

## **CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 7:**

- **MARKETING ON THE WEB**
- **MARKETING IN YOUR HOME AND/OR PLACE OF BUSINESS**

Here is another place you can promote your web site at no cost.

<http://www.supermedia.com/business-listings/business-profile/?tsrc=SP&campaignId=BP:Update+Your+Profile+Top>

1. Be sure to e-mail me your link so I can promote it on our site and on Facebook.

As we continue the course I will continue to give you more places you can promote at no cost.

Now let's talk about another very good way to promote your business.

### **Telephone/Answering Machine/Voicemail**

The key to new business and return business is good customer service.

The first step is to be sure you have a professional message for your customers. Be sure that your phone message welcomes your customer, lets them know what you do, and that you are with another customer. Be sure it tells your customer that they are important and that you value their business. Be sure that the message tells your customer that you will return their call within 24 hours or less.

1. Check your voicemail and see if your message fits this description. Pretend you are a first-time customer. Call your phone and listen to the message. What do you hear? Is it positive? Does it make you want to leave a message? Does it make you want to do business with yourself? If not then change it and listen to it again. If it does then you are set.
2. Now have your best friend call your number and have them ask themselves the same questions you asked yourself in #1 above. What did they say about your message? Make appropriate changes if necessary.
3. If you know you are going to be out of the office for the day it's a good idea to give customers an alternate number where they can reach you like a cell number. This would be in case of something important that might come up that you need to be aware of. Maybe something is not working properly or maybe it's the end of the month and you don't want to miss any last minute sales. Whatever the reason it's a good idea.
4. Be sure that you return your phone calls the same day or within 24 hours. Keep a notepad with you at all times where you can jot down messages and "to do's". Keep that notepad handy for ideas that come to you. Use it when you get a sudden idea in your head. Normally when you get an idea that just "pops" into your head its divine guidance and it's important to act on the idea that is given to you. Don't wait to act on those types of ideas because if you wait then the perfect window of opportunity may slip away.

## **In-Home and In-Place-Of-Business Intros and Free Meetings**

This is a very important aspect to building your business. Free in-home and in-office intros about what you are doing is very important and can build up your business very fast. Here is an idea that worked for us and can work for you.

These are meetings you want to hold on a regular basis. You can hold them weekly or monthly on a different topic or the same topic every month. The more people see your name and are able to attend “free” events the more people will want to do business with you and talk about you.

Here are some steps to follow:

1. Set up a free intro meeting on a topic of your choice.
2. Make a flyer that has the name, date, time, and a brief description of what you are doing.
3. Be sure to put your telephone number on there for RSVP and a date and time.
4. Put a note on the flyer that seating is limited so be sure to RSVP.
5. Put a note on the flyer that you need RSVP to be sure you have enough handouts.
6. Be sure to state that you will have a snack available.
7. If you are promoting a service say that you will present an equipment demonstration.
8. If you are promoting foods or herbs say that you will have free samples and a taste test.
9. Be sure that you offer a coupon on the sheet that says if they attend the free intro they can save 20% or whatever you want to give away on their first service or product with you.
10. Be sure to ask them to bring a friend and if they do they get a prize or 20% or whatever you want to give away off their first visit with you.

Next pick the places to hang your flyer:

1. The local library normally has bulletin boards where you can hang flyers with their approval.
2. The local post office normally has a bulletin board as well.
3. How about health food stores? Maybe you can give them a stack to put on their counter.
4. It helps to put the flyers where you shop where they know you.
5. How about giving them to your friends, family, and current clients.
6. How about putting one in the window where you work out at the local gym?
7. What about on Facebook, LinkedIn, and twitter now that you have those accounts?
8. Make a calendar and let everyone know that you are having this free intro meeting.
9. Now that you have an e-mail list be sure to pdf the file and e-mail it to your list. If you don't have a pdf program you can purchase it for less than \$50 at Staples, Frye's or Office Depot
10. Also now that you have a web site you can post it to your web site and then e-mail the web site link to your e-mail list.
11. Put it in a short newsletter and let everyone on your list know the free intro is occurring.
12. Do you have a chiropractor? Let your chiropractor know and see if you can put the flyers in his/her office?
13. Is your card in your chiropractor's office?
14. Is your card in the gym?
15. Think of all the places you go during the week and the people you speak to on a regular basis. Be sure to let them all know what you are doing and invite them and ask them if you can give them flyers to put in their waiting room and on their counter.

What to have when you have your meeting:

1. A handout that you will go over and that people can write notes on
2. A sample for people to try or equipment to demo
3. A sign-up sheet for new people to sign up for your mailing list
4. Your business card to hand out
5. Prizes for people who bring a friend
6. Sign up forms if you are selling a product to become a distributor
7. A flyer for your next intro meeting
8. A sign up for your next intro meeting
9. A sign-in sheet for everyone who attends to put their name, business, address, phone, fax, and e-mail so you can follow up with them
10. Coupons for discounts on your products and services for return visits
11. Brochures from the company you are promoting or the services you are promoting
12. If you choose, a pen that has your company name and phone number on it
13. A snack with something healthy to drink and a healthy snack having to do with what you are promoting.
14. Comfortable chairs for everyone to sit in.
15. You can even say that you are giving away a free session to anyone who brings 5 new friends.

Be sure to e-mail me your flyer once it's ready so I can post it for you.

Once the meeting is over:

1. Follow up with all the new people by phone, e-mail, and a thank you card thanking them for coming and letting them know it was a pleasure to meet them and that you hope to do business with them.
2. Follow up with all your existing clients by phone, e-mail, and a thank you card thanking them for coming and for bringing a friend if they brought one.
3. Put them all in your mailing list database for future contact
4. Put them all in your e-mail list so you can e-mail them
5. E-mail them the date and information for your next meeting
6. Find out if they want to make an appointment and/or come to your next meeting
7. Everyone who you invited to this meeting that did not attend needs to be invited to your next meeting so call them, send them an e-mail and/or send them the flyer for your next meeting.
8. Announce your next meeting on Facebook, LinkedIn, twitter, on your web site, through your e-mail list, in a newsletter, etc., etc., etc.
9. Put the new flyer in the same places you put the last and then move forward by talking to more business owners and hang your flyer and give your flyer to more business people. Each time you do this you will increase your circle of contacts and bring more energy to your business.

Remember that old saying. When you have 1 happy customer they will tell their friend and so on and so on and so on. When you have 1 unhappy customer they will tell 5 friends and so on and so on and so on so it's very important that your customers are happy customers.

There is another saying that I learned when I was down at Dr. Jensen's Health Ranch in Escondido in 1987 that I've never forgotten. It's important that you keep this in mind. "You can never please all the people all the time" so don't beat yourself up if 9 people are happy and 1 is not. It almost always happens this way. It even happens to us. We will give a class and there is always 1 person who did not like it or has something negative to say about it. I used to beat myself up about this but now I just laugh and remember Dr. Jensen told us that. Remember I told you this so that the next time you are around the public and someone is not happy with you or your service you can laugh under your breath and remember that "Brenda told me: You can never please all the people all the time".

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web: \_\_\_\_\_