

Value €39.99

Free Special Report :
Reveals the Secret Strategies every Business
Person should know about:

***“ How to Get Plenty of Good Reliable
Customers in 30 Days or less AND
Keep them Coming Back
Again and Again”.***

Eamon Ward Bookkeeping Services
Ferbane, Co Offaly, Ireland.
Telephone 09064 54491

Copyright © Eamon Ward 2010 . All rights reserved
Email Enquiries: eamonward@eircom.net

	Page
Introduction	1
Your Key to Survival	2
Boomerang Principle	3
The one Thing you Must do even if You do Nothing Else	
The Opportunity of Special Occasions	4
Give away Your Products	5
Referrals and Recommendations/Faster Service	6
Money Back Guarantee/ Risk Reversal	7
Ethical Bribes	8
Watching Your Competitors /Testimonials	10
Appointments only	11
Creating a Buzz	12
The National Lottery Craze/Workshop & Classes	14
Referral Hubs/ Joint Promotions/Endorsed Mailings	15
Stop Fighting	17
Websites	18
Advertising	20
Headlines	21
P.S I love you	23
Press Releases/ Business Signs	25
The X Factor	26
Tax Inspectors on the Prowl	28

Introduction

Hello and Welcome,

This report is written with you the Small to Medium sized business owner specifically in mind.

Some of the ideas mentioned may be obvious to you but sometimes we become too familiar with the obvious and do not implement it.

All of the ideas are either free or will cost you very little to put into practice. Nowadays everybody is on a tight budget.

If you get just **ONE** idea from this report you will have benefited. If you merely take part of one idea and merge it with one of your own you will have benefited.

To be honest the idea in itself will not make you a cent. You must take **ACTION**. You must take what you learn and put it in to practice.

Nobody else can do it for you. Only you can take **ACTION**

I appreciate you are busy and have other pressures on your time so let us get straight in to it.

1. Your present Customers are the KEY to your survival for a whole myriad of reasons.

Appreciate and guard them with your life. You probably have spent a lot of money in acquiring them so you should always protect this investment. Not only that but they are also your goodwill ambassadors.

Ask yourself right now the following question and continue to ask yourself the same question until you get a satisfactory answer.

“ Why Do My Customers Choose to do Business with Me over Anybody Else ?”

When you understand the answer to that question you know what your major strength is.

It is what makes you and your business unique. You will stand out from the competition . In reality there will not be any competition.

It is what differentiates you from the crowd. You can tailor your business towards this strength, use it in your advertisements, get the word out to future customers. Constantly play to this strength. Make yourself known for it.

Indeed most people do not know the answer to that question. They seem to think their customers just ramble in.

You need to develop a system for meeting and consciously listening to your customers. People do not realise that listening in itself is an art.

Apart from making your customer feel valued you will know how well or not you are satisfying his/her needs, and what it is specifically that attracts them to your business.

You need to train both yourself and your staff in this area also as often customers will confide in staff more so than the owner.

2 The Boomerang Principle.

This is a concept borrowed from Senator Fergal Quinn of Superquinn fame and he knew a thing or two about how to attract customers.

You must avoid the temptation to maximise the profit from your current sales at the expense of long term customer goodwill. Concentrate on repeat business and the profit will largely look after itself.

“ Think of your main task as being to bring the customer back.” (Growing the customer – Fergal Quinn.)

If you know what % of your custom is repeat business then you have a barometer by which you can measure your success.

Most businesses very wrongly try to maximize the profit from the first sale at the expense of a long term relationship with the customer. They tend to see it as the main payoff and additional sales as a bonus rather than the other way around.

If you have been listening to your customers you will know why they choose to do business with you over anybody else and you will be in a better position to meet their changing needs.

Senator Quinn built a highly successful business based on the principle of getting the customer to come back again and again.

3. Write to your customers and thank them for doing business with you. After all they did not have to choose you. Even if you do nothing else you MUST do this.

Invite them to do business with you again and include with your letter some quality Discount Vouchers or Gift Vouchers not just for them but also for their friends.

Tell them they will get extra discount on their next purchases if their friends choose to do business with you.

Give them that extra incentive. When their friends do purchase from you take the time to phone and thank them.

4. Take advantage of Special Occasions such as St Valentine's Day, St Patrick's Day, Christmas, Easter, Back to School, School Holidays, Birthdays etc

Use every opportunity to leverage the excitement of the above occasions to the benefit of your business.

Sit down and think of ways you can promote your business by incorporating any of the above.

To use the example of a restaurant , for St Valentine's Day you could send out an special invitation to couples who have patronised your restaurant in the past.

Some people are like a magnet and draw hordes of people around them. Put an asterisk beside their names in you database and mark them out for special treatment.

How many businesses have reason to have birthday dates on file yet never bother to acknowledge this fact with a simple birthday card thanking the customer for their business and enclosing a Gift Voucher as a token of appreciation ? Very few I would suggest.

5. Give away your products for FREE. (No I have not lost my marbles.)

Ask yourself this question “ What is the lifetime value to me of one customer?”

You need to stop thinking in the short term . Remember The Boomerang Principle

For example say you provide a service such as hairdressing; why not offer a free haircut as an inducement.

You could begin by putting an eye catching add in your window or a small add in your local paper. (Make sure the word FREE stands out.) Maybe put out some flyers in the local area.

Why not offer say, every 7th or 10th haircut free. It will get your customers to come back again and again and get them talking about you to their friends.

What does it cost you to give away a free haircut in relation to the benefit and goodwill which you will receive for years into the future?

Remember you are thinking all the time of the **Lifetime Value of the Customer.**

If that customer is satisfied with your service (and you better make sure he\she is) they will return again and again *and bring their friends.*

6. Referrals and Recommendations.

This is by far the best way to get new customers and is the least expensive.

How do you get it ? Through having satisfied customers.

Do not be afraid to ask your customers if they are satisfied with your service and when they say yes (notice I said when not if) simply ask them to recommend you to their friends.

Make sure you show your appreciation by offering them something in return, for example extra goods or a reduced price.

Look at your business right now. If a large portion of your new customers already come from referrals why not concentrate on this form of marketing and set up a formal system where you communicate with each customer and in exchange for this you offer a tangible benefit.

Businesses very often waste their advertising budget on “awareness” advertising without ever quantifying its success and without first examining what is already working.

If you doubt me just look in the local papers and see the adds. Some of them (and I am not blaming the businesses here) are not even READABLE.

7. Offer Faster Service or Delivery.

If you can beat your competitors on delivery or service you are ahead in the game.

As a society we have become completely impatient. We want everything now. Nothing reflects this more than our recent crazy spending boom.

We were not prepared to wait and save until we had the money. NO, we wanted the new cars, new tv's, new sofas instantly.

Likewise we are not prepared to wait for goods or services. Nobody will stand in line anymore and as a society we are always chronically short of time

You must be seen to help out your customers here and let them know you empathise with their plight. Again this is a unique advantage you have over your competitors.

Eg “ Delivery same day” . “ Prompt Delivery” “No Waiting” etc.

8. Offer a Money back Guarantee.

The law says you have to do this with a lot of products and services anyway so why not make it a big feature. Let the customer clearly know this.

State it prominently in all your literature. It will help give your customer extra confidence, dispel any doubts and give you added credibility. As the RISK is being taken away from the customer it will change his mindset towards your product.

9. Use Risk Reversal.

Take as much of the risk as possible in the transaction away from your customers.

This will lower the barrier and overcome any sales resistance that prevents them from doing business with you

Let us look at the following example.

A man once went out to buy a pony for his 9 year old daughter. The first person he visited said,

“The ponies are in the stable, go out and take a look. If you return the pony within seven days we will give you your money back”

The second person said “ How old is your daughter? My ponies are kind, gentle and loving and very good with children your daughters’ age, but I would say that as I am trying to sell you a pony.

I suggest you take a pony home with you and let your child ride it say for a month as if it were hers.

I will supply you with feedstuff for the month and in two weeks my wife will visit you and your daughter to check how the pony and child are getting along.

At the end of the month one of two things will happen, either your child will fall in love with the pony and then you can pay me for the animal or for some reason they will not be getting along.

If so we will take back the pony, clean out the stable and you will owe us nothing. Is that fair?"

Which person to you think got that man's business?.

The second person understood the concept of Risk Reversal to its full extent.

Will customers take advantage ? A tiny percentage may but the benefits far outweigh the risks.

I can not over stress the importance of this concept. Taking away the element of risk almost compels the customer to purchase.

9. Use Ethical Bribes.

What do I mean by that ?

Give your potential customer an added incentive to purchase your product by packaging it with a special offer which has a high perceived value as an inducement

If say, you sell clothes why not have an arrangement with the High Street photographer whereby anyone who purchases say, €300 of clothes from your store gets a family portrait taken for free.

You come to an agreement with the photographer that you buy up slots during his quiet periods at a much reduced rate.

Explain that the rent for the studio and equipment is a fixed cost and he will suffer the expense regardless of whether he has customers or not. He will only be too painfully aware of this.

The good news is that he will have a steady flow of readymade potential customers for the future.

Remind him that your customers also buy clothes on special occasions like Weddings, Communion Confirmations and Birthdays. Occasions when expensive portraits and frames are often purchased.

He will get a lot of repeat business. Most of this new business he would never have had if it were not for you and your suggestion.

There are other businesses you could approach such as restaurants or perhaps the local gymnasium.

Studies have shown that people become much more health conscious during a downturn in the economy.

Membership of a gymnasium is something which has a very high perceived value yet probably in most gyms there are times during the day when the machines are lying idle.

Could you buy up membership at a much reduced rate for say, three or six months during those quiet times offer it as an incentive to your customers.

Some of these people will become long term members of the gym and the owner will get added long term income which again he never would have had were it not for your ingenuity.

You need to put some thought into this until you understand how you can apply the concept to your own business.

10. Watch your competitors closely.

I do not mean just for pricing only, but also for the lines of goods they carry and the quality of the merchandise etc.

Furthermore there may be items or services which both of you provide but they are failing to make reference to. Exploit this weakness.

You both may do home deliveries but they may not be stressing this.

Two paint shops may carry the same lines but if one puts up a sign detailing all the different paints, tools, brushes, cleaning equipment required to paint a house that alone will have a positive impact on sales.

By the way depending on the value purchased why not offer a voucher for a bottle of wine to celebrate when the job is completed and the house painted.

11. Use Testimonials as much as possible.

Ask satisfied customers to give you a testimonial saying how useful or beneficial they found your product. Use them in your letters and emails.

Again to use the example of the paint shop could you not have a large photograph on the wall, of a happy couple who are genuine local customers saying

Hello John

We have finally finished the house. It has worked out great. Thanks for your patience and all your advice on the colour schemes.

Needless to say you are invited to the house warming.

Much appreciated and thanks again.

Eileen & Joe

What this does is build TRUST. One of the MAJOR reasons why people will not buy is because of a LACK OF TRUST. This could be in you or your product.

Testimonials are great for building trust.

TRUST is a theme which is running right throughout this report. You need to be constantly building trust.

That is why regular contact is so important. It helps build the relationship.

12. By appointment only.

If your business provides a service you should do your utmost to organise a system whereby you operate it strictly on an appointment only basis and stress this to your customers . You can start by putting a sign on your door to that effect.

First of all it makes you look more professional to your present clients and to potential future customers.

Also by basing your business day on your diary it demonstrates that your time has a premium and you realise and appreciate its value.

13. Create a “Buzz” around your business and its environment.

Somebody said to me the other day “ There is a great buzz in that town, meaning there is activity and movement or excitement if you will, the sort of town you would look forward to visiting. Yet there are other towns which are half dead and alive.

You need to create an excitement around your business/town. Then borrow the vibrancy for your business from other events and situations.

I know people who run sports shops yet will not bother to support the local sports teams, or for example arrange with well known sports people to give talks to students in the local schools.

Have wine & cheese evenings at your place of business. Do not do this only when you first open the business. How about Christmas and other occasions.

I know a publican who takes his customers to the Galway Races every year.

It is a massive celebration and is talked about a month before hand and for a long time afterwards.

The goodwill towards him in the town is enormous and it is translated in to hard cash at the tills.

I am always flabbergasted and I mean flabbergasted by how little we celebrate the lives and achievements of both our present achievers and our ancestors.

Every town has a hero and if you can not think of one readily cast your mind back to our rich history in sport, business and politics.

Think of the achievements of our ancestors in America, Canada, Australia, Argentina who set out from little towns and villages from all over Ireland all those years ago. There are heroes in there and well known ones too.

Could a group of you get together and create a festival around this or a weekend or even one evening ?.

The county of Clare seems to have greatly achieved this. There are constant festivals there and they celebrate their heroes. Millions of Euro pours in to the local economy.

I just heard recently that William Ford father of the famous Henry Ford emigrated to America from Co Cork.

Are the Ford family celebrated there ? Surely that is a magnet for American tourists with a little promotion.

Philip Tracey the world famous milliner comes from Co Galway. His hats have been worn by members of the Royal Family, sold in the famous Harrods Department store and worn by celebrities from all over the world

Is he celebrated in his home town ?

Apart from using the opportunity to advertise locally could you not also get addresses or emails from your customers and people in the locality of those who have emigrated and write them a warm letter (and I mean warm)inviting them to the event?.

Delegate one of your group to specifically welcome those who do come. Could you have a special evening or event for them before they depart again?

Then stay in contact. Irish people living abroad will always have a feeling of nostalgia towards the old sod.

It must be possible to periodically send them a newsletter telling them of events from home and include a brochure with locally produced items.

14. Tap in to the Lottery Craze.

Become known for having a regular raffle where you give out some decent prizes again with high perceived value. Have bottles of Champagne as runner up prizes and amongst those prizes make sure you give out some vouchers for your own business.

Have a photographer along for the draw and send the pictures to the local papers.

Ask your customers to provide their address and or their emails for the draw and explain that you may later send them some promotional material.

15. Workshops and Classes

This is a great way to get a fast inflow of new leads to your business.

If you are a mechanic could you advertise classes on Car Maintenance.

Simple Car Maintenance that will save you €€€€ Class on 7 to 9 pm.
Phone John at Quick
Car Repairs. 087

Could an electrician arrange classes to demonstrate safety in the home?

Could a flower shop have classes on flower arranging?

A supermarket on cooking? (Naturally it would sell all the ingredients.)

Could a gardener get a small group of people together, let them choose one of their gardens and then give a demonstration to the group on different aspects of gardening.?

14. Referral Hubs.

Arrange with a group of complimentary businesses to recommend each other. Only do this with businesses you can truly recommend and 100% TRUST.

For example a carpenter, plumber, plasterer, blocklayer or painter could get together and when they see opportunities for each other they could recommend their colleague to the customer.

As I said you must TRUST who you are recommending as it will reflect on your own reputation.

Likewise hairdressers, beauty salons, boutiques, flower shops, spas, and health centres could get together. Again the cardinal rule of TRUST applies.

15. Joint Promotions

Why not get together with a few other businesses in the same line and jointly promote your products.

Split the town or area into different geographical segments and share the responses accordingly.

The main advantage of this is that you are sharing the cost and can afford bigger advertisements, or perhaps more expensive ones in newspapers or magazines with a greater circulation.

16 Endorsed Mailings.

Think of the people in a related field whom you respect and who respect you.

If you run a clothes shop for example why not approach the owner of a sports shop with the following proposition.

Ask him to endorse your product to his list of customers in exchange for a generous commission on your extra sales.

Tell him that you will write the letter and pay the postage. All he has to do is provide the list.

He will make money which he never would make otherwise and perhaps in the future roles could be reversed, and in addition he has a free method of contacting his customers, building the relationship and showing goodwill.

It could read along the following lines and I am just quickly making this up.

Dear Brian.

This is Martin from the XYZ Sports Shop. You have been one of my most valued customers for many years now.

I thought I would take this opportunity to let you know that the ABC Clothes Shop across the road from my premises has a very special offer on at the moment which is applicable to my customers only.

They sell a top quality product and I have no hesitation in recommending them. Indeed I shop there myself on most occasions when I need some clothes.

For purchases over €400 he is offering a generous 20% discount. As I say this offer applies to my customers only.

As you are a long standing and valued customer of mine tell him that I suggested he include a additional free tie with this offer. I am sure he will oblige

To avail of this offer just bring this letter along with you when you next call.

Yours sincerely

Joe

P.S I understand that this offer is only available until the end of July so why not take advantage now.

Anyway you get the idea. Could you relate this in any way to your business.

17 Stop Fighting an Uphill Struggle against the market all the Time.

The late world famous marketer Gary Halbert once asked his students the following question:

“ If you and I owned a hamburger stand and we were in a contest to see who could make the most sales what advantages would you most like to have on your side.”

His eager students said:

“ I would like the best location in town ”

“ I would like to sell at the lowest price”

“I would like to have the best bread and highest quality meat”

“ I would like to have the cleanest premises”

“ I would like to have the best staff providing the fastest service.”

“ I would like to have all of the above and be able to stay open 24 hours a day seven days a week.”

Gary Halbert listened attentively and replied, “You can have all of those advantages provided you leave me with just one.

“ The one I want is.....a Starving Crowd.”

Lots of businesses spend their time battling with what they imagine are prospects instead of focusing their energy on finding genuine prospects who are at least hungry for their products.

Insurance companies do it all the time. They try to browbeat you in to submission.

Listen; You need to sit down and think. Where are my customers, the people who would be eager to buy from me and then you can actively target this market.

Your ideal market is one which has

- (A) Enough money to comfortably afford your product and
- (B) Has regularly purchased your product or a similar product in the past.
- (C) Or better still has purchased your product or a similar product *recently*.

Could you target your market through a questionnaire conducted at say a Shopping Centre?

Get their names and email address and as a show of appreciation offer to enter them for a raffle with some generous prizes as mentioned before.

Essentially you are building up a targeted list that you can later market to.

Your ideal is that you are all the time searching for that starving crowd and weeding out the rest.

18. Websites.

No matter how small your business is nowadays you need a web presence.

With the passage of time websites have greatly come down in price. You only need spend a few hundred euro and you could have a fully functioning website up and running.

There are many different ways that you can use your website to attract customers and gain business.

You could use it to sell your products or as a very cost effective advertising tool for your business.

As an example you could use it along with small classified advertisements. You need a **COMPELLING HEADLINE** (More on headlines and advertising later)that will drive prospects to your website where you can provide lots more information and offers.

Have your website set up with a Squeeze Page or Lead Capture Page. (This is simple to get done) which will induce your prospect to leave his\her email address.

If you recall I mentioned earlier the value of obtaining email addresses through raffles and requests.

You now have a system where you can market to those potential customers at no cost. A gentle flow of useful information as opposed to hard sell is the **KEY** as you are building up.....yes **TRUST** all the time.

You may say “ A website does not apply to my business” but if say you run a grocery store could you not use it to inform your customers of special offers or promotions.

Somebody said to me recently “ But I am attached to a big chain and they send out leaflets and brochures in the mail constantly.”

That was to miss the point completely. The opportunity to communicate and develop a relationship at a much deeper and local level was being missed.

For example

Hi Mary,

Did you know that we have a special offer at our store this weekend. I immediately thought of you as you are one of our most valued customers

We are giving a special discount of 10% on purchases above €100 this weekend only.

To avail of this opportunity just bring along a copy of this email when you call in to the store .

See you soon

Maureen

The Manager

P.S I will keep you informed so you don't miss out on our other special offers when they arise. If you have any queries you can get me on 087..... anytime.

That is just off the top of my head but you get the point.

(By the way the P.S is very important and I will talk about that later)

You can also use your website to demonstrate your products. If say you sell machinery and you are on the phone talking to a potential customer you can always direct him to your website where with video you both can see the machine in operation.

20. Advertising

At the beginning of this report I said that all of the ideas were either FREE to implement or at least inexpensive. However advertising is something you need to be wary of.

Newspapers will happily take your money and then when you look for your add you may be unable to find it or as happened to me it has a green background that blends into the type and the whole thing is illegible.

However small Classified adds can be inexpensive and effective if used correctly.

You should have a totally COMPELLING headline perhaps offering a FREE Report or telling your prospect to visit your website where he\she can get plenty of information. This can be a an effective way of using your website.

Eg “ Thinking of buying a New Car.? Call Caseys’ Showroom Tel 087” will not be as eye catching as

“DO Not Make the Mistake of Spending Your Hard Earned Cash on a New Car Until You First Visit Caseys’ Showroom.”
Call John Now at 087.....”

Or you could say visit our Website at [WWW.etc](#)

You must also always include your telephone number even if you are directing people to your website.

Your Website is then your salesperson 24/7 and your lead capture page will pick up visitors’ emails. Some will purchase straight away the others you can market to later at regular intervals.

21. Headlines.

Your headline as mentioned earlier is by far the most important part of your advertisement. If people as not stopped in their tracks by your headline they will not read the rest of the add and you have wasted your money.

Have a compelling Headline preferably one which arouses Curiosity and Emotion. It must reach out and grab the prospects.

There a story told of a blind woman and her child who were begging outside a Paris railway station shortly after World War 2.

There was a jar on the ground and a sign against the wall which read:

“ Blind Woman. Please Help”

A creative add man coming out of the railway station saw the jar and observed the meagre few coins at the bottom.

Without waiting for permission he took the sign, turned it around, pulled a pen from his pocket and rewrote it.

Then he walked away.

Later that day as he made his way back to the station he noticed the woman and child were still there and the jar was almost full not only of coins but also paper money.

He stood for a moment and added to the growing collection. The blind woman recognizing his footsteps wanted to know what he had written on her sign.

“What I wrote had the same intention as your own sign. I just expressed it a little differently” he said.

He smiled to himself and without saying another word briskly entered the railway station with a spring in his step.

The new sign read:

“They say my child is beautiful but I will never see her”.

That advertising man knew how to put emotional impact into the headline.

Here are a few examples of headlines which created millions in profits for many years. One thing they all have in common is simplicity.

Do you make these mistakes in English?

Are the foods you are eating today starving your brain?

Why haven't people in Debt been told these facts.?

How to Double your child's grades in school.

It is all very well knowing what good headlines are but what you want to know is how you can apply this to your product or services.

Do not reinvent the wheel. Take headlines which are already in existence and adjust them to fit your product. I do not mean copy them directly

I mean use their structure or principle and change the wording until you are satisfied that it is compatible with your product.

For example, There is a book by Dale Carnegie which has sold in the millions and its title is:

“ How to Win Friends and Influence People”.

If you are selling any type of dieting product how about a headline such as the following:

“How to SHED 28Lbs or More AND still enjoy Mouth Watering Food”

If say, you are in the clothes or fashion business could you have a headline saying:

“ How to Remain in Fashion inside your Budget AND look like Million Dollars.”

(Play around with this idea yourself and you will come up with some killer headlines. If you want any assistance you are welcome to give me a call on 090 64 54491)

22. P.S I love You.

This was the title of a world wide best selling novel and movie by Cecelia Ahern the daughter of our ex Taoiseach Bertie Ahern.

Whoever thought of that simple title was a marketing genius. The P.S gives a whole different emphasis to the title.

Likewise in your advertising always, always add a P.S. Studies have shown that a compelling headline in an add may get read even if the body of the add is either left unread or skimmed over

However a P.S like the headline itself has a very good chance of getting read. It is like having two headlines for the price of one.

I am not a psychologist but I think it could be connected to our innate curiosity as human beings. We want to know what was missed out?

Appealing to a need which is inside all of us to have our curiosity satisfied is a major ingredient in effective advertising. Never ever underestimate this.

Curiosity was the driver for the add referred to earlier “ Do you make these mistakes in English”.

It was for a correspondence course and was effective and profitable for almost 40 years.

People wondered what mistakes were being referred to. Was their poor grammar and pronunciation leaving them stuck in a rut at their place of work? Would it prevent their boss from ever giving them a promotion?

Naturally their children would copy these mistakes and be at similar disadvantage.

Better find out for certain!!

In your P.S you could sum up your offer or stress a benefit, perhaps mention a guarantee, or maybe explain how the offer will shortly be closing or some other limiting factors.

P.S When it comes to advertising someone once said there are two rules. Rule (1) Measure & Test. Rule (2) Refer to Rule 1.

You should regularly measure how effective one form of advertising is as opposed to another and regularly test headlines with small samples until you find out which works best before you spend any substantial money.

23. Press Releases

Put yourself firmly in the shoes of a reporter for your local newspaper. Reporters are always looking for interesting stories. Are there any angles to your products that would make an interesting story for the readers.

For example if you are in the beauty business is there anything unique about your products.

If you are in the fast food business do you sell anything that is uniquely low in fat.? Are you putting extra effort in to marketing healthy foods.

If you sell cars are you thinking of stocking electric cars ?

IS there anything unique about you? Have you left the city to downsize and improve the quality of your life?

Have you come to Ireland to set up in business because you saw something special in the people or environment that the Irish can not see themselves?

Have you turned a business around against all odds ? Have you fought against bankruptcy ? – a very topical subject at the moment.

Have you turned yourself around- in your personal life?

Anything that the public might be interested in
If so send a short article to the local paper with your telephone number and email address at the bottom.

25. Business Signs

Simple signs are very cheap to obtain yet this form of advertising is very seldom taken advantage of.

If you are in a poor location a good business sign can go a long way towards minimizing this drawback.

People are now far more transient and business signs are a great way to attract the potential customer who is simply passing or is new to the community

They focus the customers attention and help imprint your business name and location into their memory.

Business Signs are also great for displaying occasional bargains or Special Offers.

They also help you segment your market.

By that I mean you may want to target young people one week for a special promotion and maybe pensioners for a special discount the following week.

Business Signs are a very inexpensive way to do this.

Before you decide on a sign you need to determine what image you want your business to portray

If you are in a bargain cut price business you may need simple signs with no frills attached.

However if you operate an expensive jewellery business or boutique you may need something more elegant and expensive.

You can have your signs illuminated or maybe use reflective paint to increase your visibility into the night.

26 **The X**----- **Factor**

NO! not the television show.

This is an idea attributed to the late Frank Bettger who sold Life assurance in America during the twenties and thirties.

He wrote a highly successful book called

How I Raised myself from Failure to Success in Selling.

(Notice the title. If you were involved in any way in direct selling would you not want to buy that book)

He discovered if he drew a large X at the edge of the line where he expected his prospect to sign that he got a far greater positive response than in his previous efforts.

He would simply point to the X and say

“Just write your name here”.

The reason it is so effective is probably that it focuses the prospect on signing rather than having his\her mind wandering all over the application.

At that point he would stop talking. He would remain totally silent until the application was signed.

A lot of inexperienced salespeople talk themselves out of a sale at this point probably through nervousness.

They refer to what they perceive as extra benefits. The client hesitates and the sale is lost.

That's it. I could write more and will in the future but you have enough to be getting on with for now.

As I stated earlier if you get just **one** idea from this report you will have benefited provided you take ACTION

If you are sitting there saying “ That was an interesting read” I have failed.

I did not write it so you would find it merely “interesting”

Go back in to the report and pick out the one idea that is most appealing to you and put it in to practice by taking ACTION. Now. Do it.

I wrote this report because people kept saying to me

“ This recession is killing me, so many of my customers have just disappeared. My business is falling apart. Can you help me get more customers”

Sadly there is often a silent cry of desperation in their voices.

I always have had a passion for marketing and selling, although my professional training is in Accountancy and Bookkeeping in which I have over 20 years experience.

I can help you there also with your day to day accounting, VAT PAYE etc, and Budgets which will help you to anticipate and MANAGE your Cash Flow in these stringent times.

Tax Inspectors can and DO call to businesses especially Cash Businesses so your books need to be constantly up to date.

P.S This report is FREE for the moment only. It will shortly be on the market for €9.99. So take advantage of it now. Down load it or email it to friends.

P.P S I live in Ferbane. Co Offaly. Call me now for a FREE evaluation of your business. Use the time to ask me whatever questions you wish and I GUARANTEE I will make all of my Knowledge FREELY available to you. It will just be a normal chat. No high pressure selling.

As this recession bites (the one that is supposed to be over) we need to help each other by communicating and trading information more FREELY. It is the only way.

Call me on 09064 54491 NOW. Mobile 087 687 3223

Or email me on : eamonward@eircom.net

