



Marketing Success News

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Summer 2004

Whew! Spring was whirlwind of activity. With more and more people wanting to carve out their own identity in the world and start their own businesses, we find even more need for successful marketing, sales and coaching support for those budding entrepreneurs! Summer will offer even more activities...vacations, lazy afternoons and hopefully, some reflection and insight into your hopes and dreams. Think about what your year has been like so far (is it really summer already?) and ponder how you'd like to see the rest of it play out (the holiday season will be here before you know it!).

Whether you operate a bustling, growing established company or small work-from-home new venture, the need for solid sales and marketing advice abounds. This newsletter is a brief sampling of useful tips, solid, proven marketing support and welcome input from our readers. If you have a solid marketing tip or words of advice, please email us. You could find your name in the next issue! Email: Sales@isellmoretoday.com



At the starting line?

Or...sometimes feel like you are?

To get your business off and running, here are several tips in order to start attracting client, generate leads and develop a successful business in 6 months or less:

1. **Ten-Minute Marketing Plan:** It's no secret: You **MUST** market yourself in order to get new customers and get orders from existing clients. There are several ways to market yourself (we'll get into this later), but for a quick marketing plan to start now, follow this:

Get out one of those freebie calendars you likely received from a bank or insurance company and never hung up, open it to this month and start charting out your specific marketing plan. Make it every Monday or Friday (or whatever day during the week is best for you) and write down what you will do. Will it be to call customers? Send out fliers, postcards, newsletters? Update your advertising? Each week, plan to spend *at least 2 hours* marketing your business—more marketing, more results—but fit in at least 2 hours and don't make any excuses

Each Monday (or day you've chosen) you should have something scheduled that is solid marketing written in the calendar square. Stick to this for one month and you will start seeing solid results. It will motivate you to continue to doing it. And all it takes is ten minutes a month to put a program together that will work for you.

2. **Create & Promote Uniqueness:** *Make yourself different:* If you sell and service a product that people can get from a number of sources (as many direct sellers do), you will be best served by creating a unique position for yourself and using that position as a solid marketing tool. What can you do differently or in addition to your current services? Many people offer discounts, free gifts, etc. What can you do? Can you offer useful information (a targeted newsletter, for example), frequent purchase programs (receive a gift certificate for every \$250.00 spent), send flowers to customers who spend \$150.00 or more? Set yourself apart, make it known and then you will have a unique program that not only helps you market yourself, but that happy customers tell others about.

3. **Choose A Niche:** *Dominate it:* Don't be all things to all people. You've likely heard this before. However, do you find yourself trying to accommodate new customers by doing or providing things that are not in your primary line-up of services? Don't. It will take you away from what you do best. Stick with what you feel most comfortable with and add slowly. It's simple advice, but it works.

4. **Farm your neighborhood:** Inexpensive and easy: Realtors do this...they choose neighborhoods where they want to sell homes. They send out mailers and put concentration and focus on marketing in this area. Do the same. Create a postcard or simple newsletter in your neighborhood and those in which you want to sell. Send out monthly or quarterly mailings. Tell people what you do, inform them that you are a local neighbor and provide your offer. Be consistent and you should start seeing results. Always ask for local referrals. In 6-12 months you should have a thriving business right in your own neighborhood! This will increase personal service opportunities, save on mailing fees of products (you can deliver or have customers pick-up), enable you to have new product/service open houses, demos, etc. (Get a membership to our PUMP newsletter for more in-depth and intense marketing ideas!)

These are just a sampling of ideas to get from the starting line to past the first stretch. They are simple, easy-to-implement, and will get you pointed in the right direction. The key is to do them now.



POWER QUESTIONS

Got Goals? Of course you do or you wouldn't be bothering with this newsletter. Have you taken time to write them down? Recently? If not, do it! Seriously take 30 to 60 minutes (TODAY) and write down and black-and-white what your goals are for this month, 6 months and 2-5 years. You can be general with the long-term goals (you can always go back and add/delete), but with the short-term goals you can be much more specific. You know what you need to do this month and probably have a general idea what you should do in the next six.

It is a solid, PROVEN fact that **writing your goals down solidifies them** in you. Just thinking of them is now good enough. You must actually write them down, formulate them in your mind and have something to return to so that you can check them off! Here are a few questions to prompt you:

- What do you really, really want? Dream big. Think about it. If you want to be a top performer within your company, achieve a particular level, mentor others, then write it down. If you want to earn enough to have lots of freedom for travel, time for family, build a new home, write it down. It's your dream. Only you know what it truly is and only you can write it down. It's your roadmap.
- For your life to be perfect, what would you have to change? Look at your life, as they say "warts and all." What is wonderful? What could use a boost? What would you like to get rid of? Write it down. Describe your life as you wish it could be. Be as specific as possible. Do not generalize. See it in your mind as you want it to be. How do you feel? What are you doing? Who is around you? Where are you?
- Describe a snapshot moment: I am sitting in a chaise lounge outside next to my pool at my new home in (X) part of town. I am wearing a beautiful sun hat and new chiffon lounge pants over my navy blue swimsuit. I am toned and slightly tan. I am smiling. My partner is with me, my children are playing, we have friends over and are barbecuing. It is a beautiful day, sunny and clear with a nice breeze. I have just been promoted to X level and earn \$X per year. I have X in my team. I am planning a vacation to X with my husband. I work X amount of hours day/week. I am happy and fulfilled. I am doing work that makes me feel necessary. I love my life.

This is just an small example. What is your dream? If someone walked up and took a picture of you **living your dream**, what would it look like? What would the feelings behind it be at that moment? Take time to do this and you will be surprised at how it works!

How to get steady referrals, testimonials and feedback...

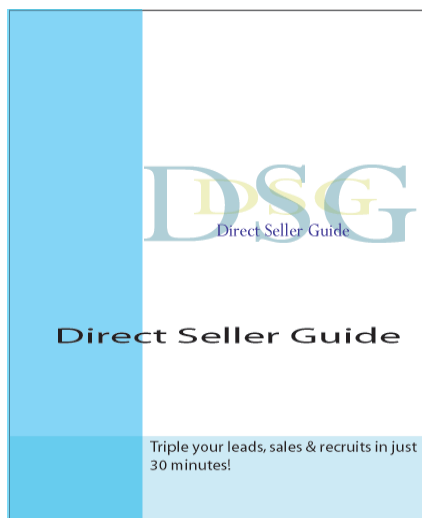
If you are truly interested in growing your business, you know the value of good testimonials and referrals. You can get them again and again by just practicing a few simple tactics. One, of course, is to provide stellar service. Go the extra mile. Do the very best you can with each and every customer—whether they order a \$5.00 item or place over orders over \$500.00.

Next, let each and every customer you have know the value of referrals to your business. Let them know, that if they send you a referral, they will receive a gift of value or gift certificate. Make it good (\$20.00 or more in value). Hand them gift certificates for free products or services (low value, \$5-10.00 only) for your new referrals to use. Include these certificates with every order you fill. Be sure to state they are good for new customers only, and cannot be exchanged for cash clearly on the certificate.

For testimonials, send your customer a short questionnaire to complete soon after your service with them (within a week). Keep it brief. Ask them to rate their service, products, etc. Use a sliding scale (1-5). Ask what other services they would be interested in receiving. Ask how you could improve. Ask for a testimonial you can use in marketing (tell them you will use their first name, last initial only or no name, if they prefer). Include a small gift or nice gift certificate and a warm thank you note with the questionnaire. You won't get 100% response, but you will get some. These will be invaluable to you in marketing your service. You can do it with phone calls or emails. Follow up with a nice little gift or certificate and thank you note (handwritten is best). Do this consistently and you will have consistent results.

If you prefer, you could call your customers a few days after their service (no more than 4 days). Tell them you appreciate their business, ask them how the products are working, see if there's anything else you could do for them. Ask them for a testimonial. Ask them for a referral.

In the current state of society, the small service-oriented businesses are dissolving more frequently as the discount warehouses take over. Personal service is harder to find and more appreciated than ever. By providing personal notes and phone calls, you will gain a loyal customer who is more than happy to see you succeed!



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Marketing Success News is a complimentary publication dedicated to helping small and direct sales-oriented businesses succeed. Our publication is available quarterly. It is intended to provide a brief sampling of topics to help business owners market and sell their products and services.

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