

THE UNFAIR MARKETING SECRETS PLAYBOOK

Clever ways you can outsmart and outsell your competitors without breaking the bank

Volume
One



Graham McGregor

The Unfair Marketing Secrets Playbook Volume One...

Clever ways you can outsmart and outsell
your competitors without breaking the bank

By Graham McGregor

www.simplemarketinganswers.com

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Introduction:

Hello and welcome to 'The Unfair Marketing Secrets Playbook Volume One.'

I turned 61 recently and I've now spent over 43 years actively involved in sales and marketing.

I'm always on the lookout for simple marketing strategies that a business can use to get an unfair competitive advantage and make a lot of easy sales.



And that's the purpose of this marketing guide.

In the next few pages I'll share dozens of simple strategies that you can use to outsmart and outsell your competitors without breaking the bank.

I recommend you read through this guide and select ten strategies that you'd like to use in your own business.

Then put two of these strategies into action each week.

Over a five week period you'll now be doing 10 new things to outsmart and outsell your competitors.

Then select 10 more strategies and repeat the process.

I know that if you just try a few of the simple marketing strategies in this guide that you'll be delighted with the results.

Warm regards

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**SIMPLE MARKETING
ANSWERS**

How to make the next 12 months your best business year...

I had an interesting experience in 2017 when I participated in the Lake Taupo Cycle Challenge <http://cyclechallenge.com/> for the second time.

The Lake Taupo Challenge has been running for over 40 years and is the most popular cycle event in the country.

What made the event interesting is that I rode it for the first time in 2015.

And in my first attempt it took me close to 8 hours to finish the 160km ride. And I was totally exhausted at the end.

My second attempt was this year and I managed to take 2 hours off my first time and I finished in under 6 hours. (Best of all, I felt great at the end.)

Now my times are not that impressive when you consider that the fastest riders complete the 160km ride in well under 4 hours.

However I am still very pleased I managed to do so much better on my second attempt compared to my first time round.

I put my 2 hour time improvement down to four key things I did differently.

1: I trained a lot harder this year than 2 years ago. (I doubled the number of training rides I did and I also put a lot more effort into these rides.)

2: I stopped a lot less time while riding the course.

On my first ride around Lake Taupo I stopped half a dozen times on rest and comfort breaks. (These breaks took around 40 minutes in total.)

On my second ride I stopped three times, however the total break time was only 7 minutes. (That was instantly a saving of over 30 minutes in time.)

3: I rode with a group of other riders and we stayed together for most of the ride.

That allowed us all to take turns drafting behind each other which meant we saved a lot of energy during the ride. (And we could also ride a lot faster as well.)

In my first ride around Lake Taupo I rode with one other person. (That was a lot harder than riding with a group and I was exhausted at the end.)

4: I changed my diet about six months ago and ate a lot healthier. This gave me noticeably more energy on my ride and allowed me to ride faster and harder.

When I think about the New Year starting shortly, I think there are some good lessons from my Lake Taupo Cycle Ride that many of us can use to make the next 12 months our best year in business.

Here are four keys that I think will help...

1: You have to do a lot more marketing

For my Lake Taupo cycle event I trained harder and doubled the number of training rides I did.

For your own business I recommend you double the amount of marketing that you do in the next 12 months.

Now that doesn't mean that you have to spend twice as much money.

What I suggest you do is focus a lot of your extra marketing on two groups of people.

Your existing clients and your key referral sources.

Put a marketing plan together that involves contacting these two groups of people a lot more frequently.

And when you do touch base with these people add real value with each communication.

I call this AVSIT or Add Value Stay In Touch.

AVSIT is a very easy way to stimulate a huge amount of highly profitable repeat and referral sales.

2: Stop doing marketing that does not work that well

In my cycle event I learned how to take shorter rest breaks and that automatically improved my ride time result.

In your business if you stop marketing that is not working that well you'll find that you automatically have more time and resources to put into marketing that works better.

(One way to do this is start measuring the results of all your marketing activities.)

3: Get help from other people

In my cycle event I found that riding with a group of supportive riders was much easier (and also more enjoyable) than riding with just one person.

For your business make sure you join some groups or organisations that will give you helpful support and guidance in improving your business results.

It's a heck of a lot easier than trying to do it all by yourself.

At the very least, consider getting a good business coach or mentor to guide you in what to do to make the next 12 months a lot more successful for you.

4: Feed your mind better ideas.

To improve my cycling I started eating healthier and that gave me more energy.

For your business I recommend you expose your mind to helpful ideas on how to improve your sales and marketing results.

There are hundreds of great courses, books and articles on marketing and sales improvement that you can invest in.

And the more you feed your mind with these helpful ideas (and take action) the better the business results that you will experience.

The good news is that making a few small changes in what you do right now is all you need to make the next 12 months your best year ever.

Take Action:

What are you going to do differently to make the next 12 months your best year in business ever?

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Unfair Marketing Strategy 1:

Focus on solving problems using your existing resources

In 2020 the world changed because of the Covid 19 Pandemic.

And I received a timely message during this time from value pricing expert Jonathan Stark www.jonathanstark.com who said...

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Before the crisis, you were in the business of solving problems for your clients.

During the crisis, you will be in the business of solving problems for your clients.

After the crisis, you will *still* be in the business of solving problems for your clients.

The thing that will change is what problems your clients want you to solve.

Always be looking for new problems to solve.

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The key here is to look for problems you can solve using your existing resources.

Snap Car Rentals is a great example of this.

When NZ was locked down in Level 4 for close to two months over 95% of businesses closed.

Only a small number of essential services like supermarkets, pharmacies, petrol stations and a few others were trading.

One of closed businesses was Snap Rentals which had 1,000 rental cars sitting idle doing nothing and zero income.

They decided to take a chance and use their existing resources to solve a problem.

They approached a small chain of upmarket supermarkets and a grocery wholesaler.

They then set up an online ordering and home delivery service for each business.

And were able to offer a 48 hour delivery service and even a 4 hour delivery service for a small fee.

The problem they solved by doing this was simple:

The two major super market chains in New Zealand had been swamped with online orders while the country was in lock down.

And couldn't handle the huge demand.

Well enter Snap Deliveries and you can now have a guaranteed delivery of groceries in as little as 4 hours. Problem solved!

Snap is now an online grocery delivery company and they are flat out.

Snap are still solving problems for their customers.

And they are still using their existing resources like their cars, their staff and their online booking system to solve these problems.

What has changed is the type of problems they are now solving and the type of customers they are solving problems for.

Take Action:

Look at your own business. What problems can you help people to solve using your existing resources?

Unfair Marketing Strategy 2:

Look for the opportunities when massive change happens

After 43 years in business I've discovered that if you look for something you will always find it.

So if you look for all the problems and difficulties that massive change will bring your business then you will find lots of problems and difficulties.

However if you look for all the opportunities that massive change could bring to your business you will find these opportunities as well.

It all depends what you look for

Here's a great example of looking for opportunities when change happens:

The staff at the Ronttosrouva bakery in Helsinki, Finland found all their orders cancelled in March 2020 because of the Corona Virus pandemic.

The owners were wondering what would happen to their business and the seven staff they employed. The future looked grim.

At the same time on TV you could see queues of people in Finland (and lots of other countries) panic buying things from their local supermarket.

And one of the things that people began panic buying was toilet paper.

This sparked the idea of a cake that looked like a toilet roll.

The staff at the bakery thought they could make a cake that was bigger than a roll of toilet paper yet would be delicious to eat.

(They thought a cake like this might bring a smile to some of their customers.)

The cake they created was made of oat batter, passion fruit mousse and covered with white fondant. And looked like a large roll of toilet paper.



They put out five of these toilet paper cakes and they sold within the first hour.

Then something unexpected happened.

People who bought the cakes began posting pictures of them to Instagram, Facebook and they told all their friends about these cakes as well.

Suddenly the toilet paper cakes (and the bakery) became famous.

The bakery now has hundreds of orders for these cakes and they have become so busy they have hired two new staff members to keep up with the demand.

The cake made people laugh and was a nice antidote to all the worry and fear around the coronavirus pandemic.

It was timely and bakeries around the world are now copying the idea.

And even turning it into cakes with messages for birthdays and so on.

There is a great 3 minute video on the Finland Bakery story at this link

<https://www.youtube.com/watch?v=yanjjTALCw>

All the bakery did was notice an interesting opportunity in times of massive change and they took action on it.

Take Action:

What opportunities can you take advantage of in times of massive change?

Strategy 3: Take fast action

I mentioned Jonathan Stark in Unfair Marketing Strategy 1:

In a follow email a few weeks later Jonathan discussed how he persuaded his personal trainer to use Zoom and give him a virtual personal training work out.

Because of lock down restrictions Jonathan couldn't go to the gym so he figured that a training session on Zoom was better than no training session at all.

Jonathan was the first client that his personal trainer did a virtual training session for.

On his second virtual training session (only 4 days later) Jonathan asked his trainer how many of these video training sessions he was now doing.

30 his personal trainer told him.

In fact there were only 5 clients that he was not doing virtual training with.

Jonathan was amazed at how fast his personal trainer changed his business model in only 4 days.

Now here's the interesting thing.

The trainer is charging the same price for each virtual training session as he was for the live face to face training sessions.

In other words his income is not too different from what it was before.

And he's told the other personal trainers at the gym that this is what they could be doing as well.

However the other personal trainers are finding it very difficult to make this change.

They are uncomfortable with the video technology and the fact that the clients they are training no longer have access to all the fitness equipment at the gym.

However the longer they wait to make changes the more money they could be losing. And many of these trainers could see their income drop to zero if clients are unable to visit them personally.

Jonathan's trainer made the comment that doing training sessions remotely seems to be the 'new normal' and that things may not go back to the old way of doing for a long time. (If ever.)

Jonathan said in his email that the 'new normal' for many of us could be quite different to what we were doing before.

And he noted that the best time to make these changes is right now.

Take Action:

What actions can you take right now to grow your sales?

Unfair Marketing Strategy 4: Make people feel good

It looks like the economy is going to be challenging for many businesses for quite some time.

Which is why it's critical to create loyal customers who spend money regularly and recommend your business to many of the people they know.

Loyal customers will keep many businesses going in challenging times.

So how do you create loyal customers?

One strategy you might like to try is doing things that make people 'feel good' when they interact with your business.

Here are four examples to get you thinking:

Example 1: The positive words when buying something

I purchased a duvet for my bed from a shop that sold bedroom furniture and linen.

As I paid for it the sales lady who served me stopped and carefully passed me the duvet. "This is one of the most popular duvet's we sell" she said. "You will sleep like a baby with it. Thank you for your business".

This made a big impression on me as I was told I had made a good purchase and thanked for my business.

I felt great about my purchase and valued as a customer.

Example 2: The unexpected gift after buying something

I bought a new car from a car dealership many years ago.

Three weeks after my purchase I got a letter in the mail and a free double movie pass. The letter thanked me for my business and told me that they were giving me this double movie pass to say 'thank you'.

I was amazed at this unexpected gift.

I told hundreds of business people about my delightful experience and over the next five years purchased two more cars from this firm.

Example 3: The unexpected free gift at point of sale

I was in Gates Eyewear <https://www.gateseyewear.co.nz/> in Newmarket a while back to get some extra lens for a pair of cycling sunglasses.

I found what I was looking for and handed over my money.

The owner Jeremy Wong was serving me and said 'Graham you are a valued customer so there is no charge for these extra lens'.

I felt very special because these lenses had a retail value of \$100 and I was given them at no charge.

Example 4: The unexpected offer of help

In March 2012, I had a major accident on my bicycle after coming off at high speed down a hill.

I broke a number of bones including 4 ribs, my collar bone, my shoulder blade and others. And I was off work for a number of weeks while I mended.

(Luckily I made a full recovery with no long term injuries.)

Before my cycling accident I had the opportunity to meet with Paul Vujnovich the owner of Harvey's Real Estate, Te Atatu Peninsula, Auckland.

<https://harveys.co.nz/offices/te-atatu/>

Paul runs one of the most successful residential real estate businesses in the country.

When he heard about my cycling accident he phoned me and said 'Graham what can I do to help you?'

Can I drive you anywhere, pick up anything for you? What do you need help with?'

I was shocked at this because I knew how busy Paul was and I was not

someone he had known for a long time.

Despite this he went out of his way to be nice to me.
(Which made me feel valued and special.)

I am convinced that this attitude of looking for ways to help people and be kind to them is a key factor in the amazing success of Paul's real estate business.

The common denominator in all these examples is that I felt good when interacting with each business.

And as a result of feeling good in each interaction I've remembered each business positively for a long time afterwards.

(And recommended them to many of the people I know as well.)

Making people feel good is a simple way to create loyal customers for many businesses.

And is well worth trying in your business as well.

Take Action:

How will you make your customers and clients feel good this week?

Unfair Marketing Strategy 5:

Actively look for solutions to your sales problems

Here in Auckland, New Zealand we have a major challenge with our water supply. We get a lot of water from a number of dams around the city and we have had the driest six months on record.

As a result the Auckland City Council recently bought in water restrictions. So we can't use water our gardens with a hose, wash our cars, use a water blaster and so.

These water restrictions have affected a number of businesses as well. Car washing businesses are now closed and businesses that use water blasters are not allowed to operate either unless they are using recycled

water. These restrictions got me thinking about a business I know that is the largest house washing business in the city.

The home and building wash company www.housewash.co.nz

I wondered what they were going to do if they couldn't use water to clean homes because of the water restrictions.

Well I shouldn't have worried about this business.

I got an email from them shortly after the water restrictions started saying that they now offered 'Guilt Free House Washing'.

They have leased their own fleet of water tankers and these tankers use bore water and not precious dam water.

They will bring a water tanker to your home when they wash it.

And they will also put out signs on the side of the road that tell your neighbours that they are using bore water and not precious dam water when cleaning your home.

I love what this business has done to solve their problem.

Sure it cost a lot of money to get water tankers for their business.

However the alternative was to have no business at all.

It reminded me that there is always a solution to your sales and marketing challenges.

You just have to look for them.

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 quickly 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.

Helpful Resource:

I recorded a short audio programme a few years ago called Million Dollar Answers. In this programme I explain a simple creative thinking strategy that any business can use to solve their biggest sales challenges.

One business used this simple creative thinking strategy to come up with \$54,000 of new sales in less than 10 days.

You can download my Million Dollar Answers Audio programme at no charge from this page of my website. www.simplemarketinganswers.com/think

It's my gift to all you and there is no registration required.

Take Action:

Look this week for solutions to your sales problems. If you look for solutions I guarantee you will find them!

Unfair Marketing Strategy 6:

Have a memorable name or nick name for your business:

In a crowded market the first thing you want to do is get noticed by potential customers and stand out from all your competitors.

And that's where a catchy name or nick name is a great starting point.

Daniel Feiman is the managing director of a business consulting firm that used to be called Diversified Solutions & Finance.

Daniel changed his business name to Build It Backwards and the results were immediate.

His name recognition shot through the roof; and suddenly, conversations were about what his business did and how they did it.

Business opportunities increased dramatically. People on airplanes ask Daniel what his shirt means as it had his company logo and website address on it.

Here's another examples of a catchy business name:

A business sign in a small town caught my eye recently.

The sign read:

Short Back & Sides

We solve all your tree problems

The sign was promoting an aborist and the memorable name and slogan made me both notice and remember them.

Now you can still keep your original business name if you want to.

Then just add a memorable nick name or slogan so you get remembered.

Here's a good example:

Imagine you are a plumber and you call yourself XYZ Plumbing.

You could easily add a memorable nick name to this so you get noticed

So you become XYX Plumbing-the punctual plumbers

Now suddenly you are the 'Punctual Plumbers' which instantly differentiates you from all your plumbing competitors.

Here's another great example of adding a nick name to your business to instantly differentiate it and quickly increase sales.

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 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 love 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.

Action Exercise:

Look at your own business name or nickname.

Does it reflect what you do? Is it catchy?

Does it make people ask you ...anything to engage in a meaningful conversation?

Conversations lead to possibilities which lead to prospects which lead to business opportunities.

Unfair Marketing Strategy 7:

Make your business famous

One of the best ways to get your business noticed in a crowded market place is to make your business 'famous' in some way.

Here are four examples to get you thinking:

Example 1: The Master of Fine Wood Work

(This business got well known for doing one thing really well.)

I heard about this business from my marketing colleague in the States Christine Clifford. www.christineclifford.com

Christine's brother is a carpenter in Montana.

A few years ago when the economy was booming, he was busy working on multimillion dollar houses.

When the housing market in the United States came to a screeching halt, so did his building work.

The builders that had been contracting him to come in and work on these homes stopped calling.

Christine went to visit her brother and they drove around his community looking at these houses that he had helped to work on.

Christine quickly realised that her brother was lovingly pointing out the woodwork that he had done on these homes: shutters, decks, stair rails etc.

Then he was talking about how on the inside of each home, his speciality was hardwood floors and internal pieces of fine woodwork.

So she said to him, "You know, Greg, what you really are, is you are a master of fine woodwork. You've been positioning yourself out there as a carpenter, and they are a dime a dozen. So let's go home and create a simple one page flyer for you that just says, 'Greg, Master of fine woodwork' and see what happens.'

Well, you can guess what happened.

People started calling up her brother to come and do the woodwork in their home.

And since he is also a carpenter they would ask him, "By the way, now that you are in my house, I've got these doors that are broken, and the deck needs to be fixed. Can you help?"

Of course he was able to do all that work, but he was putting his resources- his time, his money, and his people-into getting the message out there that he was a 'master of fine woodwork.'

What happened to Christine's brother is his business became so successful; he had to hire people to work for him!

He became famous as a Master of Fine Wood Work.

Example 2: The Instant Face Book Page to Website Service

(This business offers an unusual service.)

There is an excellent website and digital marketing firm in Blenheim, New Zealand called iBeFound Digital Marketing. www.iBeFound.nz

They have a service I've never heard of before that turns a Facebook Business Page into an Instant Website for a business.

There are a surprising number of businesses around the world that don't have a website for their business but they do have a Facebook Business Page.

iBeFound have come up with a simple service that converts a business Facebook page into an instant website and they give businesses a 14 day no cost trial to see what they think about the service.

You can see more details at this link <https://pagextender.nz/>

Example 3: The world's most expensive strawberries

I watched a short 4 minute YouTube video recently about a strawberry grower in Japan who charges three hundred and fifty pounds (50,000 Yen) for one single strawberry.

And does a brisk trade at these eye watering prices.

You can watch the video at this link

<https://www.youtube.com/watch?v=JzSwiURQ2t8>

This grower is famous not only for selling the most expensive strawberries in the world but also for growing the best strawberries in the world as well.

Example 4: The Doctor who makes house calls

(This business does something quite unexpected.)

There is a doctor in Brooklyn, New York.

Guess what he is doing in his medical practice to be famous?

He's now making house calls. (No doctors make house calls these days.)

This doctor does it through the internet.

Using Skype he puts himself in your house to talk to you and treat you.

He does one office visit to get all your background information but he keeps up with his clients regularly either by walking around Brooklyn and visiting them or doing it through emails and Skype.

And he's doing amazingly well.

Take Action:

What will you do this month to make your own business famous?

Unfair Marketing Strategy 8:

Take Imperfect Action with your marketing

Imperfect Action is when you do something that is not 100% perfect.

Here's a good example:

Many years ago I worked out with a personal trainer called Frank.

Frank was a big fan of short workouts using weights. I met with Frank twice a week and each work out took around 15 minutes.

In six weeks I looked a lot more toned and I felt great.

Frank then asked me for some advice on how to get more personal training clients.

The clients he had (like me) really liked the results he helped them achieve.

Frank's problem was that he only had a small number of clients.

I gave Frank four simple marketing strategies to take action on.

And to my surprise he took 'imperfect action' on all of these strategies.

The first strategy I gave Frank was how to create a lead magnet so potential clients would contact him and ask for a consultation about his services.

I suggested to Frank that he should write a two page tip sheet called 7 Secrets to a Great Looking Body.

In this tip sheet I explained he should write out 7 tips on how to have a great looking body.

One tip was to use a personal trainer (like him) to keep a person motivated and on track to reach their physical goals.

Another tip was how to avoid injuries when training.

Each tip had a couple of paragraphs of useful ideas and was very easy for Frank to write. His tip sheet was written in Word and looked very rough.

It contained a few grammar errors and even had a few spelling mistakes as well.

We added a couple of testimonials from happy clients to this tip sheet and it was ready to use.

Frank used a friend's photocopier and made 1,000 copies of his two page tip sheet.

He then spent a couple of weekends with his teenage son delivering these tip sheets to the letter boxes of expensive homes close to the gym that he worked at as a personal trainer.

Over the next few weeks dozens of people phoned Frank and told him they had enjoyed reading his tip sheet on the 7 secrets to a great looking body.

Each person told Frank that they wanted to get in better shape physically so he invited them to meet with him to discuss how he could be of help.

The end result was a ton of new clients who worked out regularly with Frank and achieved great results from doing this.

What I liked about what Frank did was that it was Imperfect Action.

He took a rough looking tip sheet and actually got it in the hands of potential clients.

He didn't worry about the very basic looking nature of his tip sheet.

He just took action with it.

I then suggested to Frank that he ask some key referral sources if they would mind giving this two page tip sheet to their own clients.

These key referral sources (like chiropractors, physiotherapists and health food stores) were happy to hand out Franks tip sheet to many of their own clients.

And a number of these people phoned Frank and became new clients for him.

Over the next 18 months Frank took imperfect action on all of the marketing strategies I shared with him and was soon earning close to \$200,000 a year.

A year later Frank was doing even better so he bought the gym he was working in.

The lesson I take away from Frank is that as long as you take regular imperfect action you will make some good progress toward your marketing goals.

Here's another example of Imperfect Action in your marketing

Many years ago I wrote a booklet called:

'The 7 biggest mistakes that salespeople make and how to stop them losing you sales every week.'

(I was well qualified to write this booklet because I had personally made all 7 of these sales mistakes many, many times.)

My booklet was very basic.

It was printed in black and white and had a photocopied cardboard cover that I folded over and stapled together myself.

I mailed this short guide to 50 sales managers as a free gift. (Some were clients and others were people I had met but had not yet bought from me.)

Twelve months later I had a phone call from the training manager of one of the major banks here in New Zealand.

The training manager told me she had read my 7 sales mistakes booklet and liked my ideas.

She explained she was looking for sales training material for the bank and wondered if she could meet with me to see what I had.

A week later I showed the training manager and her colleague the various sales training programmes that I had for sale.

She looked through all the sales training material I had and said 'We would like to take all of these programmes, do you take Visa?'

I was happy to oblige and within a few minutes we had concluded a large sale.

I then asked the training manager 'how did you get my 7 mistakes booklet?' as I knew I had never given it to the bank she worked for.

And this bank had never been a client.

She told me that they had found my 7 mistakes booklet in the desk drawer of a bank employee who had since left the bank.

And they had no idea how it got there in the first place.

Now when I think back to this booklet I am actually embarrassed at how poorly presented it was.

However I used it because in my mind it was 'good enough' to start doing something with.

The reason I mention this booklet is that many people think their marketing has to be 'perfect' in every way before they use it.

So I have met business people who have spent many months producing something like the 'perfect' promotional brochure for instance.

It has to have the perfect look and image and words etc.

And only then will they consider using it.

I think this is a big mistake because in marketing I've learned that some of the things you try will work and many will not.

So I would rather try 10 different marketing strategies in a month that are 'good enough'.

And then discover which ones work well and which ones don't.

(Instead of spending a month making one marketing strategy 'perfect' and then finding out it only gets average or even poor results when I actually get to use it.)

And that's my advice to you today.

Don't worry about your marketing being 'perfect' before you use it.

Just get into imperfect action this week and try something.

I guarantee if you take enough action and try a few different marketing strategies you'll get some good results.

And many times 'good enough' is all you need to get started.

Action Step:

What 'Imperfect Action' will you take with your marketing activities this week?

Unfair Marketing Strategy 9:

Use a Business Success Checklist once a week:

My good friend Andrew Griffiths www.andrewgriffiths.com is a goldmine of useful information on business success.

He's written 12 best-selling books on small business which have been read in over 50 countries.

A tool that Andrew has used for many years is a simple "success" checklist that he uses once a week, normally on a Friday morning as he reviews the week that was.

By asking himself 10 very specific questions, he gets a snap shot of his business on a particular day.

Andrew gives himself a score out of ten for each of the questions, so he can get an on-going evaluation on how his business is travelling and most importantly what actions he needs to take.

Here are the questions Andrew asks every week:

Q1 - Am I focused on where my business is heading?

Andrew notices that most entrepreneurs are easily distracted to run after the newest opportunity or idea that happens to flutter by.

So be focused on your core business and stay focused.

Q2 - How have I made my business better this week than it was last week?

It might be better organised, it might be a new coat of paint, it might be a new marketing campaign, a website update or a new relationship who can refer customers to you.

Q3 - Am I on top of money that I am owed?

Andrew sees more businesses go broke because they don't control their receivables than just about any other reason.

One of the best ways to monitor this is to watch your average length of receivables.

Act on slow paying customers quickly, but nicely, and draw a line in the sand on when you will get them off from getting more of your time or your products.

Q4 - How have I marketed my business in the last week?

Successful businesses never stop marketing. When times are good they market, when times are tough they market even more.

Q5 - What were my sales last week (and am I charging enough)?

From Andrew's experience many businesses simply don't charge enough. This is generally due to their state of mind around self-worth.

One way to benchmark your charge out rates is by how many job you win. If you get every job you quote on, you are too cheap. If you get less than a third, you are probably too expensive.

Andrew likes to sit somewhere in the middle, around the sixty percent mark, he knows then that his charges are about right.

Q6 - Did I get word of mouth referrals in the last week?

If you are not getting referrals there could be a problem.

Q7 - Have I spent time researching trends within my industry?

Andrew spends at least an hour a day researching online to see what people are doing in the entrepreneurial space.

It is the best hour of his day and it has huge returns.

Q8 - How did I invest in my team and myself?

To put it simply, if you're not growing, you're dying.

Andrew notes that successful entrepreneurs always invest in growing their own skills and knowledge and they do the same with their staff.

Q9 - How have I contributed to my community?

Now more than ever, businesses are under scrutiny to show that they play an

active role in the communities where they operate.

This means stepping up and giving time and money (if you can) for good causes.

Q10 - Am I taking care of myself?

There's no two ways about it, being a workaholic may bring short-term success, but it is not sustainable or enjoyable.

We need to have a very clear life outside of our business, one where we do the things we really enjoy doing and that recharge our batteries.

We also need to make sure we are eating well, exercising, and spending time with family and friends and enjoying the rewards of having our own business.

Increase your chances of success by asking better questions, more often, and you might just be surprised at the results you get.

Action Exercise:

Try asking some of Andrew's questions in your own business.

Unfair Marketing Strategy 10:

Use valuable no cost marketing resources:

The good news is that there are literally thousands of valuable marketing resources you can use that are available at no charge apart from a small investment of your time.

Here are six of these valuable, no cost marketing resources to get you started...

Resource 1: 'Marketing Bullets' by Gary Bencivenga

<https://marketingbullets.com/archive/>

Gary Bencivenga was widely regarded as one of the best copy writers in the world. He retired a while ago and left behind a real treasure trove of useful information. Its 29 marketing lessons called "Marketing Bullets" that contain

some of the best sales and marketing ideas I've ever seen.

Resource Two: The Value Pricing Boot Camp

Jonathan Stark is an expert on value pricing and has a terrific six day email course to teach you how to make more money without working more hours.

You can get it here www.jonathanstark.com

Jonathan also sends out valuable daily emails on marketing that I find are worth their weight in gold. (And these are all shared at no charge.)

Resource Three: The Five Day Lead Generation Challenge

Tom Poland is one of the best people in the world at helping service businesses create new leads to talk to.

(His lead generation systems are not suitable if you sell physical products.)

Tom has a wonderful resource that helps you create five new high quality leads and one new fee paying client with only five hours of work over five days.

The five hour lead generation challenge is with Tom's compliments and you can participate here www.fivehourchallenge.com

Resource Four: Instant Sales Training Knowledge Bite

<https://instantsalestraining.com/>

Chris Lytle is an expert on sales training and has created over a hundred short knowledge bites to help your sales team (and you) to improve sale results.

He is also the author of my favourite sales book called The Accidental Salesperson.

If you go to his site you'll get a terrific sales training session that shows you how to talk about the 'way' you sell before you talk about 'what' you sell.

This instantly differentiates your business from all your competitors.

Just enter your name and email address for this free session. It's only 3 minutes long and is guaranteed to increase your sales as soon as you use it.

Chris has also collected some of the best sales training and marketing videos in the world and put them all on one page of his site.

You can watch them all at no charge by going here <https://instantsalestraining.com/extra-credit-videos/>.

Resource Five: Four terrific Marketing Guides from Bob Bly
www.bly.com/reports

Bob Bly has created hundreds of helpful books and resources on copy writing, internet marketing and direct marketing. When you subscribe to Bob's no cost Direct Response Newsletter you get four special reports at no charge.

These special reports are excellent and include the following titles...

Special Report #1: Entrepreneurial Retirement: How To Make \$100,000 A Year Selling Simple Information Online In Your Spare Time

Special Report #2: Secrets of Successful Business-to-Business Marketing

Special Report #3: How to Double Your Response Rates at Half the Cost

Special Report #4: Online Marketing That Works

Bob also shares some very helpful messages every week that can help you improve your marketing results and all at no charge.

Resource Six: The Plan B Sales Solution (by me! 😊)

This 129 page marketing guide explains over 49 strategies you can use to grow your business in times of massive change.

It's now been downloaded by business owners in 24 countries.

You can get your copy at no charge by registering your name and email address here www.simplemarketinganswers.com

Take Action:

I invite you to take advantage of some of these valuable no cost marketing resources and use them in your own business.

Unfair Marketing Strategy 11:

Turn a 'No' into a 'Yes'

One of my favourite marketing books is called WOMBAT Selling by creative thinking expert Dr Michael Hewitt Gleeson.

One of the reasons that I really like WOMBAT Selling is a concept in the book that Michael calls CVS to BVS. This is an easy way to turn a 'no' into a 'yes'.

Let me explain...

CVS stands for the **C**urrent **V**iew of the **S**ituation.

This is the way a person views something at a certain point in time.

Here's an important point.

People will usually tend to act consistent with their current view of the situation.

Example: Over 30 years ago I did very well in a sales contest and won a brand new computer with all the trimmings.

However, there was a problem.

My CVS, or current view of the situation, about computers was that they were handy if you wanted to write an occasional letter. (And that was all they were useful for.)

I had this CVS for about three years and my actions were always consistent with this viewpoint. I had no interest in computers and took no notice of anything to do with them. (I think I used my computer to write four letters in three years.)

Key Point: The only way you can get a person to change their actions is to show them a BVS.

BVS stands for a **B**etter **V**iew of the **S**ituation.

This happened with me and my computer. I read a very interesting book on technology called *Technotrends* by Daniel Burrus. The book explained in detail the effect of technology on our lives. It said that not being able to use a computer in business was like not being able to use a telephone.

Once I read that book, my CVS changed.

I saw that to succeed in today's business environment I had to master computers. If I didn't, I would be left behind.

My BVS (better view of the situation) was that computers were indispensable; they had hundreds of helpful uses, they could save me time and make me a lot of money!

Once I had a BVS, guess what changed?

That's right. My actions!

Suddenly I was interested in anything to do with computers. I bought computer manuals and software. I invested in tuition. I began reading everything I could get my hands on about computers. I upgraded my existing computer and bought a new one.

All these actions were consistent with my new BVS.

Changing a viewpoint from CVS to BVS has tremendous relevance in all selling.

Right now, many of your customers or prospects have a CVS about your product or service that is not particularly helpful to them buying it.

And as long as they have this viewpoint, they will never be receptive to investing in it. (In my computer example, I would never have bought a new computer if my CVS had not been changed by a BVS.)

So, we need to give our clients a BVS that makes it easy for them to say 'yes' to what we are offering. And when we come up with the right BVS for our clients, then making sales suddenly becomes a lot easier.

Here's another example of CVS to BVS:

There are still a large number of small businesses that, in 2020, still don't have a website.

However, many have a Facebook Page with some info about their business. Some regularly update their Facebook Business Page by adding new posts and photos.

The CVS many of these business owners have is that getting a business website takes a lot of time, costs a lot of money and is difficult to maintain. As long as they have this CVS, they won't do anything about having a website created for their business.

And they will continue to miss out on the potential benefits of increased exposure and revenue growth that having their own website can bring.

These business owners need a BVS.

Now, it is true that a custom website can take a lot of time, can cost a lot of money and may not be as easy to maintain as a Facebook Page.

But not every business needs a custom website.

Many sole traders, independent sales agents and micro-businesses don't need an expensive custom website.

A simple, template-based website which can be easily personalised would be a much better fit for these small business owners.

Template websites provided by Wix, Weebly and Squarespace are less costly and easier to maintain than a custom website, but they still take some time getting set up.

I was surprised and delighted to learn that there is an even better option.

A New Zealand business called iBeFound Digital Marketing has an interesting service called PageXtender <https://pagextender.nz/> which converts a business' Facebook Page into a fully functioning, easy-to-maintain website in minutes for a fraction of what you would invest in a custom website.

This is the fastest and easiest way to build and maintain a local business website that I have ever come across.

Plus, you get double the marketing impact for half the time and effort since

every time you update your Facebook Page your synced website gets updated as well. All iBeFound needs to do is help these business owners see this new BVS and some of them will happily sign up to extend their Facebook Page with a synced website.

For more details about this Facebook Page to Instant Website Service, start with this comparative article: [Facebook Page vs. Business Website.](#)

<https://pagextender.nz/facebook-website-design/facebook-page-vs-business-website/>

Take Action:

Now it's your turn to apply this clever strategy of turning a 'no' into a 'yes' so that you can sell a lot more of your products and services.

1: What is the CVS that many of your potential clients have about your product or service?

2: What is a BVS that would make it logical behaviour for them to want to invest in your product or service?

3: Explain this BVS to a number of your potential clients this week.

Unfair Marketing Strategy 12:

Use simple stories and examples to grow your sales fast:

Here's an easy way to increase your sales when talking to potential clients for your products and services.

Use 2-3 simple and easy to understand stories or examples when you are explaining how you might be able to help potential clients.

Here's a good example of keeping things simple:

I was chatting with Jamie Tulloch the managing director of E3 Business Accountants <https://www.e3accountants.co.nz/>

We were discussing the question

"How do you know if you have a successful business?"

Here are two possible answers to this question Jamie told me.

The first answer is "Your business is successful if it has a Return on Equity of 25% or more."

The second answer is "Your business is successful if it is worth 3-4 times the value of your home."

Now the first answer contains jargon (Return on Equity) and is not easy to understand.

But the second answer is really simple and easy to understand.

Most of us know roughly what our home is worth so if our business is worth 3-4 times the value of our home we know we have a successful business.

In your own business you want to use stories and examples that are memorable and simple and easy to understand.

How do you find these simple stories and examples?

A great starting point is to interview one of your best clients on the phone for 2-3 minutes.

-Ask them what benefits they have enjoyed by using your products or services

-Ask them why they would recommend your products or services to other people.

Then write up what your client tells you and email these comments to them.

Ask them if you can use this feedback when talking with potential new clients.

(What you've done here is collect some great testimonials from this client.)

Then use some of the examples and stories they told you when you are talking with potential new clients.

I collected a number of testimonials for a business coach in Sydney a while ago and here's a tiny part of what one of his clients told me...

“I treat using the services of Mark as like having another Managing Director for our business who has great ideas to improve and make our business a lot better. And we get this for a lot less money than going out and hiring an extra Managing Director.”

Isn't that easy to understand?

Using Mark as a business coach is like having another Managing Director for my business at a fraction of the cost of hiring a Managing Director.

In the 5 testimonials I collected for Mark there were around 19 great examples and stories that he can now use when talking with potential new coaching clients.

So if you collect 3-5 testimonials from some of your best clients you'll end with a number of simple stories and examples that you can use to make your sales and marketing more effective.

Here's another example of making things simple.

I was interviewing a fascinating Ecommerce consultant called Ross Lasley www.TheInterneteducator.com

Ross specialises in Shopping carts and e-commerce and has generated over 100 million dollars in sales for his clients.

Ross told me he does two main things for his clients.

1: He fixes Ecommerce Sites if they are Broken

Or

2: He goes shopping with his clients for a new Ecommerce site for their business.

Isn't that simple and easy to understand?

By the way, Ross earns \$10,000 to \$50,000 a month for each client he works with. (And he works with multiple clients.)

Make things simple whenever you can.

Look for simple and easy to understand stories and examples that you can use

in your marketing.

Simple sells!

Take Action:

What simple stories and examples can you use in your business to boost your sales this month?

Unfair Marketing Strategy 13

Use an Info Magnet to attract ideal new clients

If you want to attract ideal new clients for your business you might like to try an info magnet.

An info magnet is something that contains useful information that will help a potential client for your business to solve a big problem or reach an important goal.

Here are two examples:

Example 1: Paul Brown is the owner of an employment law consultancy called PB Employment Law. www.pblaw.nz

Paul has a short booklet called The Employment Law Survival Guide.

In his booklet Paul explains six critical keys that every employer needs to know to save themselves from making expensive, frustrating and time wasting employment law mistakes.

These keys include

-The number one thing you should first with any employment legal problem.
(Miss this one critical key and it could easily cost you thousands of dollars and a huge amount of stress and wasted time.)

- The shocking news about dismissing staff and how easy it is to get the key steps wrong.
- The correct way to run a disciplinary meeting. (Including the steps you must take before, during and after the disciplinary meeting.)
- The smartest and least expensive way to settle a Personal Grievance Claim against your business.
- The surprising reasons it pays to go to mediation fast if you can't settle a Personal Grievance. (Best of all you can get this mediation at no cost.)
- A little known negotiating strategy that works like magic to get Personal Grievances settled quickly

And much more

Paul offers The Employment Law Survival Guide at no charge from his website. <https://www.pblaw.nz/employer-3>

By offering this free booklet with lots of useful tips on solving employment law problems Paul does two things.

First he positions himself as an expert on solving employment law problems.

Secondly, every person that downloads this booklet is now someone who is potentially a client for Paul's services.

All Paul now has to do is stay in touch in a low key added value with everyone who downloads his booklet and some of these people will turn into paying clients.

Example 2:

Wayne Kevey is the owner of NZ Line Markers www.nzlinemarkers.co.nz

NZ Line Markers are specialists in lines and markings for car parks, sports courts, factories and warehouses, schools, storage facilities, commercial properties, body corporates and anywhere that needs crisp, clean parking lines to create a good impression.

Wayne has a short booklet called First Impressions Matter- Five important keys to make your commercial property look instantly more attractive so you improve your cash flow, increase sales, attract far better tenants; and save yourself a small fortune in costly repairs and potential fines.

Wayne offers this booklet at no charge from his website.

Wayne knows that how attractive and well-presented your commercial property looks will be a key factor in the amount of people using this property, the foot traffic it gets, the quality of the tenants who rent it and even the amount of revenue it generates.

So in his booklet he gives lots of useful tips on how to make a commercial property look great without spending a fortune in money.

A good example is the car park you have for your business.

When a customer looks at your car park they mentally ask themselves questions:

Is it easy to park my vehicle in this car park? Does the car park feel 'safe' to park in? Is this car park pedestrian friendly? Is it obvious in a car park where 'not' to park?

And if the answer to some of these mental questions is 'no' a number of people will actually turn around and go to a competitors business.

Wayne then gives some quick tips (complete with before and after photos) on what can be done to make a car park look far more attractive and easy to use.

Wayne's booklet is jam packed with useful tips on making the outside of a commercial property look good fast.

And often for a surprisingly low cost.

By offering this free booklet Wayne positions himself as an expert on making the outside of commercial properties look good.

And he attracts new prospects for the various services he offers.

The info magnet that both Paul and Wayne are using is a short booklet.

However your info magnet can take many formats.

It can be a booklet, a video, DVD, CD, webinar, seminar etc.

The key is your info magnet has to contain useful ideas that a potential client for the products and services that you sell would be eager to have access to.

And the ideas should preferably be so valuable that many people will be keen to mention your info magnet to other people they know.

Here are the types of ideas you may want to include in your info magnet:

- Answers to the most commonly asked questions about using your product or service.
- Details on the biggest mistakes that people make when buying your type of product or service and how to avoid making them.

- 3-5 Helpful ideas (explained in detail) that would be of great value to anyone who was considering buying your type of product or service

Once you have some useful ideas, put them into an easy to use format like a booklet etc and start offering this info magnet to potential clients.

Important Point:

Even though your info magnet is being offered for free you will still need to sell potential clients on the value of ordering it.

To do this, mention all the benefits that a person will enjoy (or the problems they will solve) by reading your booklet, watching your video, booking on your webinar and so on.

Here's a good example of selling the benefits of an info magnet.

On my own website www.simplemarketinganswers.com I offer a free 129page marketing guide called 'The Plan B Sales Solution.'

On my website home page I give some of the things a business owner will learn by reading my free guide. These include...

- 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)

-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)

-The C.N. strategy that costs no money and makes your business remembered forever (page 70)

-And much more.

As you can see these benefits sell the free marketing guide and make it more likely that someone will then order it.

Make sure you list some benefits around ordering your own info magnet as well.

An info magnet is a great tool that you can use to get potential clients for your business to put up their hands and say 'yes' I'm interested in what you sell.

I highly recommended you create an info magnet for your own business. It will position you as an expert in your field and will make it very easy to attract a good number of new prospects every month.

Take Action:

1: Write down 3-5 useful ideas that would be immensely helpful to a person who was considering buying your type of product or service.

2: How could you turn these ideas into a useful info magnet that you could offer to potential clients?

3: Once you've created your info magnet write down 5-10 benefits that a person will get by ordering it. Then use these benefit to promote your info magnet.

Unfair Marketing Strategy 14:

Share helpful tips related to the products and services that you offer

To make easy sales it's helpful to position yourself as an expert in your field.

And a good way to do this is share helpful tips with potential clients.

Example:

Rebecca Caroe is a business to business marketing specialist and has a company called Creative Agency Secrets. www.creativeagencysecrets.com

One of the key services that Rebecca offers is helping her business clients to come up with the rights words on their website, in their podcasts, in their emails and so on.

Using the right words can work extremely well.

Rebecca told me how she taught a local NZ tax expert to use the right words when doing podcasting.

Within a short time this tax expert's podcast was syndicated to a large financial website. The end result is the tax expert is now regularly contacted by the media when they want to get some comments from an independent tax expert.

Rebecca has a good system for coming up with the right words in your sales and marketing material.

And she explains how to use her system for free in an interesting link on her blog. <https://creativeagencysecrets.com/my-copywriting-process-explained/>

If you read this blog post called “My copywriting process explained”

<https://creativeagencysecrets.com/my-copywriting-process-explained/>

you’ll get some helpful tips on how to come up with the right words for any sales or promotional material for your own business.

In other words, Rebecca is sharing useful tips related to the services she offers.

And a number of businesses will read these useful tips and will want to talk with Rebecca about using her services.

Take Action:

How could you share useful tips with potential clients that are related to the products or services that you sell?

Unfair Marketing Strategy 15:

Get your customers to do your selling for you.

If one of your clients say’s positive things about what you offer this is ten times more convincing and believable than anything you can say yourself.

So the strategy here is to talk to your existing clients and find out the specific benefits they have enjoyed by using your products or services.

And the problems that your products or service has helped them to eliminate.

Then share these client testimonials with new clients.

Example 1:

One of my clients is Andreas Becker who runs a business called The Builders Coach <https://www.builderscoach.co.nz/>

The Builders Coach helps builders to improve their profits and free up a lot of time.

Andreas showed me one of his client testimonials and here is part of what it says...

“Just 12 months ago I had a small building team with only 2 guys and struggling to make a decent profit and working really hard on the tools. Cash flow was all over the show and we had to take on any job coming our way just to make ends meet.

I was keen to get some professional help and got in touch with Andreas Becker the Builders Coach.

Fast forward to 12 months later. Everything has changed for the better. We are now a team of 5 and I am very seldom on the tools. Our profits have increased and our cash flow is pretty much sorted. We are taking on only jobs that suit us best and we can say no to projects that we don't like doing. We bought a new house, 2 new vehicles and I can go on holiday when I want to. I am more than happy to have invested in myself and the Builders Coach program.”

This is an excellent example of a good testimonial that has a happy client selling the benefits of using The Builders Coach.

Example 2:

I was talking with John Greenwood from Fifo Capital www.fifocapital.co.nz a few days ago.

Fifo Capital helps businesses with their cash flow by giving them money now for some of their client invoices.

I had a quick look at the Fifo Capital Website and one of the client testimonials on the site caught my eye.

It read:

“We were experiencing rapid growth and we needed to process ahead of time to meet demands over our seasonal shutdown period. This creates huge pressure on cash flow which traditional banks have been unwilling to address. Fifo Capital’s invoice discounting has allowed us to keep a positive cash flow and meet the demands of our customers. All our requests have been met with the minimum of fuss and the process is very simple to use. I would happily recommend Fifo Capital.”

Health Foods and Supplements Business, Nelson

This feedback from one of their clients explains a common situation where rapid growth for a business can cause cash flow issues. And it talked about how useful Fifo Capital was in this situation compared to a traditional bank.

And it’s very convincing because it is coming from a client.

Take Action:

My recommendation for this strategy is simple.

Collect and use positive testimonials from your own clients.

They are an excellent way to prove the benefits of the products and services that you offer.

Unfair Marketing Strategy 16: Have a positive point of difference.

In most businesses you usually have a lot of competitors who sell something similar. So it helps to have a positive point of difference to increase your chances of making a sale.

Example:

I was chatting recently to Darryl Scott the General Manager of Imak

<https://imak.co.nz/>

Imak is a full-service, insurance and investment adviser.

They have a large number of business clients and they help their clients to understand the best options to create, grow and protect their wealth.

Darryl explained that one of the positive points of difference that Imak has is that all their advisors are on a salary and are not paid commission.

This means their advisors have no financial incentive to recommend any potential option to their clients so they can recommend what is truly in their client's best interest.

Take Action:

Look for some positive points of difference in your own business.

Then explain these to potential clients.

Unfair Marketing Strategy 17:

Make sure your marketing gets noticed

A few years ago I interviewed a fascinating direct response copywriter called Ivan Levison. www.levison.com

One of Ivan's clients offered graphic design services to the software industry.

Ivan wrote a very simple sales letter for this client.

This letter was sent out and it produced dozens and dozens of appointments within a few days for this graphic design firm.

One of the reasons the letter worked so well is that it got noticed.

The letter started off with the headline

Profit Building and Art Design
are just a stone's throw away.

And there was a small pebble included with the letter.

You could feel the pebble when you picked up the envelope which made it get noticed quickly.

You can see the exact letter that Ivan wrote that included this pebble at this link. <https://levison.com/cris/>

Take Action:

Think about how you could make the marketing for your business 'get noticed' by potential clients.

Unfair Marketing Strategy 18:

Zig when your competitors Zag

One of the most interesting approaches to promoting a business is to zig when your competitors zag. In other words, you look at how other people in your industry are marketing and promoting and you do the opposite or something very different.

Here are two examples to get you thinking...

1: 'The Anti-Auction Real Estate firm':

A very popular way to sell houses in New Zealand at the moment is using an auction process.

However a very successful real estate owner takes a very different approach to selling homes in his business.

His name is Paul Vujnovich and he owns Harvey's Real Estate in Te Atatu, Auckland.

Paul has declared his business an 'auction free zone' and refuses to market homes by auction.

Paul's reasoning is simple.

He knows that to buy at auction you have to be in a position to make an unconditional offer on a property.

And because only a small percentage of potential buyers are in a position right now to make an unconditional offer on a property it meant by using an auction process you eliminate a huge number of potential buyers for your property.

Paul also discovered that many people who bought a property at an auction only paid enough money to beat the second highest bidder and in many cases would have paid more money if they had to.

The problem was they knew exactly what each bidder was offering at an auction so they just offered a small amount more to secure the property for themselves.

Instead of using an auction process, Paul and his team use a 'for sale by set date' strategy for many of their clients.

This 'for sale by set date' process opens up a property to a much larger pool of potential buyers and it also means that each buyer does not know what other buyers are offering on a property.

As a result they tend to often make their best offer when trying to buy a property. Paul and his team regularly achieve record prices for many of their sellers and are also one of the top selling real estate offices in the county.

2: The 'Animated' Business Speaker:

Andrew Griffiths is a best-selling business author and popular business speaker.

He wanted to increase the number of key note speaking engagements he was getting.

Now the normal way to promote yourself as a speaker is to have a video of yourself at a live event.

And on this video you have lots of positive comments from people saying how much they enjoyed your presentation.

Andrew decided recently to try something very different.

So he hired an animation firm to produce a short 2 minute animated video which explained his speaking services in a very entertaining way.

How did this approach work for Andrew?

He received his first booking within 5 minutes of sending his animated video out to a selected group of event planners. The value of the booking was twice the cost of developing the film and with another 6 potential jobs, in 2 days worth of promotion, that translates to a 15 times return on his investment. Would he have got the same result if he had just launched another typical speakers promo video? (Probably not.)

Doing the opposite of your competitors is not for everyone. However both Paul and Andrew and other businesses have discovered that using a contrarian marketing strategy can work well.

Take Action:

Is there an opportunity for your business to market doing the opposite or something very different from many of your competitors?

Unfair Marketing Strategy 19:

Use 20 Fishing Lines

I have a simple system I use for success in selling.

I call it the 20 fishing lines approach.

If you go fishing, you are more likely to catch fish if you use 20 fishing lines rather than just one fishing line.

With 20 fishing lines you will probably catch fish on at least some of your lines.

I treat making more sales the same way. I recommend that you use at least 20 different sales approaches to increase your sales.

If you are consistently using a wide range of approaches every month to increase your sales, I guarantee that you will always have great sales results.

The reason for having 20 ways to make sales is simple:

If you have 20 things you are doing to make sales, in one month maybe 5 or 10 of these may not work as well as they normally do.

But even when this happens, it still means that in this same month 10 or 15 fishing lines are working well to make sales for you. So you will still make good sales.

I have consulted with hundreds of sales people and business owners and discovered that many have about 5-10 things they do consistently to make sales.

And these 5-10 things are usually the same things all their competitors are doing.

It's no surprise their sales results are not as good as they would like.

Here's how to use this 20 fishing lines idea yourself:

1: List all the things you are doing consistently to make sales in your business.

2: Identify at least 5-10 new things you could be doing to make more sales in your business.

3: Now pick at least two of these additional ways to make sales and take action on them this week.

Once you have two more things you are doing consistently to make sales, you can then add one or two new things the next week and so on. If you can consistently do even 5-10 new things to increase your sales your results can be astounding.

Here's a good example:

When I first met with a client who was a personal trainer he had one main way of making sales.

He waited until someone contacted the gym where he worked and requested the services of a personal trainer to get them in better shape.

He would then talk to this person and hopefully persuade them to use his services.

Because he was only relying on this one way to make sales, his income was not only poor (\$19,000 in a whole year) it was also very up and down. Some months he would make twice as much money as in other months.

With my personal trainer client I had him focus on doing six new things to increase his sales.

The first was one page tip sheets to position himself as an expert and get potential clients to contact him.

He also used client testimonials, improved his sales presentation, asked for referrals, put up his prices and did add on sales of other products like vitamins and supplements.

Doing these six new things increased his income from \$19,000 a year when I first met him to over \$193,000 a year only 18 months later.

Take Action:

There are always new things you can do to increase your sales.

The trick is to look for them and then test them in your business on a regular basis.

Unfair Marketing Strategy 20:

Handle price objections better

Some of the most common objections we hear in business are ones that involve price and money. Clients and customers ask us to give them a discount or they tell us they can buy our product or service much cheaper from other suppliers.

So how do you handle these price objections without having to give away your hard earned profits with expensive discount?

To answer this question, I had the pleasure of interviewing best-selling business author and marketing expert Dr Ian Brooks.

Ian is the author of 16 best-selling business books, and one book that I really like is called 'How to persuade your customers to pay more.'

I asked Ian for some tips on how to handle the price objections that we all get.

Ian explained that business is a game of two halves and in the first half you create superior customer value and in the second half you have to sell that value.

Ian commented that many of the people, who think that they have to compete on price, do this because they haven't created any significant value in the customer's eyes in the first place.

Ian gave me some wonderful examples on how to do this in our interview.

Ian was working with a company in that sells automotive paint and they came out with an innovative primer for small repair jobs that panel beaters could use.

It was in a spray can and you sprayed it on the job and under UV lights it cured in about 2 to 3 minutes. Well most primers take around 1 to 2 hours to cure so right away you can see that the cost saving by having a fast-curing primer.

But this primer also solved some other problems. If you sprayed it onto a part of car that didn't need to be repaired it would just wipe off whereas other primers stick and then you've got a major problem. So now you could have the 15 year old apprentice at \$15 an hour doing the work rather than the expensive tradesman at \$35 an hour.

Also why do young apprentices join the panel beater? Because they want to paint. And what don't you let them do for 2 or 3 years? Paint.

So they get fed up and leave.

But now with this kind of primer you can get them involved in the painting much earlier and that motivates them and keeps them longer.

So you see that one little tin solves a number of problems and every time you are solving a problem you are saving a customer money.

And we start adding all these things up. Then all you need the customer to see is that what they are saving is far greater than what they are spending.

Ian went into a lot of detail on how to handle price objections and why we had to learn to sell the value of what we offered.

This is one of the most important lessons we all need to learn in our business.

Take Action:

What will you do to better handle price objections in your business?

Unfair Marketing Strategy 21:

Use other people's networks

I was chatting with my good friend, business strategy expert Tom Poland.

Tom's favourite saying is that 'one gram of strategy always beats a ton of hard work.'

I always pay close attention to Tom's ideas because he has personally worked with 1476 different businesses and 173 industries on four continents to help them improve their sales and profits quickly. Some of his clients have become so successful they have been able to sell their business for huge sums of money.

Tom told me that one of his most important business strategies is to get his clients using OPN or other people's networks. Tom explained it like this...

"Let's say you want to do lead generation so you have large numbers of interested prospects who are eager to talk with you. You doing that prospecting yourself versus tapping into other people's networks is the

difference between trying to go fishing with a single fishing line versus someone else inviting you and your fishing trawler into their well stocked private ocean."

A key point to remember with Other People's Networks is that they've already invested the time, energy (and probably money) to build up great relationships with a large number of people in their network. And if you follow certain steps you can take advantage of these powerful existing relationships.

Here are some of the steps to start using OPN:

1: Decide clearly who your ideal potential client or customer is.

What are their demographics? What is their age, income, occupation etc? Or if it's a business, the size of the business, number of staff and so on. And what are their psychographics? Why might they want to buy? What unmet needs do they have or what frustrations do they have that they want to make disappear and so on?

2: Ask yourself, who already has large numbers of your ideal clients as part of their existing network?

So if your ideal client is lawyers you might find that a business selling dictation equipment could already have large numbers of lawyers as clients. If your ideal customer is ladies who are keen on spending money to look good you might find that high end hair salons are a good starting point.

3: Create a high value offer that the business you have identified in step 2 can make to the people in their network on your behalf.

Approach a number of businesses that have your ideal clients in their existing network and explain your offer.

Tom does this step very well.

He knows that many accountants have a wide range of business owner clients who could potentially use his services.

So he offers a no cost 75 minute webinar on making sales that he will present on behalf of an accounting firm for their business clients.

In this free webinar Tom will share some of his best ideas on how to increase revenues and get new clients.

This offer is very attractive to a number of accounting firms as they look good by having Tom provide great ideas to their business clients.

Their clients get proven ideas to improve sales and profits. And Tom gets to speak to a brand new audience of potential clients at very little cost.

A great win-win for everyone involved.

Take Action

What can you do this week to start tapping into the power of other people's networks?

Unfair Marketing Strategy 22

Use Leap Frog Marketing

In leapfrog a person jumps over someone else and is now in front of them.

I believe the same concept can be used in business.

So you jump over your competitors and suddenly you are in front of them.

One way to do this is to change 'what 'you sell.

Here's a good example:

One of my favourite books on selling is "**How champions sell**" by Michael Baber.

(It is out of print, but you can sometimes get second hand copies from places like Amazon.) The book is about the top 1 per cent of sales people in a wide range of industries and the specific strategies they use to do so well.

One of the sales people in this book is an insurance agent called Joe Gandolpho. At a time when a good insurance agent would sell three or four million dollars of insurance in a year, Joe Gandolpho would regularly sell over seven hundred million dollars of insurance in a year!

The reason Joe did this, was because he changed 'what' he sold.

The average life insurance agent will sell insurance.

The "good" insurance agent will usually sell security and peace of mind. (They sell insurance of course but they emphasise these two important benefits of life insurance.)

Joe Gandolfo initially became a "good" insurance agent by selling security and peace of mind too. But then he decided to do something different that put him way ahead of his competitors.

He decided to sell "Tax Shelters" to higher income clients.

He packaged insurance as a component in these tax shelters but the main emphasis of what he talked about was how to legally reduce your income tax with tax shelters.

This was totally different from what most insurance sales people were doing and was responsible for him selling over seven hundred million dollars of life insurance a year for seven years in a row.

In one year Joe personally sold over a billion dollars of life insurance by this method of changing 'what' he sold and packaging it as a great idea that appealed to his target market.

Another way to leap frog over your competitors is to change 'how' you do business.

The prompt email reply:

I regularly purchase a number of services on marketing from a consultant called Bob Bly. www.bly.com/reports

One of the things I love about doing business with Bob is that he always replies promptly and personally to any email I send him.

Now Bob is involved in dozens of projects with a large number of people. Yet he still finds the time to respond quickly to all my emails.

I really appreciate this, as at least half the people I email never reply promptly. And a surprising number often don't respond at all.

Because I value Bob's promptness doing this, I have made it a habit of responding quickly when someone emails me as well.

And a lot of people have commented on how they like the way that I do this.

(This costs me nothing to do but is one way that I have leap frogged ahead of many of my competitors.)

Action Exercise:

What can you do this week to leap frog over your competitors?

Unfair Marketing Strategy 23:

Make it memorable and interesting

One of the marketing challenges we face in business is in making our product or service both interesting and memorable to potential clients.

This is also very helpful for getting good referrals as well.

One way to do this is to come up with a one sentence description of your product or service that creates a vivid mental picture in the mind of a potential client.

Here's a good example

A while ago I met a client that was having problems selling a new software programme she had developed. The programme was an online booking system and was aimed at businesses who sold a time based service. So people like hairdressers, beauty therapists, tradespeople and many other businesses were potential clients for this online booking software programme.

When I first met with my client she was struggling to sell her online booking system to potential clients. She asked if I could help.

My first step was to ask her a simple question.

What does this online booking system do from the viewpoint of the person using it?

For the next 20 minutes my client proceeded to show me all the features of her online booking system and how it worked.

At the end of her presentation I was a bit confused and I still did not understand what she was selling.

I explained that her main marketing problem was she was not able to explain quickly (in an interesting and memorable way) what she was offering to potential clients.

And if potential clients didn't understand what she was selling it made her sales job a lot harder than it needed to be.

My client hired me to come up with a memorable and interesting way to explain her software programme.

A few days later we had another meeting and I shared my ideas with her.

Here's what you sell I told her...

"You work with businesses who sell time and you sell a system that helps these businesses create up to 7 brand new revenue streams in less than 30 days."

I then showed my client a one page diagram I had created that showed what the 7 brand new revenue streams were.

I gave each revenue stream a catchy title

One revenue stream was called 'The 24 hour cash surge'.

Another revenue stream was called 'Turning lemons into lemonade'.

Another revenue stream was called 'Raising the dead'.

And so on.

I had a short explanation of each revenue stream and how it worked.

The 'Turning lemons into lemonade' revenue stream was for the situation where a client cancelled an appointment at short notice.

One of the features of the online booking software that my client offered was that you could text any of your clients a short message.

So if there was an unexpected cancellation you could text clients who might want to have an appointment at short notice and give them an attractive reason to book this appointment with you.

This was your 'lemon' of a cancelled booking could be turned into the 'lemonade' of someone else coming and paying for that cancelled booking.

My client got really excited about what she was selling once I gave her a new viewpoint on the benefits of what she was offering her clients.

And the same concept can be applied to a range of other products and services as well.

Take Action:

Take a good look at the benefits of the products and services that you sell.

Brainstorm with your business colleagues and see if you can come up with a one sentence description of what you offer that is both interesting and memorable

Unfair Marketing Strategy 24:

Use Clever Post Cards

I had an interesting experience 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.)

On the front of the post card there was an image of a dog with sun glasses 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. www.thepetstylist.co.nz

I take Daisy to Sonia every 6-7 weeks to be groomed and she does 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 post card.

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

I've had great fun showing this post card to a number of people.

It makes an interesting story when I can say '*my dog got a post card from the United States.*'

I then show people the post card.

What Sonia has done is some very clever marketing that makes her memorable.

Best of all it is very inexpensive when compared to the amount of money a client spends each year on grooming their dog.

Sonia's fun little post card was a reminder to me that post cards are actually a handy marketing tool that could well be worth using in many businesses.

There are two advantages in using post cards in your marketing.

Advantage1: They are very inexpensive to produce.

You can contact your local digital printer and ask for them to print a small number of post cards for you. You can start with 50-100 postcards if you like.

If they work well you can always print more in a future order.

Advantage 2: They are quite noticeable and memorable when they are posted out.

I've personally received about 3 post cards in the last 3 years. (So at one a year they are definitely not that common.)

Here are two ways you might use post cards in your marketing...

1: Send a post card inviting your clients to check out a special website offer that you have.

You could easily send 50-100 of your best clients a short promotional message on a post card that says something like this...

=====

Hi John, thanks for being one of our valued clients.

If you go to this special page on our website (*put in an easy to remember website address*) you'll see how you can take advantage of something we are doing for the next 7 days only.

This offer is only being shared with a small number of valued clients like you.

(We hope you like what we are doing.)

Kind regards

Barry Business Owner

=====

You might have a catchy image on the front of the post card that says something like
'For your eyes only'

2: Send a post card inviting your clients to give you referrals.

You might test sending a post card inviting 100 of your best clients to give you referrals to other people that might be interested in what you offer.

You might have an image on the front of the post card that has the words *'Fun Competition'*.

You then explain that you are running a referral completion for 10 days and every person your clients refer gets a special offer of X. Plus they will get a small gift for every referral they give you and they are also in a free draw for a luxury weekend for two. (Or some other attractive prize.)

You could test something like this with 100 clients and if it works well you might like to test your referral competition with a larger number of clients.

There are actually dozens and dozens of ways to use post cards in your marketing.

A great resource on how to do postcard marketing is '*The Post Card Marketing Handbook*' <http://www.postcardmarketinghandbook.com/> by copywriting expert Bob Bly www.bly.com

It's jam packed with advice on what to say on your postcards, who to send them to and how to make them work like magic to boost your sales.

Post cards can be a low cost way to do memorable marketing for many businesses.

You may like to try them in your own business.

Take Action:

If you are considering post cards as a marketing tool in your own business then 'The Post Card Marketing Handbook' by Bob Bly is well worth reading.

Unfair Marketing Strategy 25:

Change their thinking with interesting stories

In selling you often need to get your customers to change their thinking before you can make a sale.

And stories can be a very powerful way to do that.

Example:

In his excellent book *The Seven Habits of Highly Effective People* Stephen Covey talks about how you can change your actions and even your feelings based on how you think about a certain situation.

Stephen then uses a wonderful personal story to illustrate his point.

Stephen was enjoying a peaceful suburban train ride on a Saturday morning. At the next stop a man got on the train with a number of children. The children began running around the carriage, making a lot of noise and yet the man sat there and did nothing about it.

Stephen could see the other passengers were getting irritated with the disturbance and so he went over to the man. He asked the man if it would be possible to do something about his noisy children as they were disturbing everyone in the carriage.

The man looked up and apologised. He told Stephen that the children and he had just come from the hospital and their mother had just died an hour ago. He said that neither he nor the children were coping that well.

Everyone in the carriage heard the man explain his situation.

Suddenly no one was irritated with his noisy children. They all offered sympathy and asked how they could be of help.

As Stephen explained, the situation was still the same.

In other words the children were still running around and making a noise.

However the people were no longer concerned about this because they saw the situation differently.

And it's the same in selling.

Sometimes all your client needs is for you to tell them a good story to get them to change their thinking.

Example:

I remember speaking to a real estate sales team many years ago.

One thing I wanted them to think differently about was the importance of asking other top salespeople in their company for advice on how to improve sales.

So I asked the question: "Who is the top sales person in your company?"

They all knew who it was.

Out of nearly 500 salespeople a gentleman named Barry had been number one for several years.

"Great," I said. "Now how many of you in the last twelve months have rung up Barry and asked if you could spend a couple of minutes with him to get some ideas to improve sales?"

Out of thirteen sales people, not a single one had talked to Barry in the last year.

I then told them a story about a friend I had called Lance who was working for an opposition real estate company in the same suburb as Barry.

Lance had rung Barry a few weeks earlier and asked him if he would mind giving him some advice on a tricky real estate sale. And Barry gladly gave him one hour of his time (for free) to help my friend.

I explained that top sales people in most industries are quite happy to give advice. The big problem is they are rarely asked.

This story was very useful to get this sales team to change their thinking about asking the top sales people in their company for advice. (After all if an opposition salesperson could ask for advice and get it, maybe they should ask as well.)

If you are looking for a way to get potential customers to change their thinking (so they are receptive to what you sell) then telling an interesting story could be worth considering.

Take Action:

What do you need your potential customer to change their thinking about before they can make a buying decision for your product or service?

What stories can you tell that would help them to change their thinking so they become more receptive to what you are offering them?

Unfair Marketing Strategy 26:

Use the 30/10 Formula

The 30/10 formula means you spend 30 minutes every day reading information that will improve your knowledge and skills in an important area for you.

During this 30 minute period you also spend 10 minutes reading aloud the information you are studying.

30 minutes a day is around 180 hours a year or over a solid month of forty hour weeks. And 10 minutes a day of reading aloud is over 3,000 minutes a year or nearly 50 hours of voice training practice.

The 30/10 formula is very specific in how you do your reading aloud:

You take in a breath at the start of a sentence and begin reading aloud your material.

You then pause briefly at each punctuation mark and stopped at the end of a sentence and took another breath. You then begin reading the next sentence; pausing briefly again at each punctuation mark.

If you need to take another breath during any sentence, you pause briefly and do this.

When I first came across the 30/10 formula around 30 years ago I had a big problem.

I used to talk very fast and my customers found it very hard to understand what I was saying. I knew that talking too fast was costing me sales; however I was not sure how I could fix it.

I came across the 30/10 formula and decided to give it a go.

I picked out one of my favourite books on selling and began reading it for 30 minutes each morning.

I also began reading it aloud for 10 minutes as part of each 30 minute session.

Now reading aloud for 10 minutes was a lot harder than I thought it would be.

The first day I could only do it for about 3 minutes and my voice got croaky. I found that breathing in at the start of sentence and then pausing at each punctuation mark was very tiring. The next day I got to about 5 minutes and stopped. It was completely different from doing my normal talking.

I kept up my 30/10 formula for about two months and some remarkable things happened.

I found that I began to really understand and was able to use some of the ideas in my book on selling.

And then something really strange occurred.

Within a one week period I had four people who knew me well ask what I was doing differently.

They wondered if I had a new haircut or was wearing some new clothes because I somehow appeared different to them.

What was different was that my voice had changed in that two month period.

I now pronounced words clearer and I was speaking slower and with more authority. All from reading aloud for 10 minutes a day.

My sales increased noticeably over this same period.

The key with the 30/10 formula is to pick the information that would help you the most right now.

If you are very new in your industry you might use it on trade journals which have a lot of helpful product information.

If you want more referrals or to improve your sales presentations you would pick relevant books or other information on those topics.

If you want to master a particular marketing strategy (say Social Media marketing) than do your 30/10 formula on books and other resources that cover Social Media Marketing.

A little bit of regular practice like this will make a big difference to your sales results.

I encourage you try this simple formula and notice how well it works.

Take Action:

Write down the type of material that would have the potential to increase your sales or income if you practiced it right now. Now start by spending at least 10 minutes a day reading this material and spend at least 3-5 minutes of this time reading it aloud. Once you have the habit of doing this for at least 10 minutes a day, you can then start to slowly increase it by a few minutes each day over a period of time.

Unfair Marketing Strategy 27:

Try a Rolls Royce Approach:

One marketing strategy you might want to consider trying is what I call a 'Rolls Royce Marketing Strategy'.

With this strategy you position your business, product or service as being like a Rolls Royce.

In other words what you offer is expensive, exclusive and very, very good.

There are many ways you could use a Rolls Royce Marketing Strategy in your business.

Here are two ideas to start you thinking

Strategy 1:

Market yourself the Rolls Royce of the XYZ industry.

I saw a great example of this when I met with Kim and Paul Buttery the owners of Prestige Home Groomers www.homegroomers.co.nz

Kim and Paul market Prestige Home Groomers as being the 'Rolls Royce of Cleaners.'

They have been grooming new homes since 2000.

"I was part-owner of a new house building company and I always found it difficult to get good, consistent cleaners to prepare the homes for their new owners," Kim told me.

So Kim and Paul started their own cleaning business to solve this problem.

Kim and Paul have a very interesting business model.

They only clean brand new homes and buildings.

But they specialise in doing this one thing and do it incredibly well.

As a result they work totally different hours from normal cleaners.

They never do weekend or night work.

And the cleaning they do is enjoyable because it is all done in brand new homes and buildings. (This makes it a lot easier to attract good staff to work for them.)

Kim and Paul have received glowing testimonials from a number of the most well-known new home builders in the country.

And have a huge amount of repeat and referral business from delighted clients.

Being the 'Rolls Royce of cleaners' is a strategy that is working very well for them.

And it's an approach you might consider taking in your own business as well.

Strategy 2:

Charge a premium price and create a unique 'experience' around what you sell.

I saw a good example of this in the book 'Business Coaching' by Steve Chandler and Sam Beckford.

Steve and Sam gave an interesting example of a business offering cheap lubes.

This type of business would normally run an advertisement in the local paper that reads something like this...

```
=====
Lube Master
Winter Special
Oil Change $19.95
Expires December 31
536 Smith Street
Mon-Sat 9-6
Phone 555-1234
=====
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The problem with this ad is that people can get their oil changed anywhere.

So a cheap oil change is nothing special.

But even if this ad actually gets a response, you will have attracted a price shopper..

And then you will have the impossible task of getting them to come back and pay regular price for future services. Good luck with that!

So how could you charge more money and offer a special experience?

As Steve and Sam explain...

Take some time and think about your ideal customer for this type of business.

What does someone with a car want more than just a cheap oil change?

There are two answers here (1) time and (2) convenience!

Remember this: Time is the new money.

According to the latest income surveys, 20 percent of the population controls 47 percent of the disposable income.

That means one out of five people have so much money to buy things with, that, relatively speaking, they're not concerned about the price at all.

These 20 percent are your ideal customers!

They will give you good profits margins and can become part of a loyal database of lifelong repeat customers.

So, here's an ad that reinvents the cheap oil change and attracts a totally different customer:

=====
Too Busy to Change Your Oil?

We'll pick your car up, change the oil, and we'll clean it and drop it off to your home or office with your favourite Starbucks beverage!

Lube Master-Executive Valet
555-2345

=====

Who will this ad attract?

Someone who is more concerned about time than money.

Someone who sees the time spent waiting for his or her car as billable hours down the drain. Someone who wants to golf or play with his or her kids on the weekend, rather than running errands.

That's your ideal customer!

Notice that you don't mention price in this ad however you do talk about the interesting experience that comes with this service. (Having your car picked up, dropped back, cleaned and delivered with your favourite coffee etc.)

This is an interesting way to use a Rolls Royce type marketing strategy in a very normal business.

A Rolls Royce Marketing Strategy is something that could be worth testing in your business as well.

Take Action:

How could you use a Rolls Royce Approach in your marketing?

Unfair Marketing Strategy 28:

Use proven marketing templates to boost sales...

One thing that I've found is very useful in business is to continually look for (and use) proven marketing templates.

A proven marketing template is something that has already been used and has produced great results in the past.

When you find a proven marketing template you can often use it in your own business to get great results as well.

In my experience there are three excellent sources of proven marketing templates.

Source 1: People in your existing business.

Many years ago I was selling an advertising service to local businesses.

The service involved bartering and was a good way to help businesses to gain new clients and reduce a lot of their regular business costs.

I found the service difficult to explain to potential clients and was only making about one sale a week.

I noticed that one of the other sales people in my business was regularly making 6 sales a week of the same service. So I asked him what he was doing.

This sales person had a simple marketing template that he used to explain how the bartering service worked.

This template was two pieces of coloured card with some words on each card. My sales colleague used these to explain in around 4 minutes how the bartering service worked and how it could boost sales and reduce expenses for a business.

I was trying to explain the same service just with words and it was taking me close to 20 minutes. (And I'm sure I was confusing a lot of people I spoke with.)

I asked my sales colleague if I could use his marketing template in my sales presentations. He kindly agreed and even made up the template for me.

I began using his template in all my sales presentations and within 30 days I was also making 6 sales a week.

Source 2: Other businesses in your industry

One of the things I've learned over the years is that most business people are very generous when it comes to sharing useful ideas with people who ask them for advice.

I recall when I wanted to become a professional speaker many years ago and did not know how to charge the right fees or get clients to hire me.

I spoke with one of the most successful speakers in the country and asked if he could give me a couple of pointers.

This person spent 2 hours with me and showed me how to price and package my speaking services.

He explained that you don't just sell a 'talk' to a business audience.

Instead you present a workshop on a particular issue that is of great interest to them.

You give your audience helpful resources they can use to put your ideas into action. You give your workshop an interesting title and so on.

Every one of these things was a simple template that could be easily adapted to every audience I wanted to speak to.

I put all these templates into action and within six weeks I had made thousands of dollars of new speaking fees.

Source 3: Paid 'How to' resources from people who have already achieved great results in your area of business.

Whatever business you own there is a good chance that someone has been very successful in your type of business and has created proven marketing templates that you can use in your own business.

Here's a simple example:

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'
<http://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.

There are a huge number of proven marketing templates all around if you look for them.

And if you use these proven marketing templates in your own business they will often work equally well.

Take Action:

What proven marketing templates can you find that would be useful in your own business?

You might like to start by doing a Google Search on something like

“Marketing strategies for X” (Where X is the type of business you have.)

Unfair Marketing Strategy 29:

Look for ‘low hanging fruit’ in your marketing

A personal fitness trainer I met a few years ago had fast yet fun training methods that produced excellent results for all his clients.

Yet all he offered his clients was his personal fitness training services.

I suggested he offer his clients additional products like protein powders, vitamins, minerals and nutritional supplements. This made sense so the personal trainer tried it.

Within three months the majority of his clients were now enjoying even better health and fitness after purchasing the supplements he was now offering.

And the personal trainer was now enjoying an extra \$1,000 a week in brand new profits.

2: Look for simple and inexpensive ways to attract more customers:

Sometimes making more sales is as simple as talking to more potential customers about what you sell. And there are a huge number of simple things you can do to attract more customers.

Here's an example to get you thinking:

A hardware shop increased the number of people coming into their store with a fun competition.

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 15 seconds. If they don't we will give you \$50.00 worth of hardware of your choice free."

People would walk down the street and read this sign. They would stop for a few seconds and then mentally say to themselves "That sounds interesting; I think I will check it out." So they would walk inside the hardware store to see more about what was going on.

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 10 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 15 seconds of walking in to the shop. Now, once the people were in the shop guess what many did? They said to themselves, "Well now that I'm here what can I buy that I might need?"

Sales increased dramatically.

3: Reuse a marketing campaign that worked in the past.

Here's an example:

I used a two page letter a few years ago to get an appointment with the head of retail for two of the largest banks in the country. I ended up doing business with one of these banks.

I reused the same letter recently and got an appointment with the owners of two large companies who I had never met before.

The letter worked well in the past so there was a good chance that it would work again.

And in many businesses the same principle applies. If you tried a particular sales promotion, or marketing campaign and had good results in the past there is a good chance it would work well if you reused it.

So look back over the last year or two and ask yourself 'What marketing or sales strategy has already worked well for our business?' Then look for ways to reuse this same strategy again.

The good news is that there low hanging fruit opportunities in every business if you take the time to look for them.

Take Action:

What additional sales could you make in your business with very little effort?

What simple things can you do this week to attract larger numbers of new customers or clients to your business?

What marketing campaigns can you reuse that have already worked well?

Unfair Marketing Strategy 30:

Use the Doctor of Selling Approach

A few years ago I read a helpful book by Michael Le Bouef called How to win and keep Customers.

In his book, Michael said that every customer really wants two things when they buy any product or service.

The first thing they want is a solution to a problem.

The second thing they want is to feel good.

So one of our first goals in selling is to identify our customer's problems.

A helpful way to do this is to use the 'doctor of selling' approach:

Let me explain...

A few years ago I picked up a nasty stomach virus that put me in bed for a few days with chronic diarrhoea and several other unpleasant symptoms. I decided it was time to get some medical help.

My doctor went through a very simple process with me.

First of all he asked me some questions so he could understand what was wrong with me. Then he did a thorough medical examination to confirm my condition. Finally he advised me the steps to follow to fix my problem.

What my doctor didn't do when I first walked into his office was say

"Graham we have a great special this week on diarrhoea treatments and I think you should take advantage of it."

In other words he didn't offer a prescription before understanding clearly what his patient's problem was.

So the 'doctor of selling' approach means you take a similar approach with your clients.

Get an understanding of your customer's current situation and work out what their pain or problem is. (This is the examination and diagnosis).

Then make your recommendations on how they can solve this problem. (This is the prescription.)

Once you have identified the problem your customer wants solved, it can be helpful to find out *all* the reasons why they want it solved.

In other words how will they be 'better off' in some way after solving their problem?

Example for someone wanting to lose weight:

A customer is unhappy with the way their body looks right now.

Perhaps they want to lose weight.

You ask the question 'Why is this important to you?' and you could hear different answers.

One person may want to lose weight to look good for a school reunion coming up in a few months. Another person is keen to lose weight so they will have more energy to play with their young children. Someone else may want to lose weight so they could improve their career prospects in a particular industry.

So, the same problem being solved can have several different benefits

Example for a home cleaning service:

A common customer problem that using a home cleaning service will solve is having a dirty or messy house. However another benefit that a customer will enjoy by having someone else clean their home is they won't have to spend the time to do it themselves. So a customer will effectively have more leisure time to enjoy.

A large home cleaning company began selling their home cleaning service as a way to solve the problem of "How can busy business people and executives have more leisure time?" and their sales exploded.

(Their competitors were still focussed on solving what they thought was the customer problem of having a dirty or messy home.)

Keep in mind that many customers will pay good money to have an important problem solved for them. So think about the important problems that your products and services could help your own customers solve.

Take Action:

Take time to look at all the problems that your products and services can solve for your customers.

And start positioning what you sell as a solution to these problems.

You'll be delighted at the difference it makes to your sales results.

Unfair Marketing Strategy 31:

Invest in regular learning

When it comes to marketing there are literally hundreds of different places that you could spend your hard earned money on to improve your results.

In this column I'd like to recommend a common sense marketing investment that has a big payoff.

The investment I recommend you consider making is in improving your own skills and knowledge.

I like to think about learning and knowledge this way.

Imagine that there are a large number of key skills that you could learn that could make a major difference to your business results.

The goal here is not necessarily to master a key skill.

But simply to get a little bit better at it.

Maybe you want to learn how to get a little bit better at promoting your business so you end up with a higher number of qualified prospects to talk to each month.

Or perhaps you want to learn how to increase the average size sale that you make.

Or maybe you want to increase the amount of referrals and repeat sales you get in your business.

All these things are easy to learn if you invest a little bit of time.

You can get better at many of these key skills by reading helpful books, attending useful courses and talking with people who are already very good in these key areas.

I personally love to read and have found that I've received many of my best marketing ideas from books written by business people who have achieved remarkable results.

Courses are another great way to get valuable ideas in a short period of time.

In a few hours or a few days you can often learn key skills that you can use forever to improve your marketing results.

To pick the right courses for you, start by identifying the key skills you need to learn.

Then do a Google search for courses that teach these skills.

One of the most valuable courses I ever attended was on speed reading.

In four short lessons I was able to triple my reading speed and I've been able to use this faster reading skill for over 20 years now to learn a huge number of useful ideas.

Another thing you might want to consider investing in is talking to people who are already experts in the skills you would like to learn.

You might invite them out for lunch or coffee and ask them for a few ideas that might help you get better in a key area. (One that they are very good at.)

I've done this countless times over the years and I've been amazed at how many successful business people are more than happy to share some useful ideas if you simply ask them.

You can also hire successful people to teach or mentor you for a period of time and that can work equally well.

I recall hiring a marketing mentor a few years ago.

Within three months I had learned some valuable ideas that I was able to use to increase my sales by a staggering 91 per cent. (It was one of the best marketing investments that I have ever made.)

My key point here is to look for ideas and people that will help you to improve your skills in areas that can make a significant difference to your business results.

Remember that a small investment in learning some new skills will often make a massive difference to your business results.

Take Action:

What skills and knowledge would it be helpful for you to learn now to make the rest of this year a super successful one for you?

Whose help would it be useful for you to have to make the rest of this year far more profitable for your business?

Unfair Marketing Strategy 31:

Use the 'Simplify Principle' to boost sales

I'm a big fan of products and services that are simple to use.

Which is why I was delighted to read a copy of a brand new book by Richard Koch the best-selling author of The 80-20 Principle.

The book is called 'Simplify-how the best businesses in the world succeed' which Richard co-wrote with venture-capitalist Greg Lockwood

Let me pass you over to Richard for his comments on *why* he wrote the book...

It turns out that nearly all the great success stories of this century and the last one are stories of simplifying.

This is the secret of Ford, McDonald's, IKEA, Honda, Walt Disney, Penguin books, the Boston Consulting Group, Bain & Company, Southwest Airlines and its European imitators, Sony, Dyson, Tetra Pak, Charles Schwab, Vanguard, Apple, Amazon, Google, Facebook, and Uber.

Simplifying is the way to offer incredible value for money and so to make a market grow thousands or even millions of times.

There are two ways to simplify, as described by venture-capitalist Greg Lockwood and me in our new book *Simplify*.

The first we call *price-simplifying*.

This requires cutting the price of a product or service in half, or more – sometimes over a number of years the price can be cut to a tenth of its previous level.

If the price of a product is halved, demand doesn't double. It soars.

And if the product or service is simple enough, it can be sold everywhere around the world.

When Dick and Mac McDonald cut the price of a hamburger from 30 cents to 15 cents in 1948 – and Ray Kroc held that price constant until 1967, despite high inflation – the hamburger market exploded, so that it is now measured in billions.

Yet price-simplifying only makes financial sense if you are able to make the product simpler to make and therefore cut costs by at least half.

This is not easy.

As Oswald Spengler wrote, "the simple notions are always the most difficult."

But it can be done – as demonstrated by Ford, McDonald's, budget airlines, mini-steel mills, IKEA, Penguin and Kindle books, online brokerage, index funds, personal computers, and many other mega-successful ventures.

And there is a reliable *method* followed by nearly all price-simplifiers, which can in principle at least be applied to any product or industry.

It usually involves using radical product or service re-design, restricting variety and creating a universal product, cheaper materials, new technology in the broadest sense, massive scale, reorganizing an industry around the innovator's business system, and co-opting customers so that they do much of the work.

Greg and I call the second and very different strategy *proposition-simplifying*.

Think of any Apple device – the Mac, the iPod, the iPad. Or the Google search engine, or the Uber taxi app.

Proposition-simplifying works if you can make the product a *joy to use*, because it is easier to use, more useful, and more beautiful.

As with price-simplifying, there is a common proposition-simplifying formula.

It involves hiding incredible complexity through extremely clever product design, and a relentless focus on making the product both more useful and simpler to use.

Whereas price-simplifying is all about making it simpler for the producer, proposition-simplifying is all about making it simpler for the customer.

What the Two Simplifying Strategies Have in Common

They are different ways to provide value for money – either because the product becomes so much cheaper, or because it becomes so much better.

And one thing that we can prove is that when a product or service is radically simplified, market size mushrooms – and most market share also goes to the simplifying innovator.

The result is that market value of the simplifying firm can increase by thousands or hundreds of thousands times.

I really like the ideas in this new book by Richard and Greg and recommend you read it soon.

Take Action:

If you would like to read some examples of price simplifying and proposition simplifying go to Richards's website <http://richardkoch.net/> and read the relevant issues of his excellent blog. These are the blogs devoted to explaining in detail how to price simplify and proposition simplify.

There is also an excellent online test you can do at no charge to see if either of these strategies might be worth using in your own business.

Unfair Marketing Strategy 33:

Make your business unique and special

One of our keys jobs in marketing is to give our potential customers good reasons to choose our business to spend money with instead of our competitors.

So it's helpful to show potential customers why our business is special and unique and the right choice to spend money with.

Start by answering four questions about your business.

- 1: What things do you do in your business that your clients really love?
- 2: What do you do in your business that most other businesses in your field don't do?
- 3: How is your business positively different from other businesses like yours?
- 4: What extra things do you offer in your business that your clients love?

A few years ago I interviewed three different business owners and asked them these four questions. Here's what I discovered when I did this.

1: The Fast Acting, Forward Thinking Accounting Firm

Jamie Tulloch is the owner of E3 Business Accountants www.e3accountants.co.nz and is one of the smartest business people I know.

When I asked Jamie these four questions he explained that their clients love the fact that they offer a fixed price quote on all accounting work – before they start the work.

Plus they lock in an agreed delivery date. (Their clients love the security and peace of mind this fixed price and guaranteed delivery date gives them.)

He told me that where they are different from other accountants is simple.

Jamie and his team see business as being like a full contact sport.

This means that business owners will get knocked around.

At some stage they will get beaten by their competitors.

Their bank will jump on them.

Their personal assets and the family home will be on the line.

And so on.

At E3 Business Accountants they understand these things and have developed strategies to help ambitious business owners get ahead despite these common challenges.

A big part of what E3 Business Accountants does is help business owners to work out their 'end game' in business. (Jamie has found that businesses that don't have a clear focus on this will often lose their way and get overtaken by ambitious competitors.)

E3 Business Accountants are also partners with The Icehouse.

So they can offer great one on one business coaching and provide access to proven programmes to help businesses grow their businesses.

2: The Caring Responsive Real Estate Professional

Shelley Grieve has worked with Bayleys Real Estate for two years and recently received an award for the top residential agent in South Auckland.

I asked Shelley why her clients loved her real estate services and how she was positively different from other real estate people.

Shelley explained that she has been a nurse for most of her life before starting in real estate.

Because of her nursing background Shelley was very comfortable dealing with all types of people and she is also very used to caring for all types of people.

Shelley has also had a lot of experience working long hours as a nurse and getting a lot of things done every work day.

So what Shelley did in her real estate business was use the same skills and things that she used as a nurse.

So she is very good at interacting with all types of people. She also genuinely cares about everyone and her clients pick this up.

Shelley also responds very fast to anything that needs doing and gets a huge amount of work accomplished every day.

Her clients love her responsive and caring nature plus her hard work on their behalf. And as a result Shelley has done very well in the real estate field in a relatively short period of time.

Shelley told me she has also spent a lot of time learning how to get great results from online and digital marketing. This allows her to give her clients good advice on how to get the best results from any money they invest in marketing their property. Her clients value this helpful advice.

3: The Neuroscience Based Leadership Consultant to Larger Organisations

Graham Hart is one of the directors of Mantle one of New Zealand's leading leadership consultancies.

Graham explained that one area where their business is different is that their leadership work is based on neuroscience. (In other words it's based on how our brains actually work.)

Graham commented that a lot of leadership training is actually wasted because people's heads are 'not in the game'. So Graham and his team spend a lot of time making sure the people they work with have the right mind-set before they start helping them to learn and apply leadership skills.

Graham told me that his firm specialises in working with larger businesses and organisations with their leadership training and consulting. (They understand how large organisations work and know how to get things done in that type of work environment.)

I really liked the way that Graham talked about leadership.

He noted that there are leadership opportunities at every level in most organisations.

Leadership is not about “rah rah follow me”. Leadership is about lifting your head up from your work and looking at what is going on around you. Then putting some ideas forward and working with other people to get some positive changes happening.

Graham explained that one of the key reasons they love training people in leadership is that it is very positive. People develop greater confidence and belief in themselves and their ability to take control of their lives. Leaders also grow other leaders. And developing leaders is also a critical strategy to help an organisation cope with the challenge of change.

When you ask these four questions about your own business you'll soon discover a number of ways that your business is unique and special compared to your competitors.

And sharing this information with potential clients makes it more likely that some of them will choose your business to spend their money with.

Take Action:

Ask yourself these four questions. Take some of the answers you come up with and share them with potential clients as good reasons for them to use your business

Unfair Marketing Strategy 34:

Use proven persuasion methods

Have you ever found yourself donating to a cause you've never heard of?

Buying something you didn't need because you liked the person selling it?

Volunteering time you didn't really have?

Professor of psychology, Robert Cialdini has spent more than 30 years examining how people successfully persuade others and why their techniques work.

Cialdini identified six basic principles of successful persuasion that were common to all the professions he examined.

He also conducted experimental studies to prove their effectiveness.

He has now shared these principles with audiences and readers around the world as a highly sought-after speaker, popular media source and best-selling author.

His book which has been a bestseller for over 25 years is called "Influence-the psychology of persuasion" and I highly recommend you read it.

In his research Robert Cialdini discovered six key principles of persuasion.

Authority: People will defer to experts.

When advertisers say, "Four out of five doctors recommend this product," they are relying on the authority of medical professionals to influence consumers.

Consistency: People will uphold their stated commitments.

After signing a petition in support of a social cause, for instance, people are more likely to donate to that cause later when asked. Individuals feel obligated to back up a public statement of support.

Liking: People like those who like them.

A good example is the ever popular Tupperware party. People are more likely to buy products from a friend than from a stranger.

Reciprocity: People will repay favours.

For instance, when the Disabled American Veterans began sending free mailing labels with their fund-raising letters, the response rate nearly doubled, from 18 to 35 per cent. People feel obligated to reciprocate when they receive a gift or favour, even when it is unsolicited.

Scarcity: People want things that are rare or scarce.

Social Proof: People follow the lead of their peers.

Let's take a quick look at one of these principles.

The Principle of Scarcity:

Items and opportunities become more attractive as they become less available.

This often holds true even when those items or opportunities aren't desirable on their own. Here are two examples that illustrate this.

Example One:

A consumer test provides insight into how the scarcity principle works.

Study participants were given a jar of chocolate chip cookies to taste and rate.

Some of them received 10 cookies in a jar; others received a jar that contained only two cookies. All the cookies came from the same box in the back room, but people who got only two cookies rated them as more attractive and able to command a higher price at the store than did people who received an abundant supply of the identical cookies (even though they did not rate them as tastier).

For these cookie-consuming critics, fewer meant better, even when taste was rated equivalently.

Example two:

Undergraduates at Florida State University, like most college students, rated their cafeteria food as unsatisfactory. Researchers found these opinions changed dramatically just nine days later, however, when they rated their cafeteria food as significantly more desirable than before.

Why?

Before rating their cafeteria food the second time, students learned a portion of the cafeteria had burned and that they would not be able to obtain meals there for several weeks. The cafeteria food was regarded as more desirable the moment that students realised it was less available.

Take Action:

Look at your own products or services and see how you can apply scarcity in some way. You might for instance have a deluxe version of your product or service that is available for a limited time only. Or perhaps for a limited number of people.

You may also like to read the book 'Yes!: 50 Scientifically Proven Ways to Be Persuasive' which has 50 ways to use these principles of persuasion in your business.

Unfair Marketing Strategy 35:

Use what is already working well

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

And in this time I've discovered one simple marketing rule that has been very useful.

The rule goes like this...

"Use what is already working well".

In other words find a marketing or sales strategy that is already working well and then put it into action in your own business.

Here is a simple example:

Many years ago I sold investment property.

And when I first started I was not very good at explaining how investment property works.

I used to meet with a potential client and then spend half an hour telling them everything I could about a particular investment property.

Where it was located, who built it, what it was constructed of and so on.

What I didn't explain to my clients was how investment property worked and why it might be useful to own one.

Instead I focussed on all the features of a particular property.

As a result I struggled to make sales.

Then one day I met a salesperson who had been selling investment property for many years.

He was making a lot more sales than me so I asked him how he explained investment property to potential clients.

He sat me down and in less than five minutes he showed me how investment property worked when you did it properly.

His presentation consisted of drawing two simple diagrams on a piece of blank paper and then writing down a few words on each diagram.

I was amazed because I could now see clearly how investment property worked as soon as he had finished his 5 minute presentation.

I asked if I could use this presentation with my own clients and was told that was fine.

I immediately began using this same 5 minute presentation with every potential investment property client that I spoke with.

To my delight they all understood in 5 minutes exactly how investment property works. And many of these people went on to become clients.

So all I did was to take a sales presentation that was already working well (for another sales person) and then used it myself.

And you can do exactly the same thing in your own business.

Just look for sales and marketing strategies that are already working well and can help you get better results in four key areas.

1: Lead Generation

This is anything you do to get potential clients to contact your business and ask for information about what you sell.

2: Sales Conversion

This is anything you do that gets potential clients to spend money and become paying customers.

3: Repeat and Referral Sales

This is anything you do that encourages people to give you repeat and referral business.

4: Unique Competitive Advantage

This is anything you do that positions your business as being better than your competitors and gives people a great reason to spend money with you.

So where do find marketing and sales strategies that are already working well?

1: First of all look in your own business.

If you have a number of sales people you often find that some are getting better sales results than others.

Take a close look at these top sales people and see what they are doing differently.

It could be the questions they are asking, the examples they give, the testimonials they use and so on.

Once you find something they are doing better encourage other sales people to try that same idea.

2: Secondly look at what other successful businesses are doing. (Both in your own industry and in other industries.)

How are they attracting good quality clients?

What are they doing to get repeat and referral business?

How do they encourage people to spend money for the first time?

What are they doing better than you?

Once you find something that seems to work well, try it in your own business.

Keep doing this and before long your results will improve.

Best of all by focussing on using what is already working well you can save a lot of money and time in trying things that don't work that well.

The good news is that there are literally hundreds of ways to get better results in your sales and marketing.

Take Action:

Look this week for two sales and marketing strategies that are already working well that you can use to improve your own results.

Put one of these strategies into action.

Unfair Marketing Strategy 36:

Know how to do local marketing for your business

A few days ago I received some helpful ideas on how to market a business locally.

I received these ideas from Rebecca Caroe the Founder and CEO of Creative Agency Secrets <http://creativeagencysecrets.com>

I liked what Rebecca had to say about how to market a business locally and she has kindly allowed me to share her ideas with you.

Let me now hand you over to Rebecca for 12 marketing strategies you can use to grow and scale a local business..

Twelve Top Tactics for Local Marketing:

Knowing how to get known locally is an age old skill but today requires a digital “twist” that can support your traditional activities.

Here's my list of tools for you to use in support of local marketing:

1 - Set up a Google My Business account (<https://www.google.com/business/>) and get it address-verified (they post you a code).

This allows search results to display detailed information about your business, to link your other Google-owned assets like YouTube, Analytics and AdWords and provide a verified uniform display of all your locations.

2 - Key words - ensure city/ town / suburb / state or county are all included in meta data on your site, in your page copy and relevant blog posts.

Particularly important if you have case studies and you can say “Tauranga Plumber” or “Avondale Dressmaker”. As it further reinforces the areas you work in and brands you're associated with.

3 - Directory listings - Get yourself listed on a variety of free and paid sites.

If you can afford a small spend try www.brightlocal.com to manage all your listings. This is worthwhile because there are over 30 listings sites for New Zealand alone - bet you can't name more than 5 unprompted!

4 - Use Facebook local targeting for advertising and brand building.

The unbelievably detailed targeting available through Facebook is a gift for all of us.

We can focus our message so tightly that spend is controlled and delivered to only the right people.

As a marketer, this is a gift which you must use. Either learn how to do it yourself or hire the talent to set it up and teach you how to use it.

Many of our clients like us to tutor them in these techniques before taking over the management ongoing.

5 - Set up Google Alerts for key phrases in the news that could allow you to comment add new prospective contacts and build a mailing list.

6 - Join the local Business Associations and contact all the relevant local business members so they know about you.

In Auckland, these are free to join for ratepayers - but even if the cost is low, it's an investment worth having.

You meet people who are inclined to use networking and that's a benefit in itself.

Also most associations have mailing lists which you can access when you're a member.

7 - Go to Networking events such as BNI, Chamber of Commerce, Meetup.com, Eventbrite are all good places to find groups to test out.

8 - Get happy customers to write Testimonials on Google My Business.

Also reproduce them on your website.

I like to recommend a short two-sentence version plus a longer version which you can use as a case study article or newsletter piece.

9 - Use Media relations to get articles in local newspaper, local radio, local newsletters, Neighbourly_and don't forget to check out Yahoo Groups for local lists.

10 - Ask for Referrals - by sending two business cards with your invoice.

My favourite is to leverage first meeting discussions that don't seem to immediately lead to new work - make something from the time you've invested by asking for introductions.

11 - Make specific requests for Social sharing via your accounts on Facebook, LinkedIn, Instagram and Twitter.

When there's something important to say, call in a few favors and get that update on-shared by your friends and contacts. It's easier than you may think.

12 - Surprise and delight the customer - e.g. pay it forward - can you think of a way to involve a charity, or give a surprise gift to a deserving individual and use that for publicity?

Here's how we involved charity, StarJam, in getting testimonials from clients <http://creativeagencysecrets.com/be-innovative-with-how-you-get-testimonials/>

The key is to get value from both online and offline marketing spend and the cross-overs are increasingly beneficial when focused on local marketing.

Thanks Rebecca for some helpful reminders on what you can do to market your business locally. (I trust you found her comments were useful.)

Take Action:

Take a look at the 12 tips that Rebecca shares here. Put at least two of them into action this week. And if you would like some more info on how to do this feel free to contact Rebecca at <http://creativeagencysecrets.com>

Unfair Marketing Strategy 37:

Use The A.C.T. marketing formula

I had a fascinating conversation a while ago with top business coach Rob Garabay. <http://robgaribay.com/>

(Rob is part of Action Coaching and is currently ranked in the top 3 business coaches in the United States and in the top 15 business coaches in the world.)

Rob began his coaching business 10 years ago when he moved from Michigan to Oklahoma and at that point he didn't know a single person.

So he was starting his coaching business from zero with no clients.

The very first step that Rob took to build his business was to write a one page description of his ideal coaching client.

In other words Rob started his business with a very clear picture in his mind of the type of clients that he wanted to work with as a business coach.

Once he had that clearly defined Rob then used what he calls the A.C.T. marketing formula to get new clients.

A.C.T. stands for

Attention

Credibility

Testimonials

Let's take a look at exactly what Rob did

Awareness:

Rob wanted to create awareness of his business coaching services so he began networking.

He devoted 4-5 hours a week to his networking so he took it seriously

I had an interesting discussion a while ago with Dr Ivan Misner the founder of BNI and widely considered to be the 'Godfather of networking'. Ivan told me that you have to devote a minimum of 4 hours a week to networking if you want it to produce a good number of new clients for your business. (And that's exactly what Rob did.)

He joined Toastmasters, three different chambers of commerce, BNI and so on.

At every networking event that he attended Rob kept his eyes and ears open for people who matched the description of his ideal client profile.

Credibility

Rob realised that making people aware of who he was and what he offered was useful.

However he also knew that he had to establish credibility as a business coach.

To do this he joined Chamber leadership committees and began taking an active role in these committees.

In his earlier business career Rob had owned and run large corporate organisations and achieved remarkable success in these businesses.

However in his new city no one knew about his past achievements.

So by joining Chamber leadership committees and participating actively people could see that he was very good at both leading people and dealing with other business leaders.

At the same time Rob networked and made a positive connection with the managing editor of the local newspaper. (This took Rob many months to do and was one of his most useful strategies to grow his business.)

After establishing credibility with the editor of the newspaper Rob proposed writing a short article each week on business success in the Sunday edition of the newspaper.

The editor published the first few articles by Rob and these articles received a lot of positive feedback from the readers.

Rob went on to write over 72 weekly business success articles over the next 18 months.

This did two things for Rob.

First of all it gave him instant credibility with the people who read his newspaper articles.

Secondly it forced Rob to think deeply about what he was writing about. Because he had to share something useful every week Rob actually got very good at the ideas and tips that he was writing about. So it actually improved his business coaching skills in a big way.

Rob then turned his business articles into a business book called “Energize Your Profits: 14 Solid Concepts for Growing Your Bottom Line!”

Being the author of a book established further credibility with potential clients as well.

Rob then hired a marketing person to help him gain more awareness and credibility in the market place.

And as soon as he did this his business doubled!

His marketing person began videoing all of Rob's talks and speeches and put them on his website. (And he did lots of other things to help Rob gain positive publicity.)

Testimonials:

Rob began actively collecting both written and video testimonials from his clients as soon as they started enjoying results from using his services..

He also encouraged many of his coaching clients to enter into local, national and international business awards.

As a result his coaching clients have now won over 80 business awards.

When his clients win business awards they feel great and are more likely to continue using Rob's coaching services. (In other words it increases his client retention.)

Rob also began hosting group meetings for his clients.

He holds an annual planning day and invites all his clients to this day. He also does a quarterly planning day where his clients can plan the next quarter in their business.

Clients really enjoy networking with each other and Rob gains some excellent referrals as a result of doing this.

Rob also holds two client appreciation events each year.

A Christmas function near the end of the year. And another event close to July 4th to celebrate the independence of being in business. Clients love these events and they generate both positive testimonials and high quality referrals.

Rob started with a clear description of 'who' he wanted as a coaching client. And by using his A.C.T marketing formula he is now recognised as one of the top business coaches in the world.

Take Action:

Have a look at what Rob did to build his business from a base of zero clients.

What part of what Rob did could you use or adapt for your own business?

Summary:

In 'The Unfair Marketing Secrets Playbook Volume One' we've covered 37 strategies that that you can do to outsmart and outsell your competitors without breaking the bank.

Just put into action 2 strategies each week from this guide.

And in five weeks' time you'll have 10 of these strategies working for you.

I know you will be delighted with the results 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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**SIMPLE MARKETING
ANSWERS**

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.

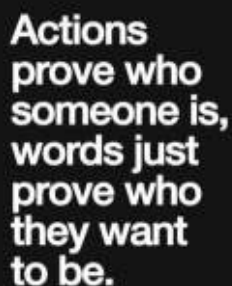
The next day, she went down to a car dealer and paid cash for a brand new car. (Remember she had never driven a car in her entire life.)

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 Instant Marketing strategies in this guide into action in your own business...



**Actions
prove who
someone is,
words just
prove who
they want
to be.**

Action Page Week One:

What Unfair Marketing strategies would you like to put into action in your business in the next week? (Select two.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

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 Unfair Marketing strategies would you like to put into action in your business in the next week? (Select two.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

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 Unfair Marketing strategies would you like to put into action in your business in the next week? (Select two.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

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 Unfair Marketing strategies would you like to put into action in your business in the next month? (Select.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

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 Unfair Marketing strategies would you like to put into action in your business in the next month? (Select two.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

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!!