section you list the most expensive cocktails first and then the cheaper ones after that.

Now most restaurants and cafes do the opposite.

They list the cheapest wines, cocktails etc first and then the more expensive ones.

The problem with this approach my restaurant expert told me is that if you list the cheapest ones first many clients will buy items that are not the cheapest but are maybe two or three steps up.

So if the cheapest wine is \$20 and the most expensive wine is \$200 they might buy a \$30 bottle.

However if you reverse the price order what happens is more clients will buy wine that is a few steps down from the most expensive.

So they will typically buy say a \$50 bottle of wine.

And overall the sales of alcoholic drinks can increase by as much as 35% with this super simple strategy.

You could test this for around \$20 just by printing out a couple of dozen wine lists with the highest prices first.

You can test this same expensive price first strategy in other businesses.

Just give clients three price options.

And talk about the most expensive option first.

And what you get with this option.

Then the slightly cheaper option and what you get with this.

And finally the budget or basic option.

And what you get with this.

You'll find in many cases if you start with the most expensive option first then many people will pick the middle option.

And some people will pick the most expensive.

And some will still take the budget option.

However, the overall dollar value of your sales will often increase compared to showing the cheapest option first and then more expensive ones.

Take Action:

You might like to test offering a few options to your clients with the more expensive ones first and notice what happens.

Strategy 54: 'This is our most popular X'

This is a super easy way to boost sales.

In a café or restaurant just highlight one item on the written or blackboard menu. Then have these words on the menu 'This is our most popular X'.

(X could be dessert, smoothie, entre, cocktail etc.)

A huge number of customers will pick this item because it is the most popular. And it's an easy way to boost sales of a particular product.

You can do the same thing in other types of business as well.

This is our single most popular X you can tell people.

35% of our clients every month choose this because of a,b,c etc.

The fact that one option is the most popular makes it a lot easier for many people to choose it.

And your sales of this product or service will get a nice boost.

Take Action:

Try using social proof marketing like this when explaining your product and service options to clients.

Find out what is your most popular X and tell people that this is your most popular option. Test this for a month and notice what happens.

Strategy 55: Reactivate Inactive Clients

In his excellent report 'Recession Proof Business Strategies' copywriter Bob Bly www.bly.com/reports reminds us that a simple way to make more sales in a down economy is to contact inactive clients who have not spent money in a while.

You can make contact by phone, email or letter.
When you make contact start by giving some added value.

Here's an example:

Imagine you are a copy writer and you do copy writing for health related businesses.

You have a number of clients that haven't used your copywriting services for 3-6 months or more. You could email these inactive clients with an email like this:

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Subject: 7 effective strategies to boost your health sales in times of massive change.

Hi John, as you know the whole world is experiencing massive changes right now.

I've put together a short checklist that shows you 7 simple strategies to boost your health sales in times of massive change.

The checklist is only 3 pages long and is with my compliments.

Just reply to this email if you would like a complimentary copy.

All the best in the meantime.

Kind regards

Charlie Copywriter

=====

Continue to stay in touch with these inactive clients with a combination of hard copy and digital communications. And add value in each message. You can make a phone call to some of these inactive clients as well.

If you start doing this regularly a number of these past clients will start buying from you again and a number will give you referrals as well.

The big advantage of these inactive clients is that they already know and like your business. And with some regular contact and added value a number will happily buy again from you.

Action Exercise:

Contact 10-20 inactive clients and give them some added value. Continue to stay in touch weekly or fortnightly and add value each time. You can also mention some of the new products and services that you offer as well.

Strategy 56: Reactivate old leads

In the same report 'Recession Proof Business Strategies' Bob Bly recommends that we reactivate old leads.

Let me pass you over to Bob for his comments.

If you're like me, here's how you handle inquiries.

Someone calls.

You send information.

You call to follow up.

They don't respond.

You call again.

After that, you give up and forget about them

But believe it or not, many of those leads you simply gave up on can be turned into profitable business for you...with just a little extra sales effort.

In fact a study by Thomas Publishing Company reveals that most sales people, regardless of the industry, give up too early.

According to the study, 80 percent of sales to businesses are made on the 5th sales call, but only 10 percent of sales people call beyond three times!

So you have probably not followed up on leads diligently enough (for example I almost never call more than twice), and the new business you need may already be in your files.

The best way to reactivate these old sales leads is to call them. Ask whether they got your material. Do they have an immediate or future need? What is that status of their need?

This technique can be profitably used on prospects who have inquired within the last year or so. The best prospects, however, would probably be those who have contacted you in the last six months.

I find that one-quarter to one-half of the old prospects you talk to will encourage you to send sales literature, and perhaps one out of ten will come through with an order.

Action Exercise:

Contact some of the old leads you have on file and have a chat with them.

Summary:

In this section on increasing your sales we've covered a lot of simple things you can do.

And in most cases these sales boosting strategies take only tiny amounts of money to put into action.

So try some of them in your own business.

Added Value Bonus Section:

A short time ago we had an unexpected Covid-19 lockdown in my city for a few days. Most people had to stay home.

This meant I had some extra time on my hands, so I invited a number of my subscribers to ask me for my advice on how to solve some of their sales and marketing challenges.

I had a wide range of businesses ask me for some quick ideas on how they could grow their sales. And in many cases these businesses did not have a lot of money to spend on marketing and promotional activities.

So I've included a number of their questions in this guide along with some quick marketing recommendations I gave each business.

I have removed the names of the individual businesses and their location for privacy reasons.

However, I'm sure you will find some of the marketing recommendations I gave to these businesses could be used in your own business in some way.

1: Query from a marriage and funeral celebrant:

I am a celebrant where there is an over-saturation of celebrants. (Since Covid and so many of losing our jobs, a lot of us said "I think I'll follow my dream and become a celebrant", including myself.)

I won't ask a question about Google, google ads etc as I'm already all over that stuff like a rat up a drainpipe.

However, my question is around standing out in the crowd.

The challenge is that as celebrants, we all describe ourselves as adjectives such as "warm, honest, inspiring, genuine, fun" etc cos in all honesty most of us are.

So why would a customer choose me over someone else with the same descriptors? Any thoughts or challenges back to me very much appreciated.

My marketing recommendations to this celebrant:

In your position I would call yourself something catchy.

Like The Feel Good Celebrant

Your goal is to create experiences at wedding and funerals that make people feel good.

Which is why you are the Feel Good Celebrant.

Then do things in all your interactions with clients and potential clients that make them feel good.

The basic idea is to give yourself a nick name that makes you memorable so you stand out from the crowd.

It doesn't have to be Feel Good.

It could be something like The Happy Celebrant

Your goal is to make everyone happy at these events.

Even at funerals!

And then everything you do promotes happiness.

You use smiley faces in all your messages.

You find something funny in every day.

What are some qualities you already have that you could focus on so you are the XZY celebrant?

2: Query from the owner of a restaurant and a café bar.

How do we get more repeat and referral sales?

My marketing recommendations for restaurant and café bar.

1: There are some great resources on marketing restaurants.

I would get a number of them and study them carefully.

Do a google search on restaurant marketing books, Restaurant marketing, Marketing Bars etc

Here's the type of thing you'll find

<https://aycockmarketing.com/blog/7-books-every-restaurant-owner-should-read-improve-their-marketing/>

Look for ideas from these resources that you can apply to your own restaurants.

Look for a way to differentiate your restaurants from your competitors.

A Big Bold Statement might work.

Business expert Andrew Griffiths used this with a poor performing restaurant in Port Douglas, Australia.

It was called Mango Jam and was a faceless restaurant that was struggling.

There was nothing special about it that made it stand out and encourage potential clients to come and try them out.

The owner asked Andrew for help and he suggested they create a big bold statement for their restaurant.

The first thing Andrew did was survey every hotel and around 1,000 tourists in Port Douglas.

He asked the people what kinds of restaurants are lacking in the town.

What is not here that should be here? The over whelming feedback was that there were no family restaurants in Port Douglas.

So Andrew told his client. Your big bold statement is that you are now 'the number 1 family restaurant in Port Douglas'.

Andrew got some people to come in and teach the staff how to interact with families and children, they made fantastic colouring books, the staff dressed much more colourfully and they added kid's menus.

And doing this literally transformed the business overnight.

First of all everyone knew what they were and the local hotels could recommend Mango Jam to families. If there was a family, mum and dad and two kids standing at reception and they say 'where should we eat tonight? The response from the staff was simple. 'Oh the best family restaurant in town is Mango Jam'. Sales exploded and they became very popular. And shortly after

that they began winning awards as the best family restaurant in North Queensland.

I think a key for you is to look at what you can do in your restaurants to make your diners feel valued and special.

You also want to create a remarkable experience for your diners so they have a great story to tell many of the people they know.

Look at what any business does that makes you feel great.

How can you adapt that to your restaurants?

Also how are you staying in touch with your clients?

I would test a weekly positive email for a few months and see how that works to get repeat and referral business.

Sometimes the way you improve profits is very simple.

One café marketing expert many years ago told me two things.

1: If you list the most expensive wines first on your drinks menu your alcohol sales will go up.

2: If you say on your black board menu this is our most popular X a large number of clients will choose that dish.

X can be desert, main course, entrée etc.

I would also advise you to think outside the restaurant marketing box.

What else can you do to get noticed and remembered?

It could be something as simple as sponsoring a good neighbour award each week.

Get people to nominate someone for the good neighbour of the week. And give the winner a \$100 dining experience as a gift from your restaurant or bar.

You could get some nice publicity doing something like this.

3: Query from a high-end manufacturing jeweller

I am a manufacturing jeweller specialising in custom work. Our market here has significantly grown over the last few years. I never had any paid advertising going and rely on potential customers seeing my work at a local retail store, through website exposure and word-of-mouth. I am busy, no problem. However to future-safeguard I query how I should attract more quality customers.... as the exposure to foreigners has dwindled and there's lots of new people living locally now that are not aware of the traditional go-to-place / generation gap so word-of-mouth doesn't work as well? I have very limited ability to stay in contact with customers, have given up on email-newsletters etc because of time restraints but write the odd Facebook postwhich is not bringing any new customers-no surprise to me :-) Don't think social media works for high-end products apart from pushing the brand...

Anyway, would be lovely to hear your 5 cents.

My marketing recommendations to this high end jeweller.

For high end jewellery I suggest you focus on creating a high end buying experience for your clients.

Do things before, during and after they buy from you that make clients feel special and valued.

For instance if you go to this business they have a range of gift vouchers for unique experiences all around the country.

You may like to give each client who spends over \$X a gift certificate worth \$Y for one of these unique experiences.

And do this a week or two after they have bought your jewellery piece and have taken it away. So it is quite unexpected.

If you want some publicity for your business do something like sponsor a Good Neighbour of the Month award for your town.

Invite people to send in nominations for a good neighbour award and give one lucky winner a \$200 gift certificate to a great local restaurant.

If you told a couple of media outlets what you are doing I'm sure some of them would happily promote it for you at no cost.

I would send out a weekly positive email message to all your clients.

But have the message share practical tips on how to create more fun, pleasure, joy and happiness in your life.

Mention briefly something you are doing with your jewellery range in each message but make most of the message about something a person can do to create more fun, pleasure, joy and happiness.

I would also create a short booklet called something like

101 great reasons to visit (Name of Town.)

Write 10 reasons yourself and mention your business as one of these 10 reasons.

Then invite other businesses and local people to put in reasons as well.

Offer this booklet in digital and hard copy format.

A lot of local businesses would get behind something like this and your business is the one being promoted on the cover and in the introduction.

The idea is to do things that don't cost a lot of money but get your business well known and even famous.

In summary:

Create a remarkable experience around clients buying from you.

Do things before during and after they buy that your clients will want to tell other people about.

In other words give them great stories about your business that they can tell other people they know.

Do things to promote your business that also promote your town as well.

4: Query from a pharmacy

We run a pharmacy business that we bought last May. We seem to be stuck at the number of patients who are our regular clients. (The next-door pharmacy's number of patients/prescriptions is about 3 times ours.)

Our staff are well trained and one of my partners who is a pharmacist, works there. He is very good with the patients and spends a lot of time talking to them and giving them advice etc. We introduced a loyalty card for customers recently. It produced very minimal results.

Could you give us advice on how to differentiate ourselves so that we can attract more customers, please?

My marketing recommendations to this pharmacy:

I would suggest you try a catchy nick name for your pharmacy.

For instance you could call yourself XYZ Pharmacy -The Happy Pharmacy

Then promote happiness in everything you do.

Have smiley faces in all your messages 😊

Share happy ideas and experiences with your team and customers.

Share good news stories and positive things with your customers.

Look for things you can do to make your customers feel happy.

Use this 'happy pharmacy' nick name in all your marketing.

The goal is to become well known as The Happy Pharmacy and that's your memorable point of difference.

5: Query from a website designer

My business is creating web sites for local small businesses. Nothing too fancy, but I have also set up 2 online shops for customers (one a gin distillery and one a restaurant) which are really successful for the clients.

All my clients have so far come from word of mouth and I'm just not sure how to widen the net. I don't have much budget to work with so I feel I'm very limited. I'm in the process of setting up my own website (yes...that should have been first ha ha) but am unsure exactly how to market my business.

My points of difference:

- respond to queries within 2 hours

- available at any time (only possible because I don't have that many clients)
- graphic design and web technical skills
- low cost as I have no overheads
- free helpdesk if they want to manage their own content

My clients are all local at the moment, which I quite like, but I'd also like to expand.

Apart from social media what other ways could I market this business?

My marketing recommendations to this website designer

Yes you need to put up your own website first. If you are unsure about how to market yourself start by promoting one of the ways you work with clients.

You mention you respond very fast with queries etc.

So why not promote yourself as something like

The Instant Response Website Designer

Or

The Speedy Website Designer

Put up a website for yourself that says you can put up a website super fast for new clients. You will also respond fast to all queries etc.

Then respond instantly to every phone call, email etc.

You are fast, fast, fast in everything you do.

A lot of businesses value speed and fast turnaround and after doing a few more websites you may want to specialise in a certain industry.

Eg online shops for restaurants done super fast.

Speaking of fast turnaround for websites...

There is a business that makes a fortune by putting up high quality websites in as little as one day. <https://knapsackcreative.com/>

6: Query from a lawyer

My friend is a divorce lawyer. He also practices several other areas of law, i.e., immigration, personal injury, wills & probate, real estate, criminal defence, and business. He attracts clients with a Google ad and occasionally gets referrals. He offers an initial free consultation, which is a plus since many lawyers charge for that consultation.

That's one way he differentiates his business from competitors.

Also, depending on the type of case or area of law, he offers a flat fee versus an hourly rate.

For instance, if you're seeking a divorce and the divorce is uncontested (both parties have no issues that need to go before a judge or mediator), he charges a flat fee of \$2,000 (which includes a \$350 county filing fee).

Of course, if the case is contested (the two parties can't agree on one or more issues), he still charges \$2,000 – plus adds an hourly charge only for the time it takes to settle those issues. So, he charges very reasonable prices.

Any other ideas on how to differentiate his business from his competitors . . . and how he can attract large numbers of qualified prospects to talk to . . . as well as get large numbers of repeat and referral clients . . . and how he should go about charging higher prices, yet still have delighted clients?

My marketing recommendations for this lawyer:

Here are some quick thoughts.

Get your lawyer friend to give himself a catchy nickname

Like the Happy Lawyer

Or The Speedy Lawyer

Etc

This could make him memorable.

I would also recommend he offers a free special report on each of his areas of expertise.

Eg: The 5 most expensive mistakes you can make when getting divorced.

Then get other businesses to recommend these reports to their own audience.

I would recommend your lawyer client sends out a weekly email message to all his clients that is NOT about legal matters.

Instead it contains a simple tip on how to create more fun, joy and happiness in your life. At the end of each message your lawyer friend could mention one of his legal services.

The idea here is that a lot of his existing clients would be more than happy to recommend his services to people they know.

The problem is they don't think about the lawyer that often.

(Even though they may really like what he did for them.)

A positive weekly email would solve that problem.

Look for ideas on how to make his business famous in a positive way.

Here is an article with some tips on how to do that

<https://www.stuff.co.nz/business/prosper/advice/300201662/graham-mcgregor-on-what-will-you-make-your-business-famous-for-in-2021>

7: Query from a new mortgage broker

I am a new mortgage broker. I get paid by the bank when someone takes a loan. At this stage I have no income so don't want to spend heaps until I have some money in the bank (call me old school).

So far I have a FB business page, and all my friends have Liked the page. Many of them have Shared the page but I still do not have the number of followers I want. At this stage it is effectively Friends, rather than interested potential clients.

How best should I market my page?

My marketing recommendations for this mortgage broker.

I would first spend \$300 and get a professional website for your mortgage broking services.

A local firm can do this for you in a few days.

Let me be blunt...

If you don't have a website, you don't have credibility in business. A business Facebook page alone is not good enough.

I would then write a short article like "The three most important things you can do right now to get house finance in the middle of a buying frenzy."

(The third thing in this article is to talk to a finance expert like you!)

If you write an article that has some helpful tips you are instantly positioned as an expert on that topic.

Then snail mail this article out to 20-50 potential referral sources for you.

Local real estate agents, accounting firms, lawyers and so on.

Here is a quick example of how well this can work

<https://www.stuff.co.nz/business/prosper/advice/121854495/good-enough-can-work-just-as-well-as-perfect-when-marketing-your-business>

Use mail chimp to set up a simple email list.

Then mail everyone on this list weekly with a helpful tip they can use to create more fun, joy and happiness in their lives. And mention your mortgage broking services at the end of each email.

To get referrals and repeat business people have to remember you and a weekly positive email is a great way to do this.

If you are serious about doing well as a mortgage broker you need to invest at least a few hundred dollars to get going.

And then take some serious action.

8: Query from an artist selling paintings

BACKGROUND:

My sister is a fine artist. (impressionistic) (watercolours/acrylics) (landscapes/florals/chess themes/animals/etc.) She is looking to promote her

art. One immediate avenue open to us is via postcard direct mail. Our idea was to put a picture of one of her pieces on one side, then on the other side place her contact info and as well as a short, hard-hitting phrase/idea we have yet to think up. We are doing this because we have 5,000 postcards paid for and only have to pay for the mailing.

She intends to have a website which will feature her artwork and a blog with reviews of art supplies. She will offer, in addition to her art, art classes. She has a domain, but no active website.

In order to drive business to her site, and to sell her art, which is also shown at a local gallery, we are trying to think of the best way to market the art. I don't believe ads in the newspaper get much response. She has no social media presence, which we intend to address, in particular setting up an Instagram profile, which is very visual. We hope this will help drive visitors to the website.

We were considering a direct mail option, with a small amount letters a week going out. I was thinking of targeting attorneys and doctors as individuals with adequate income. Art is not a small ticket item, even a small painting goes for \$150.00 US. We would like to set up a line for her to directly sell her art to individuals.

We don't have a lot of money so have to work on a small budget.

THE QUESTION:

What approach do you think is best for selling art direct to individuals?

My marketing recommendations to this artist:

I would put a big focus on building up an email list of people who enjoy buying art.

And then stay in touch with this email audience at least once a week with interesting ideas and helpful advice.

I mentioned selling art using pull and stay marketing in one of my media columns last year.

Here is a link to that article.

<https://www.stuff.co.nz/business/prosper/advice/300170642/graham-mcgregor-on-is-your-marketing-pull-and-stay-or-push-and-pray>

The article mentions the value of building up an email database.

I would look at specialising in some way with your art.

Perhaps to the market you sell to or the type of art you offer.

You might specialise in Pet Painting for instance.

Or maybe pet painting for medical professionals.

And you paint pets of medical professionals.

Or maybe you specialise in art for health practitioners including doctors.

I would also include an interesting story about each piece of art.

Like when it was painted, why it was painted, what your sister was thinking when she painted it, what was going on in her life and so on.

If you have an interesting story behind a painting you can put up the price a lot and still have people keen to buy it.

Do a Google search on how to sell paintings or how to sell art etc.

You'll come across a lot of interesting resources. Some free and some that cost a bit of money.

Here is an example of a free guide:

<https://thecreativeindependent.com/guides/how-to-sell-your-own-artwork/>

For your postcards you might like to test 250 postcards with 4 different offers.

Perhaps a special report on how to find the ideal artwork for your medical practice.

Then send this postcard with the offer to 250 medical professionals.

Then test another offer to another 250 people.

If you find an offer that works really well and get you a few dozen people who order your lead magnet you can scale that offer and send out maybe 1,000 postcards.

Do things to get media publicity.

Write an article about how to choose good art for a specific market.

Eg art for health and medical professionals.

Send that article to several local media outlets.

I would also think about pricing your paintings a lot higher.

Instead of \$150 make it \$450.

And offer a great customer experience around someone buying this painting.

9: Query from a person selling lawn care and garden maintenance.

I have a lawn and garden business including hedge tree trimming and outdoor maintenance. I'm only new to this industry but keen to learn and grow. Can you please help me out?

My marketing recommendations for this lawn and garden business.

For marketing your lawn care and garden services do some simple things.

Do a leaflet drop around the areas you want to work.

With your existing customers send each one a hand written thank you note after doing a job for them.

I would also get the email address of every customer and then send them a positive email message once a week.

Happy to send you samples of the type of emails you could send.

I would also look at offering an instant clean up service for gardens and outdoor areas as well.

There is big profits in doing things like tidying up messy outdoor areas for clients. And it's much less competitive compared to things like lawnmowing.

Give yourself a catchy nickname Eg the Happy Lawn and Garden Care King'.

I actually wrote a marketing article for the NZ Herald a few years ago that

mentioned your type of business as well..

Here's what the article said...

Let's say you own a lawn mowing or garden services business.

(Or you may want to even start a business in this field.)

Some quick research will show you that there are literally hundreds of 'how to' guides on how to start and run a successful lawn mowing business.

A good example is this website 'Your Lawn and Garden'
<https://www.yourlawnandgarden.com/>

This site was created by Australian lawn mowing expert Gary Faehrmann.

Gerry has over 24 years valuable lawn mowing experience and has shared a huge number of his proven marketing templates in a series of short 'how to guides'. Each guide is less than \$30 and gives proven templates that have already worked in this industry.

(One guide for instance shows you how to set up a successful lawn mowing business in less than 30 days for under \$300.)

I had a chat to Gary on the phone and asked him why he was sharing such valuable info at such a low price.

Gary told me that he is happy to share what he learned in 24 years of lawn mowing as it will help other businesses in that field to do well.

And he makes a bit of money by sharing some helpful ideas as well.

I would definitely get some of Gary's marketing guides.

They are very good and super affordable.

Summary:

In this marketing guide we've covered over 49 clever strategies you can use to grow your sales and get your business well known on a tiny marketing budget.

I recommend you put at least two of these strategies into action each week for the next ten weeks and notice what happens. (I think you'll be pleasantly surprised at the positive results you get from doing this.)

Warm regards

Graham McGregor



Helpful Resource:

If you would like to create higher sales and delighted clients for your business I invite you to subscribe to my daily marketing tips and receive a free digital copy of my 129 page marketing guide 'The Plan B Sales Solution.'

Just go to www.simplemarketinganswers.com to get instant access.

Here are just some of the things you'll see in 'The Plan B Sales Solution' marketing guide as soon as you subscribe...

- -A simple technique to eliminate most of your worries so you are better prepared to take positive actions to grow your business. (Page 7)
- -The clever creative thinking strategy that you can use to solve many of your business challenges with a pen and piece of paper. (Page 16)
- -Why you need a high calorie positive information diet in times of massive change if you want to do well in business. (Page 4)
- -The N.U. strategy to create brand new sales without changing anything about your product or service. (Page 20)
- -The 'milk man strategy' that increased sales by over 500% at a time when most milk man were going broke. And how to use this same strategy to grow your own sales in times of massive change. (Page 59)

- -Four simple actions you can take in less than ten minutes a day to book yourself solid in a service business. (Page 106)
- -The S.N.T. strategy that turns dozens of normal customers into unpaid raving fans for your business. (Page 101)
- -How to use an 'already made' inspirational video to get massive publicity for your business. (Page 118)
- -The C.N. strategy that costs no money and makes your business remembered forever (age 70)
- -And much, much more

You can download your copy of 'The Plan B Sales Solution' by going here...

www.simplemarketinganswers.com

Here's why subscribers find my daily marketing tips so valuable...

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"Hi Graham, many things that you have published in your emails have been helpful but if I have to point to one is "just reaching out to your client base to stay in touch and ask how to help". The fact that I have made it a number one priority to keep up with my current clients and following up with all inquiries into our practice has drastically increased the lifetime value of our small client list and business revenue. I even cast these ideas on to my son that has a budding sales and marketing position in the automotive industry and he is seeing great results. Thanks for your encouragement and words of wisdom."

John E. Walters

"Hi Graham, You speak to me directly, and ask simple questions, almost commanding engagement. I've sent you a number of replies for whatever reason. I always see your emails. I'm not sure I can say that of any other marketer, and I receive literally thousands of emails per day. thanks!"

Dan Hollister

“Hi Graham, You are always loaded with a huge amount of great ideas and advice. The most important advice you give is to take action - EVERY DAY even if it is a little step..... as little steps turn into big steps and this action also gets you into the Planned Routine of taking action towards things that matter in your Business. Thanks for being a sharing, caring, Business Associate and friend from the "land of the great White Cloud.” **Paul Diener.**

“Dear Graham all your nuggets of wisdom are precious. ☺ The one that I have loved the most in the last few months is the Bullet Point one. It's an area that I keep trying to master.” **Vatsala Shukla**

“Hi Graham, Yours is one of the few emails I receive that I look forward to and read consistently. As a fellow marketing trained biz guy, it is truly a pleasure to learn and/or be reminded of your timely insights. I especially like the daily quotes which also is an interest of mine for decades :) Have a great weekend and thanks for all the good you do Graham!” **Gary Nichols**

“Hi Graham, The truth is every ideas or strategies you shared are golden. One of my favorite is creating a repeatable marketing campaign. When you have a repeatable marketing campaign or system in place your funnel is always full with leads. Thanks for sharing your wisdom always.” **Naeem Joseph**

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Here’s a valuable lesson about taking action:

I used to present seminars on goal setting. I noticed that only one thing ever worked if people wanted to achieve consistent results.

And that one thing was taking action every day toward the goals that were important to them. What didn’t work was anything else.

In my goal setting seminars, I observed that a person might write down ten goals they wanted to achieve in a year. Provided they took daily action on these goals, it was very common for a person to achieve 6-8 of these goals. If they didn't take daily action, they might only get 1 or 2 of these goals.

Daily action was the key to great results.

In one goal setting seminar I asked all the people to write down at least 20 exciting goals they would like to achieve for themselves in the next 12 months.

I then encouraged them to pick one goal that really inspired them and write a list of 10 action steps they could use to get closer to achieving that one goal.

I asked everyone to pick one of these action steps and take action on it within the next 24 hours. One of the people in this goal setting seminar was my 75 year old grandmother. (She had paid good money to come to this seminar and I noticed she was writing furiously and taking lots of notes.)

I asked her at the end of the seminar what was the one goal she had picked. She told me that it had always been her dream to drive a car.

For her whole life she had always been driven everywhere by other people as she had never learnt how to drive.

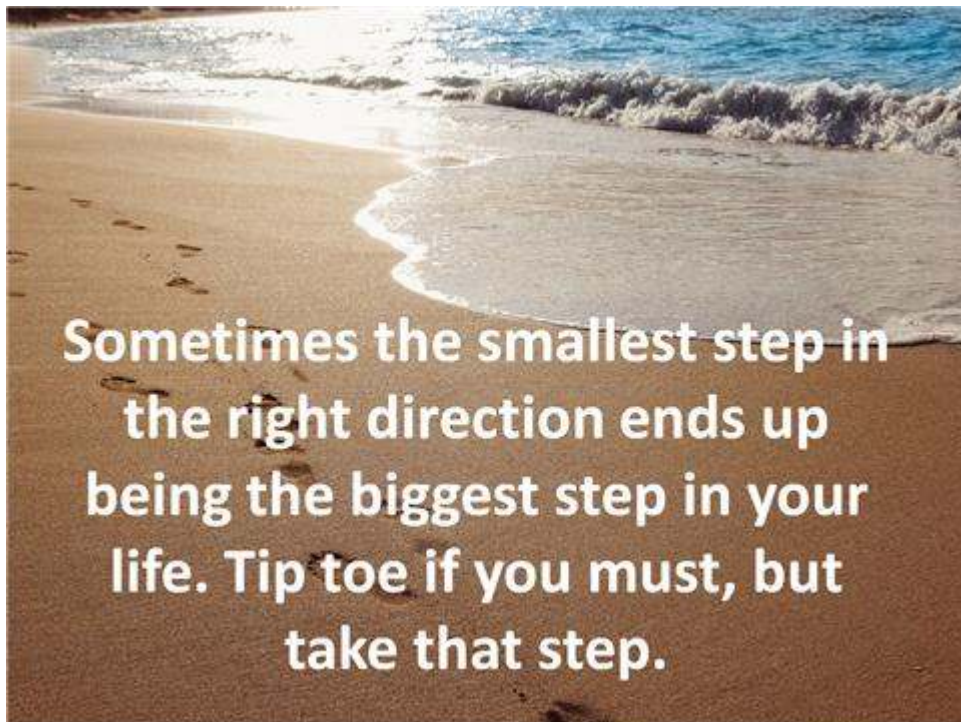
I was a bit surprised by this and asked her what her next action step was going to be. She winked at me and told me I would find out tomorrow.

The next day, she went down to a car dealer and paid cash for a brand new car. (Remember she had never driven a car in her entire life.)

My Grandmother then took 18 months of driving lessons (with some very patient driving instructors) and finally received her driving license.

For the next 12 years she had the time of her life driving her car around the busy city. My grandmother taught me many valuable lessons before she passed away at age 89. The most important lesson was that if there is something you want you must take action.

So here are your action pages to put some of the strategies in this guide into action in your own business...



Action Page Week One:

What two strategies will you put into action in your business in the next week?

Write them down and list the action steps you will take to put them into action:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Week Two:

What two strategies will you put into action in your business in the next week?

Write them down and list the action steps you will take to put them into action:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Week Three:

What two strategies will you put into action in your business in the next week?

Write them down and list the action steps you will take to put them into action:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Week Four:

What two strategies will you put into action in your business in the next week?

Write them down and list the action steps you will take to put them into action:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Week Five:

What two strategies will you put into action in your business in the next week?

Write them down and list the action steps you will take to put them into action:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Name of Strategy:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Let me finish with a great comment on taking action from Mike Litman the author of Conversations with Millionaires...

I dislike going backwards and I'm passionate about progress. One of my strongest beliefs is never go to bed the same person that you were when you woke up.

Learn something, do something, stretch yourself, you must GROW each day.

This is so important. Make DAILY PROGRESS a strong belief you hold.

But here's something that is crystal clear in my life. Do you want to get to the next level in your life and business? Here's how I do it.

You see, there's always a CONSTANT, there's always something that must happen before you can move to the next level.

Every time I do 'this', I move to another level in what I'm pursuing.

Your next level always starts by making a DECISION. Usually, this decision is a bit scary as well. Most people's best friend is indecision and that's why their growth is slow. As slow as turtles walking across Main Street.

You MUST start making more decisions. (Read this again) DECIDE today to start something new, do something that makes you a bit uncomfortable.

You should be doing AT LEAST 1 uncomfortable thing a day in your life or business. Decide to MAKE YOUR MOVE.

Make a decision today and then do this. TAKE THE FIRST STEP.

That's it. Ask yourself this question: What decision have I been putting off that if decided today could move my life and/or business forward?

Remember, you don't have to get it right; you just have to get it going.

By Mike Litman – Conversations with Millionaires