

How To Ramp Up Your Marketing Efforts For Maximum Profits In Minimum Time

By Troy White

A client asked me the other day if I could put together a simple plan and 1-2-3 blueprint to grow his business. I would love it if I could write up one report that any business could use and be guaranteed results.

Imagine if it was that easy – a simple 5 page booklet that guaranteed your business would be massively successful – no matter what you do or sell!

That would be incredibly powerful... and would make the person who wrote the book a multi-billionaire!

But, then there's reality.

Each and every product or service is sold to very unique groups of people – and addresses very unique needs and wants of the market that is buying.

The one common thing that does apply to every business: people are people.

Everyone has hidden dreams and desires, has wants, needs, likes and dislikes. Fears, regrets, passions and phobias.

But people typically buy for similar psychological reasons... and the nice thing is – so do you!

You buy for the same reasons other people do... so your marketing efforts would need to work for you as much as anyone else (assuming you are a typical client for your business).

With that in mind, I have put together the following template you can use to build your business. There are no guarantees as I don't know all the unique qualities of you and your business.

BUT, try what is laid out here and I can guarantee you will get some results. How much? Can't say. But you will either get phenomenal results or you will get the feedback you need to know what not to do.

Step 1 – What are your goals for the next 12 months?

As much as you've probably heard the power behind setting goals, I could almost bet you don't have them written down – nor do you refer to them regularly.

How could I assume that?

Because, despite everyone having heard this, less than 5% of people actually do it.

Get out a pad of paper and write down what you want to accomplish over the next 12 months. How many new clients do you want? How much revenue do you want to bring into your business over the year?

Start with the 12 month numbers. Write them down.

Then divide by 12 so you can see what you must do every month to achieve your goals.

For example, lets say your goal is to earn \$100,000 in the next 12 months.

That breaks down to \$8,333 per month

Or \$2,083 per week.

If you sell a service that averages out at \$95 per transaction – you need to get 22 customers in your door (or you in their door) every single week.

If you work 5 days a week that's an average of 4.4 clients a day you see.

A reasonable number.

Now we need to figure out how you will get 4 – 5 clients a day into your business.

Step 2 – Who is Your Customer?

Another exercise you may have heard of, hopefully even done before... is to put on paper who your IDEAL client is.

If you don't know who you are selling to... you won't be able to sell anything.

And it is NEVER – “everyone is my client” – if you honestly believe that you are in trouble.

Everyone is not your perfect client.

They are typically; male or female, fall into a certain age range, work in certain industries, buy based on _____, are new buyers to your type of service or are repeat buyers of your type of service. There are a ton of things you need to think of.

Who in the heck are you selling to?

While this sounds simple – I can bet you probably haven’t written it down. I just did this exercise myself recently and I can tell you right now – it is powerful – and will open your eyes quickly.

Who is your idea client? Be specific here – it is useless otherwise.

What age are they?

Married?

Kids?

Income Level?

Hobbies?

Books read?

Passions?

Work? Industry?

Kind of car they drive?

What they look for in businesses they buy from?

What kind of clothes they wear after work?

Again, the more specific you are here, the better this will work for you. Write down ALL the details you can think of when you picture your perfect client.

Now turn it into a bio or speech that is coming from them.

“My name is (perfect clients name here), details on them.....”

Turn this into a WANTED poster just like below. Find a photo you can use that shows your ideal client...

Stock photography links

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

<http://freestockphotos.com/>

<http://www.freeimages.co.uk/>

<http://pdphoto.org/PictureHome.php?md=cid&q=&cid=30&mat=pdef&NextPage=120>

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

(www.istockphoto.com is dirt cheap for photos – or search for “free stock photos” online to see what you can find – but paying \$1 through istock will certainly be cheaper than spending an hour or two of your time searching the net – what is your time worth?)

WANTED

If you, or someone you know, fits the profile below, contact us immediately.



My name is Jennifer Derem. I am a 35 year old passionate entrepreneur that is willing to do whatever it takes to find my own success and freedom in my business. I have already made my business successful, having been in business for 3 years already and growing, but I know I am capable of a lot more.

I know there is much more I can learn and do to help my clients further, and to help myself earn more from my business so I can give back to my community. I am willing to read, listen and attend any and all events that will help me get to where I dream of being.

I have a true passion to be financially free in the next 5 years and with my newfound freedom will share my good fortune with those who need it most... and with those who want to achieve more in their own lives.

I am willing and financially able to work with a mentor who shows me how to take my business and my life to the next level and beyond. I know and believe in a higher power and understand that my external world and reality is completely dependent on my internal guidance and state.

I have a true willingness to see and believe in the big picture... and I can see exactly where I will be in 5 years time from now. I understand that it is only through real financial freedom and success that I can give back and leave a legacy for all those who follow in my footsteps.

I am willing to try new things on a continual basis and I will find out what I need to make this dream become a reality.

And when I find it – I will take action without hesitation.

**If you, or anyone else you know, fits this description...
contact Troy White immediately at 403.259.4566 or through
troy@smallbusinesscopywriter.com to receive your *FREE 3 Ways To Grow your Business
Report, The Success Formula Book and Turning Your Words Into Wealth training video.*
No catch, just *free* help to grow your business.**

Step 3 – How will you get them interested?

If you don't know who they are – and all their unique characteristics – you will never be able to target them in your marketing and advertising.

When you do know what they read, watch, where they work, what they do on weekends, etc... then you can selectively target them and get exactly the people you want in your business.

You must offer them something of value. People are inundated with marketing and advertising messages – what can you offer them that makes it worth their while?

(1) Free report (my favorite) on the dangers of Or the top 10 things to look for when hiring a

(2) Free book – write a book and give it away as a lead generator. Be the one book they would buy to get more education on their interests – but give it to them. Think about it – in the city I live there are 4,000 realtors – 1 for every 250 people. Kind of ridiculous if you ask me. As far as I have seen, there is ONLY ONE person who has ever written a book on Buying Real Estate In Calgary. If you want to make a name for yourself – write a book! And give it away.

(3) Free gift certificates for other services

(4) Free lunch or dinner

(5) Free consultation – not a sales pitch but a real valuable consultation.

Write up a small (double business card sized) advertisement announcing your free giveaway.

Then run it in all the places you found for your ideal client exercise. Or mail it to your existing database of prospects and leads. Even send it to your existing clients to get them to pass on to others. Offer it to past customers who haven't bought in a while.

Step 4 – What will you do once they are interested?

They first must put their hands up and say they are interested – then you need to get them to take some form of action – phone consultation, introductory service, buy, call for information, etc.

When they have taken you up on your free offer – over deliver. Make it so incredible they walk out thinking “WOW – no one has ever done THAT before!”

Then you can start following up with them.

The first few times send them a personal letter thanking them for their time and asking them to take the next step on hiring you, or buying from you.

After 3 solid attempts with a personal letter – call them.

Then a postcard.

Then a holiday type announcement.

Then a free newsletter.

You keep on trying until they buy. Eventually they will... because you did your homework and you know they are the perfect client for you. They expressed interest and took you up on your free offer. Now it is up to you to close the deal. Get creative – offer high priced and low priced first time buyer options.

You just never know when they will bite. But if you deal with it tactfully, they will keep warming up to you and will finally buy.

Step 5 – What should you do when they first use your services?

Make them say “I certainly didn’t expect that!”

Over deliver. Give them unannounced bonuses. Make your service better than promised.

Give them a reason to tell others.

This will take time, effort and some followup with first time buyers to determine if what YOU thought you delivered was more than what THEY thought they were getting. Many times, what they expect is not what you promised.

Why?

Because peoples expectations are incredibly high.

I call it – the Walmart Mentality...

You know the types... very demanding, expecting the cheapest prices in existence, and the first to mentally abuse you the minute you put your guard down.

The big box chains have created absolute monsters for customers out there.

Unless you put YOUR foot down and train them how YOU work and what is expected of them if they want to remain a customer.

There was a fantastic, eye opening special on last night on Venture (a Canadian show for entrepreneurs). Showing example after example of customers gone crazy and what impact it is having on the business community.

Places like Walmart have trained people to think and believe they are owed the lowest prices possible - and the best service possible.

Fine and dandy - until reality sets in. Businesses competing on price AND trying to give the best service in the world are constantly struggling to stay afloat.

Why?

Because it is next to impossible to be BOTH low priced and high service.

So, what can you do in your field if this is being asked of you?

You can revolt!

Do not compete on price - compete on being the best service provider and the best marketer.

Bring bundles to the marketplace they cannot find elsewhere... package and price your offerings so your competitors don't know what in the heck you are doing.

And give away FREE information to help them make a decent buying decision.

I work in the direct response marketing field and long copy sales letters are our most powerful tool.

And people will fight me tooth and nail over the use of them...

"nobody will ready that"

"my business/customers are different..."

"that won't work in my industry"

All typical EXCUSES made by the business owners to avoid trying something that has been proven to work for a hundred YEARS,

Use long copy sales letters and special reports to educate your clients and prospects why you REFUSE to fall for the Walmart mentality and abuse.

Tell them what is in it for them to pay a higher price – and get a much higher standard of service.

And never let them run over you.

YOU CAN FIRE YOUR CUSTOMERS!

Tell them never to come back if they won't fit into the model you use... and find customers that do appreciate VALUE - not lowest price.

There are some real monsters out there - make sure they are not in your client list - and if they are - fire them.

So, you have to overdeliver – but you don't have to give the cheapest price. Getting caught up in that game is a vicious downward spin.

Give them unannounced surprises (Amazon.com is a goldmine of appropriate books and audios you can send to your clients – and it costs next to nothing. Or OrientalTrading.com is also a very good place to get little knick-knacks that are appropriate to your industry and will keep people talking).

Surprise them throughout the year with unusual newsletters, promotions and announcements. I started up a service called www.MarketingReminder.com that shows you how to do unusual promotions that get remembered.

Offer them free teleseminars throughout the year – tell them success stories of people using your services and products. Have your happy customers on the line to tell their stories. Give them unique tips on how to best use your goods.

Then ask them for a testimonial... and a referral.

You can (and should) make asking for referrals a standard policy in your business. Many companies will not deal with you if you don't give them a referral. It is part of the process of dealing with you. Unless you give a referral or three – you can't buy their product or service.

One dentist in Australia will not even let you in the door unless you were referred by one of his existing clients. He charges 3 times the going rate. And he makes 6 times what his competitors do.

So “By Referral Only” works... and works well.

Step 6 – How do you get them coming back?

New offerings are key. If you only have one product or service you can sell, find other people and companies that DO have products or services that your customers would want.

Do some research – ask them. Do a survey of your existing clients and find out what products or services would help them, make their lives better or easier.

Then give it to them.

Either come up with new products or services of your own – or align yourself (joint ventures) with others who do have what they want.

Take a split of the profits other companies make if you sell their products for them. Basically, you act as commission sales reps for them.

What company doesn't want more sale?

Arrange a deal where you get 25 – 50% of the profits per product sold to your clients. You take the orders (so you can track what people are buying) and then pass on the orders to your joint venture partner.

Then, send out special announcements or promotions announcing your other products and services. Use sales letters (www.saleslettersuccess.com) or postcards to get the word out. Have seasonal special events and promotions.

Keep in touch with them... if you don't, they will forget all about you and will start buying elsewhere.

The ideal frequency is every week or other week to be in contact.

Either with a sales letter, special promotion, free teleseminar, customer appreciation event – and mix those in with a By Invite Only customer newsletter where you share: case studies of people using your products, testimonials, tips for more effective use, tips for finding complimentary products and services, etc.

This may sound like a lot – but I assure you that all studies prove – the more you stay in contact – the more they buy – and the more people they refer.

Again, your customer database is the TRUE gold in your business. You should be able to craft up a sale promotion at any time, send it out to your clients, and see a cash flow surge of sales immediately.

It's proven.

Step 7 – How do you get them to refer their friends, family and associates?

Ask them.

Give them good reasons to.

Make it worth **everyone's** while. So give a gift or discount to both parties – your existing clients for taking the time to refer their friends and family – and the friends and family a gift for giving you a try.

The true key to getting good referrals is to deliver a *knock-em-down-and-overdeliver* type of product or service.

When you over deliver (which is very rare in today's marketplace) you can get much easier word of mouth exposure.

BUT, don't expect them to just start yelling your praises from the rooftops!

That is the biggest mistake that businesses make.

It is not up to them to remember (or even care) to tell their friends and family about you. It is up to YOU to give them reasons to tell others.

It is your responsibility to ask – and make it worth their while for doing so.

So, you can setup a few different referral systems to make sure they happen regularly.

- 1) Make referrals a condition of doing business with you. Uncommon – but very effective. So in order for someone to do business with you, they must agree to a clause that states that after your product or service has been delivered to their satisfaction, they must then provide to you 3 – 5 quality referrals of friends, family and business associations of (here's the key) equivalent caliber as they are.

Think about that. You deliver what you promise – if they are happy they must (a contractual obligation) refer a number of people to you that are of equivalent quality. This speaks highly of them and they are more likely to choose people they consider would be a good client for you.

This is a very effective model that works for all industries if positioned properly.

- 2) Make it so everyone wins when a referral takes place. When someone refers a contact to you, both the person sending the referral and the person being referred receive a gift certificate for future purchases – or cash rewards – or prizes. People

love to be recognized when they do something for you – so do something nice – even unexpected.

- 3) Make a recording of a phone call you have with a fellow expert in your field. Have it put on cd and mailed out to all your existing clients. With the cd, you also send them 2 or 3 stamped postcards offering their friends and contacts a free copy of the cd as well. CD's are perceived as valuable and the postcards already have stamps on them – a hard proposition for them to turn down.
- 4) Have membership levels based on referrals given. You can give people serious incentives to refer people to you. For every 3 people they bring to you that turn into clients, they receive an additional 10% discount off any further purchases (or prize equivalents). If they send you 15 new paid clients – they get 50% off everything for a year (or whatever the length of time is – note: make it a decent amount of time though – don't chintz out here)
- 5) Have a client appreciation party – a BIG one. Invite all your past and present clients – offer them free tickets for as many people as they would like to bring with them. Make the party classy – entertainment, food, drinks, fun things to do etc. No sales allowed. Make it a fun time – a simple little handout or “goodie bag” they get at the end. And anyone who wasn't a customer before who attends – but becomes a customer after receives a surprise bonus – as does the person who brought them to the event.
- 6) Personal thank you cards. Send these out with initial purchase (or shortly after). Send out other appreciation cards and notes to show you care throughout the year. On the bottom of these cards have a sentence or 2 about your referral program. How many times in the past 12 months have you gotten a personal thank you card from someone you bought from? Very rare these days. Be the one to break free of what everyone else is doing (or not doing in this case) and you will stand out in your customers eyes.

The key is to pick one system, roll it out and make sure everyone you deal with (customers, suppliers, partners, etc) knows about your program.

Test it for 6 months to see the response you get. If that system doesn't work for you – try another.

Step 8 – How do you do this every single month to make sure your yearly goal is guaranteed to be achieved?

Systematize things that work. So if your thank you cards are working gangbusters for you and are bring in a ton of good quality referrals – make a time of day (4:30 – 5:00 every

day) where the only thing you do is write out thank you cards. The key is to create a new habit around what is working.

Outsource things. Entrepreneurs are typically strapped for time – and often for cash as well. If these cards are bringing you referrals every time you send them – outsource them. Find a company who can duplicate your handwriting and will send the cards on your behalf. You can find these services all over the web – as well as through www.elance.com. The key is to find someone who delivers – then to keep them happily delivering for you. The extra business you get by doing this will more than pay for the service. And the extra time you gain by outsourcing this can be best spent asking for more referrals or for closing more deals.

Do what worked before! Never get bored of your own marketing efforts – let your customers tell you if you need to change things up. You must be tracking all your marketing efforts or you won't have a chance of knowing what is working or not.

Create a calendar. A marketing calendar based on upcoming holidays or special events you need to inform your clients of. Go through the entire year and put down all the major holidays or occasions coming up that you can tie your promotions into. I created a free marketing reminder service just for this reason (www.marketingreminder.com). Having a set schedule of promotions to go out makes sure you are always looking ahead in your marketing AND always staying in touch.

Have a regular (monthly preferred) client newsletter that goes out. Give tips and information, good solid content, case studies of people who used you before, updates on your new products or upcoming events. Keep in touch with them on a regular basis – and the more you do – the more you will sell. They want to buy more – but if you don't tell them what to buy – they won't.

The most important thing for you to learn is that marketing is not a one-hit-wonder.

Actually, here is an article I wrote about this awful belief many entrepreneurs have.

One hit wonders

A client of mine just made a comment that I wanted to note.

"Thank you for taking the time to enhance my offer. I know you put a lot of effort into it and appreciate your time and experience in putting this together. I am starting to see the process of putting together a successful sales letter."

Note the word **PROCESS**... that is what is truly important here.

Here is my comment back:

"The sales letter process is just that - a process. We start with a rough draft - tune it - tune it more - tune it more - test it - measure results - tune it - test it - etc...

Go through it again - see what you like and dislike - then send it back so we can get it out in time for holidays. Troy"

The marketing process is not a one-hit-wonder. You will not get it perfect the first time you try it!

People *amaze* me when they believe they should be able to run a single \$200 ad one time and make themselves a small fortune.

It is ALL about testing and finding out what works... and (just as important) what DOESN'T work.

You never know until you test. The market will tell you (a) if you have the right offer and (b) if you are in front of the right people.

If you miss either - you will not get results - period.

So try numerous things - and measure what results you get. If you get no results - you need to modify (one or the other - only change one thing at a time so measurements are accurate).

One-hit-wonders sound great (*we all wish it was so easy*) - but in reality they don't work in the long term and very rarely in the short term.

Success from Italian sausage...

Yesterday I met up with a fellow marketer for a brainstorming session at a place called Spolumbos.

They are famous on a local scale for the quality of their spicy (and non-spicy) sausages and meats.

They have done a TON of things right over the years.

Straight from their site (www.spolumbos.com):

It's a story of three first generation Italian-Canadian boys who grew up in traditional Italian families. With the family spirit of old-fashioned Italian tradition, the boys hand-cranked their familys' small food grinders, helping to make home-made Italian foods, like sausage and fresh crushed tomatoes for sauce.

These guys are masters at marketing their business. Now think about this - it's an Italian deli - not exactly something original.

But they own the majority of the market in the city of a million people.

How?

1) They use their celebrity status (all played in the CFL - the Canadian version of the NFL). Their old jerseys, photos, cups etc are all posted in the deli for all to see.

(if you have anything that resembles fame - use it! If anyone in your family does - ask them if they would be your spokesperson.)

2) They educate people on how their business works – how they make the meats - how the business does what it does. They have a virtual tour at their website showing you everything.

(remember the story of Schlitz beer? When they educated people about what goes INTO their beer - the time, labor and love - they went from 15th in the market to 1st! Everyone else did the SAME thing - but they were the only ones to educate people on it).

3) They use videos of their deli (the multimedia approach) - to attract the visual types. They even have a video there of Mamma cooking over the stove.

(they did not worry about expensive camera crews and wasting a TON of money on high end product - it's a hand held video camera! And it works. Don't over complicate things

– people could typically care less how much you spent on your video and audio production - all they want is the real content)

4) They give away their recipes! They don't pretend they invented Italian sausage... they just make some of the best out there - and they share what they know. They are very open with the ingredients and the nutritional information of all their products.

(do you share all that you know about your business and industry? You should. People appreciate knowledge they don't have - so show them you know what in the heck you do for a living).

5) They have wholesale AND retail covered. You can buy online via the case lot - or come in and get yourself lunch or dinner. You can buy their sausages through many other food related businesses here in town as well - so they use alliances and JV's to expand their reach to blanket the local market.

(are you give people numerous ways to order from you? Are you using other peoples client lists to sell your products or services? You should!)

6) They love giving to charity - and the media loves covering them. You will see these 3 guys at all the big sporting events - cooking up a storm on some big arse barbecues. They give a TON of food, toys, and help away to the charities that need the help.

And the media LOVES them. You see them everywhere - in the papers, on the radio, on television... they are everywhere.

(is there anything at all you can do or give away to a local charity? What are you waiting for? Help out those that need the help! And make sure the local media knows about it- phone them, fax them, write them)

THEY MISSED THIS THOUGH:

On their website they do not capture emails. They should. Think about the specials they could send out via email to get people in on their slow days of the week - even have specials for people to come in on their slow hours of the day.

(capture your customers contact information! Then do something with it... market to them... get them buying more often... in more quantity.)

Some very powerful lessons to be had in my last visit to Spolumbos - I hope you take notice and try a few new things in your business.

If it worked for them, it will work for you... no matter WHAT your business is. That is not an excuse "But... myyyyy business is different" - no it isn't! You deal with people and people buy your product or service if you do what you promise.

Your business is not different at all. It is all about people and giving them more than what you promise – and making sure they even know you exist.

Take heed in Mammas recipes - they contain the wisdom of wealth creation.

With that in mind, here is what you need to do next:

After having gone through all of the above exercises and putting your notes on paper... get your calendar out and write out 6-12 promotions you will do – and when.

Start working on them now – the payoff will be massive – if you follow through.

Again, there is no magic here – marketing is ALL about testing and measuring. Then fine tuning to get better results. If you don't try new things – you can never improve.

Trying new things can easily lead to major breakthrough concepts in your business and industry. One breakthrough can create more sales for you in the next few months than all of last year.

But if you don't try – you won't know what is truly possible!

For More Help With Your Marketing

www.MarketingReminder.com – FREE service to show you how to write timely holiday promotions for improving cash flow. Bi-weekly newsletters show you exact holidays and dates to send your promotions out – PLUS – the types of promotions to send and how to write them.

www.SalesLetterSuccess.com – Intensive workshop (live or home study version available) that educates you on how to write sales letters in your business. 27 different ways to use sales letters and how to quickly craft letters that attract more clients and improve your cash flow

[www.MarketingESP](http://www.MarketingESP.com) – Comprehensive course and audios on how to use direct marketing to grow your business. Complete with sample ads, sales letters, postcards and follow up sequences. The E-S-P formula is highly acclaimed and has helped many people see substantial returns in their marketing.

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