

LOCK DOWN MARKETING MAGIC

49 simple things you can do right now to grow your business...



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Lock Down Marketing Magic

49 simple things you can do right now to grow your business...

By Graham McGregor

www.simplemarketinganswers.com

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Introduction:

April 6, 2020

Hello and welcome to 'Lock Down Marketing Magic'.

As I write this introduction; here in New Zealand we are in week 2 of our country wide lock down because of the Covid-19 Virus.

It's a massive time of change for business owners, not just in New Zealand but all around the world.

The good news is that even in a lock down there are still a huge number of simple strategies that you can use to grow your business.

And in this guide 'Lock Down Marketing Magic' I explain how to use 49 of these strategies.

I recommend you print out this guide in hard copy format.

Then read it at least 2-3 times.

As you read the guide, circle the strategies that look most useful right now and put two or more of them into action each week.

If you put two strategies a week into action within 12 weeks you'll be doing 24 new things to grow your business.

And some of these strategies will work amazingly well for you.

Right, let's get going...

Warm regards

Graham McGregor

PS: The first 9 strategies in this guide are mental strategies to keep you positive, confident and focussed no matter what is happening around you. The remaining strategies are all practical things you can do to boost sales and create delighted clients for your business.



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It is always safe to assume, not that the old way is wrong, but
that there may be a better way.

— *Henry Harrower* —

Strategy 1: Go on a low calorie media diet

Important Point: A key factor in doing well in a challenging market place is to keep yourself positive, confident, motivated, and feeling in control.

That's why the first 9 strategies in 'Lock Down Marketing Magic' are strategies that help you to stay positive and motivated. (And also think creatively about your situation.)

In times of massive change (like right now) the media tends to report mainly on the all chaos and bad things that are happening.

So you'll hear about things like people dying (how many each day), people being diagnosed with the Covid -19 virus (how many each day) people losing their jobs (how many are going on a welfare benefit) businesses closing down and so on.

When all you see in the media is this type of information its quite normal to feel nervous, anxious and even afraid.

And when you feel like this it's very difficult to stand back mentally and plan the positive steps that you can take to help your business do well.

So the very first thing I recommend you do is go on a low calorie media diet.

This means you limit your media consumption to maybe 20-30 minutes each day.

That way you can stay up to date with what is happening that may directly affect your business.

But you are not getting overwhelmed with all the doom and gloom that is being reported so you feel helpless and do nothing positive.

Imagine that watching, listening to or reading the media is like eating at McDonald's.

If you eat out at McDonald's occasionally its fine.

However if you ate at McDonalds every day of the week and only chose the high fat and high sugar options on their menu it would lead to all sorts of health issues.

So starting today go on a low calorie media diet.

It's the simplest way to start to feel a lot more positive and optimistic about steering your business through times of massive change and uncertainty.

Action Exercise:

Limit your main stream media consumption to no more than 20-30 minutes a day.

Strategy 2: Go on a high calorie positive information diet

This strategy just means that each day you expose yourself to at least 30 minutes of positive information and ideas that will inspire you to improve your current circumstances.

First of all I recommend you read the updates and regular messages from the team at Future Crunch. <https://futurecrun.ch/>

Future Crunch are a group of scientists, artists, researchers and designers who believe that science and technology are the most powerful drivers of human progress.

They put out excellent updates on how science and technology is positively changing the world. And I particularly like the Good News Report they do each year as well

They also have a special series of messages on the positive steps that are happening all around the world with the Covid 19 virus.

Secondly start getting helpful material on motivation, positive attitude and good habits.

James Clear has some excellent articles on this www.jamesclear.com and there hundreds of other people that are very good as well.

Thirdly get helpful information on sales and marketing.

Ben Settle at www.bensettle.com is an expert at showing you how to use email marketing to make sales and build a strong business in any economy.

Bob Bly shares a number of helpful messages on copywriting and business success every week and has a wealth of low cost resources on sales and marketing. www.bly.com/reports

Jonathan Stark is terrific at showing you how to pick a niche market and use value pricing in your business. www.jonathanstark.com

And I have share daily messages on simple marketing solutions to common sales challenges. www.simplemarketinganswers.com

There are thousands of great sources of positive information that is available at no charge.

And the more of this information you expose yourself to the more likely you are to do well in any type of market. (Both good and bad.)

Action Exercise:

Sign up for some regular messages on motivation, sales and marketing and positive habits.

And invest at least 30 minutes a day reading this positive information.

Strategy 3: The 30-10 Formula

I learned this formula in a dusty set of sales training cassette tapes I listened to over 35 years ago.

And this formula is a terrific to learn fast any of the material you expose yourself to in Strategy 2.

Let me explain...

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 35 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.

Action Exercise:

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

Strategy 4: The worry buster

In the wonderful book "How to stop worrying and start living" by Dale Carnegie there is an excellent technique to handle worry. It's called the 'Worry Buster' and here's how it works:

The Worry Buster:

This technique has four simple steps.

1. Define in writing exactly what you are worried about.

In medicine there is a saying that accurate diagnosis is 50% of the cure. So write down exactly what you are worried about. For example "I am worried about my job." Or "I am worried about a business client I have who is slow paying their invoice."

2. Define in writing the Worst Possible Outcome (W.P.O.) of this worry. If you have concerns about your job, the worst possible outcome is that you lose this job.

If you have concerns about a business client being slow to pay their invoice the worst possible outcome is that you never get paid.

3. Decide mentally to accept the worst possible outcome should it occur. This will mentally relieve a lot of stress.

Ask yourself will this outcome kill me? Will losing your job kill you? Will not getting paid kill you? In most cases the answer is no. (Asking this simple question allows you to put your worry in perspective.)

4. Take action immediately to make sure the worst possible outcome doesn't occur. Action is the antidote for worry.

If you are worried about your job, talk to someone in your organisation who can give you more accurate information about your concerns.

If you are worried about a client not paying you, perhaps you could make time to go and talk with them face to face and voice your concerns. Maybe you could offer them an installment plan to pay their invoice if they are in financial difficulty.

John Paul Getty one of the richest men in the world used this strategy in every business situation he faced. He called it The Mini Max Regret Analysis. In other words how do I minimize the maximum regret? He would ask in every business dealing "What is the worst possible outcome of this situation? He would then work on minimizing this possibility.

Action Exercise:

Use the Worry Buster technique on any worry you have right now. It's an excellent tool to eliminate worry quickly. And the more worries you eliminate the happier you will feel.

Strategy 5: The Success List

A success list is a simple way to create more fun, pleasure and enjoyment in your life.

First get a small pocket notebook.

Then get into the habit of writing down in this notebook five or more successes that you have each day.

A success is anything that makes you feel good about yourself when it happens.

These successes can be things you do or things that happen to you.

The key ingredient is that you felt good about yourself when each success happened.

Examples:

A success could be something as simple as getting a sale even a small sale.

It could be someone smiling at you.

A success might be getting positive feedback on something you've done.

A success could be doing a task you've been putting off, even though you know it does need to be done.

A success could be meeting with an interesting person who inspires you.

A success might be taking one small action step toward an important goal.

A success does not have to be earth shattering; however it does have to be something that makes you feel good about yourself when it happened.

Here's why a success list can make every day a good day for you:

In a typical day you will have a lot of different experiences.

Some of these you will enjoy and some you may not.

Most people usually focus on, talk about and remember the things that happened each day that they didn't like.

We call this 'looking at the BLACK SPOTS in each day'.

Look below this sentence and what do you see?



If you are like most people you will say "I see a Black Spot."

This is quite normal.

If you see a piece of paper with a black spot on it; your eye is drawn to the black spot.

You tend to ignore the white spaces all around it.

This is like a typical day for most people.

The white spaces are all the successes that happened that day that made them feel good about themselves.

The black spot is something that happened that they didn't like.

What do most people remember in a day like this?

That's right, the black spot. We are not saying that black spots don't happen. Obviously they do.

We are suggesting you spend a few minutes each day focussing on your successes. Because when you do, you'll feel you've had a good day.

One of the great benefits of having a success list is that you can use it anytime you want to feel a bit more positive.

Just pull out your success list and read it for a few minutes.

When you've used a success list for three weeks or more; you will have written down over one hundred successes you've had in this time.

Imagine how good you would feel reading a list like this.

Think of a success list as being a bit like a photograph album filled with photos of some of the happiest moments in your life.

Every time you look at the photos, those happy moments and feelings come back.

Action Exercise:

Get yourself a pocket notebook today.

Start writing at least five successes you have each day in this notebook.

Notice how you feel after doing this for a week or two.

Strategy 6: Good Morning Power Questions

In his book "Awaken the giant within" motivational speaker Anthony Robbins notes that our life experience is based on what we focus on.

And what we focus on is often determined by the questions we ask ourselves on a regular basis.

The best questions to ask yourself are what he calls Power Questions.

Power questions are designed to cause you to experience more happiness, excitement, pride, gratitude, joy, commitment, and love every day of your life.

Anthony suggests you come up with at least two to three answers to all of these questions.

If you have difficulty coming up with an answer, just add the word "Could".

For instance you might want to ask

"What could I be most happy about in my life now?"

Here are some Power Questions you can ask yourself first thing in the morning when you wake up.

1: What am I happy about in my life now?

What about that makes me happy?

How does that make me feel?

2: What am I excited about in my life now?

What about that makes me feel excited?

How does that make me feel?

3: What am I proud about in my life right now?

What about that makes me feel proud?

How does that make me feel?

4: What am I grateful about in my life right now?

What about that makes me feel grateful?

How does that make me feel?

5: What am I enjoying most in my life right now?

What about that do I enjoy?

How does that make me feel?

6: What am I committed to in my life right now?

What about that makes me feel committed?

How does that make me feel?

7: Who do I love? Who loves me?

What about that makes me feel loving?

How does that make me feel?

Evening Power Questions:

Anthony also gives three Evening Power Questions to ask yourself just before you go to sleep at night.

Here they are:

The Evening Power Questions:

1. What have I given today?

In what ways have I been a giver today?

2. What did I learn today?

3. How has today added to the quality of my life

or how can I use today as an investment in my future?

Action Exercise:

Use some (or all) of these Morning and Evening Power Questions for five days and notice how good you end up feeling.

It really is remarkable how much better you will feel when you make these Power Questions a regular part of each day.

Strategy 7: Think Bigger

When I look back over my 40+ years in sales and marketing I see that every major leap forward I made came as a result of thinking bigger.

I had a great example of this when I was selling investment properties many years ago.

My usual recommendation to my clients was they buy one investment property now and then buy another investment property in 3-5 years' time.

So in my first year all my clients purchased just one investment property to start with.

Then in my second year a client asked me if he could buy two investment properties now rather than waiting 3-5 years to buy the second one.

My client had the borrowing ability to buy two properties and his bank was happy to lend him the money to do this.

So I helped him select two investment properties which he happily purchased.

This inspired me to start thinking a bit bigger.

I realised that some clients would be quite happy to purchase more than one investment property if I gave them the option.

So I changed my sales approach.

I mentioned to every potential client that some people like to start by buying two or more investment properties while other people are more comfortable buying just one investment property to start with.

In other words I invited my clients to think a bit bigger when buying investment properties.

I was delighted to find that with this new approach close to 33% of my clients began by purchasing two investment properties rather than just one.

Now my sales presentations took exactly the same amount of time regardless of the number of properties a client bought.

So by thinking just a little bit bigger myself and encouraging my clients to think a bit bigger I was able to substantially increase my sales without having to work any harder.

When it comes to thinking bigger I really like the comments made by my favourite technology futurist Daniel Burrus

In a fascinating article called 'Think big then bigger' Daniel noted that however "big" you're thinking right now, it's probably too small.

When he was writing his book *Flash Foresight*, Daniel was like every other author on the planet. He wanted his book to be a New York Times best-seller.

But then he thought bigger: He wanted it to be a Wall Street Journal best seller, number one on Amazon, and at the top of every known list.

At this point, something happens to most of us, in that we get realistic.

In this case most authors will think big and then think smaller by saying to themselves, “You know, realistically, I can’t do that.”

Let’s face it...only one person can be number one on Amazon, as well as a New York Times and a Wall Street Journal best-seller.”

So they think small, lower their expectations, and achieve less.

Over the decades, Daniel has learned that making the goal or the dream bigger pays off!

In the book writing example, he said, “Not only am I going to make *Flash Foresight* a New York Times and Wall Street Journal best-seller, but I’m also going to make it number one on Amazon in every category.

And I don’t want to be number one just on Amazon in the U.S.; I want it to be number one on Amazon in Europe.

Not only that, I want it to be a best-seller in Asia. In fact, I want it to be required reading all over the world.”

Once you start to see the bigger big, then you have to ask yourself, “What are the strategies to accomplish the bigger big? What would it take to accomplish my bigger big goal?”

Once you have the vision and ask the “What Would It Take” question, the path to get there becomes clear.

In Daniels case, not only did his book make those best-seller lists and become number one on Amazon for quite a long time in every category, but it also was number one on Amazon in other countries, and the largest newspaper in China devoted an entire page to his book.

Today, Daniel is happy to report that the book is required reading for executives from many Fortune 500 companies.

I highly recommend you read ‘*Flash Foresight*’ yourself. It is one of the most helpful business books I’ve ever read. Go to www.burrus.com for more details

Action Exercise:

How can you think bigger around sales and marketing for your own business?

Strategy 8: Look for an easy way to accomplish your goals

I read an interesting book a while ago called Living the 80-20 Way by Richard Koch (Richard is a successful consultant, entrepreneur and bestselling author.)

In his book Richard explains that there is a difficult way and an easy way to create success.

The difficult way is to study hard and for a long time, work hard for 60 hours or more a week for several decades.

In other words you sacrifice a pleasant life now in the hope of a much more pleasant future life.

The easy way is quite different and open to everyone.

It requires you to make a great mental leap and forget the idea that reward comes from long hours.

The easy way to success is to focus on the outcomes that you want and then find the easiest way to achieve them with the least effort, least sacrifice, and most pleasure.

Be efficient but relaxed.

First, think results. Then get them with the least energy possible.

Richard Koch gives a good example of this in his book:

Imagine you're a caveperson in the town of Bedrock, home of The Flintstones. You need to get to the other side of town in a hurry. Your alternatives are to walk or run.

Walking will take forever. Running is quicker, but requires a lot more effort.

To run would be to make the popular option of trying to secure a better result by working harder.

The easy way is different.

We look for a much better result with far less effort.

How can we get across Bedrock much faster but without the slog of running?

Like the waitress at the prehistoric diner, we could roller-skate with less energy than it would take to run, yet still arrive quicker.

Or we could go one step further and jump on the back of a friendly brontosaurus.

That's a much better result with less effort.

Now this easier way strategy can be used in any area of your life that you want to make important changes in.

These could be money, health, relationships and many more.

Here's a sales example you may find useful:

A while ago I created several marketing programmes to help real estate sales people improve their sales results.

My problem was that I knew very few real estate sales people yet I still wanted to make a lot of sales.

So I looked for a way to get great sales results with very little effort.

The solution was simple.

I contacted a real estate trainer who already had a great database of existing real estate clients.

I made this real estate trainer an attractive offer where we could sell my marketing programmes to his clients and we would split the revenues from sales.

We sold tens of thousands of dollars of my marketing programmes by using some simple emails combined with easy to read sales pages on our websites.

This was super easy to do and produced great results for both of us with very little effort.

It's corny, but the best things in life are free or nearly free, giving a fantastic return on effort.

Saying thanks, showing appreciation, displaying affection, watching a sunrise or sunset, caring for a pet or a plant, smiling at a casual acquaintance or stranger, committing a random act of kindness, enjoying a walk in a beautiful place.

These are all ways of getting great results with very little effort.

The reward from doing any of these things is out of all proportion to the effort.

If you look for an easier way to create more success in any area of your life you will often be pleasantly surprised at what you will find.

Action Exercise:

Write down ten things you could do this week that would create more success in your life with very little effort.

Then spend five minutes each day doing some of these things.

Strategy 9: Twenty Answers

To use this strategy you need a pen, paper, 10-15 minutes of time and some discipline.

Here's how to use twenty answers to grow your sales and revenues in any type of business environment.

Step One:

Write down at the top of a clean sheet of paper a sales or income goal you want to achieve.

Example "Double my sales in the next 12 months'

Be very clear about the exact result you want. In other words rather than "Increase my sales" make it "double my sales in the next 12 months."

Step Two:

Write down twenty answers to this question.

Step Three:

Take one of the twenty answers and implement it immediately that day.

Comments and further instructions on these steps.

Step Two is the hardest part initially in using this method. It's like going to the gym for the first time when you're unfit and doing some exercise. (It's hard work!!)

It may take you anywhere from 10-60 minutes to complete this exercise the first time.

Most people find that the first 5-10 answers are pretty simple.

The next 5 are more difficult

The last 10 can seem like squeezing blood from a stone.

Here is an example of twenty answers on the goal of doubling sales in 12 months.

"What can I do to double my sales in the next 12 months?"

1. I could talk to double the number of prospects in the next 12 months.
2. I could increase the average value of each sale by 100%.
3. I could get my customers to buy twice as often
4. I could double the effectiveness of my closing techniques.
5. I could get five good quality referrals from each of my existing customers. (And turn two into sales.).

6. I could do a joint venture for lead generation with 25 businesses in a non-competitive field.
7. I could talk only to potential customers who could spend double the value of my average sale right now.
8. I could double my prices
9. I could half the time it takes for my sales presentation so I do twice as many presentations.
10. I could double the number of prospects who enquire each month about my products or services.
11. I could double my conversion rate of enquiries to sales.
12. I could spend twice as much time actually making sales presentations.
13. I could develop a new sales presentation that is twice as effective as my current sales presentation.
14. I could concentrate on selling my products and services twice as effectively.
15. I could differentiate our products and services so our customers perceive them as 100% better than our competitors.
16. I could double the number of sales people who sell our products and services.
17. I could get twice as much repeat business from existing customers.
18. I could find twice as many benefits for my products or services and tell these new benefits to potential customers.
19. I could get existing customers to start enthusiastically recommending my products and services to all their friends and colleagues.
20. I could reduce or eliminate the biggest objections that customers give us for not buying our products or services.

Step three

Look over your list and implement one of the answers off your list today.

Example:

In the sample exercise above you may want to simply measure your conversion ratio which is mentioned in answer number 11.

Your conversion ratio is the number of sales you make divided by the total number of enquiries you had about your product or service.

So if you had 10 sales and 50 enquiries your conversion ratio is 10/50 or 20%.

You might find that all you have to do to double sales is to improve your conversion ratio to 40% which is 20 sales for every 50 enquiries.

The key to success with twenty answers is to use it regularly and implement one of the answers you come up with.

The more answers you generate the more likely you are to come up with ones that work.

If you do this exercise once a day each work day and have the weekend off you'll come up with 100 answers a week and close to 5,000 answers a year.

If you just put into action one answer each work day that is 250 ideas for improvement that you are putting into action in your business each year.

In a world where the average business person only comes up with a handful of new ideas that they put into action.

(By the way Twenty Answers can be used to help you make improvements in any other part of your life as well as increasing your sales.)

Example:

A business client I had called Lance was a manufacturing jeweller and a wholesaler of gift products. Lance supplied jewellers and gift shops around the country with a range of products most of which he imported. Lance had an overdraft with his bank of \$50,000 which he used to finance the importing stock from his overseas suppliers. In October one year his bank decided to cancel his overdraft because of a policy change at the bank.

Lance was in a panic because he needed to send \$50,000 within the next 10 days to one of his largest suppliers to fund stock for Xmas for all his clients. He had no assets he could use to raise \$50,000 and was facing ruin if he couldn't supply stock to his clients. He had talked to five other banks and they had all said no. He was at his wits end.

I taught Lance Twenty Answers and he decided to try it.

He wrote down the question;

"What can I do to get \$50,000 legally within 10 days?"

He then spent two hours answering the question twenty different ways.

He phoned me back in 10 days and said "Graham I've solved my problem."

One of the answers he came up with was so simple it was amazing.

He contacted all his customers by phone and fax.

(This was over 30 years ago and before the days of the Internet.)

He explained that his bank had cancelled his overdraft and he needed to organise money to send to his overseas supplier.

He then made the following offer to all his clients.

Instead of paying for your normal Xmas stock order in January, how about paying for it in advance just this once.

If you do, I'll give you a number of extra bonuses.

(These were some free stock and several other incentives.)

He got over 135 customers who agreed to his proposal and they sent him full payment for their orders now.

He received over \$54,000 interest free within 10 days and saved his business.

All from one good idea.

And he got the good idea by using Twenty Answers.

I can't stress strongly enough the importance of you actually doing the work of practising Twenty Answers at least once each workday on questions that directly affect your business.

It's only when you do the exercise that you will come up with the ideas.

An important part of Twenty Answers is to take action on one of the answers you come up with. You must do something.

When you take action on one of the answers you are doing something different in your business.

That's when you get changes.

The more times you practise Twenty Answers the more creative you will become.

You will find great ideas coming up even when you aren't using Twenty Answers.

Action Exercise:

Try Twenty Answers on one of your sales or income goals and take action on one of the ideas you come up with.

Use twenty answers at least five times in the next month and you'll be delighted at the positive differences this makes.

Now let's look at some practical sales and marketing strategies you can use to grow your business in any type of environment.

Strategy 10: Find new uses for your product or service

Important Point: All the rest of the strategies in Lock Down Marketing Magic are practical things you can do to attract new clients, make more sales, stimulate referrals and give your business an unfair marketing advantage.

One of the easiest ways to make more sales is to find new uses for your product or service.

A helpful marketing strategy is to ask this simple question:

"What common problems does my product or service solve for my customer?"

This can often identify a large number of new selling opportunities.

Here's a simple example:

Many years ago I was selling self-improvement seminars. People would attend these seminars and use the ideas in them to improve their performance and results in a wide range of areas. They would also feel very motivated and positive as a result of attending. Many business people would pay for staff to attend these seminars to help them improve their performance and productivity.

I used to think that most people attended to improve their performance and productivity and get more motivated.

However one day, a client told me something quite startling:

He explained that the real reason he had sent two of his staff to the seminar was to reward and thank them for doing great work for him. In other words, the people he sent were already his most productive people. But by giving them two days to attend a seminar that would leave them feeling even more positive and motivated, he was saying thank you to them for all their great efforts in his business. He had told these people that this was why he was giving them two days off at his expense to attend the seminar. He was delighted with their efforts and wanted to reward them.

It worked out just as he hoped. His people attended the seminar and come out feeling even more positive and motivated. They were thrilled he had rewarded them in this way.

A light bulb went off in my head.

I understood immediately that this client had used the seminar to reward and thank some of his top performers for doing such a great job. He was not looking for improved performance or productivity; he wanted to use the seminar to thank his people. (His problem was 'How do I reward my key performers?')

I then wondered how many other potential clients might want to reward and thank key people in their organisation for doing great work.

So I then began asking all of my prospects if they had someone really special in their organisation that they wanted to thank and give a memorable gift to. If they said yes, I explained how this seminar would make a fantastic gift that the person receiving would always treasure and would be a wonderful way to reward great performance.

Many of my clients decided to take my recommendation and invested in this self-improvement seminar for some of the top performers in their organisation.

This opened up a whole new avenue of sales for me as I now had another way to help my clients get what they wanted.

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 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.

Here's another example:

One of my local bookshops many years ago always had a 'weekend special' on some of their non fiction titles. So a book that sold for say \$20 might only cost \$3-\$5 on special.

I would go into this book shop once a week to see their weekend specials. And when I found a book that looked useful for some of my clients I would buy 20-30 copies.

I would then mail this book to my clients and say something like

'Thanks for being a client. I really appreciate your business. Here's an interesting book on XYZ that I thought you would enjoy. With my compliments. Warm regards Graham.'

My clients loved the books I sent them and every time I did this I generated some repeat and referral business.

In this case I was not buying books to read them. I was buying these books to add value to my clients and generate new sales for my business.

There are a lot of different uses for many products and services.

And once you find some of these uses it's an easy way to create new sales.

Action Exercise:

Ask your customers what problems they have solved by using your products and services. You may discover some interesting uses for what you sell that you have not thought of before

Strategy 11: Find a new sales channel

Finding a new sales channel can be an easy way to grow your sales.

A lady called Cindy Cashman saw an interesting idea a few years ago that took her fancy.

The idea was for a book with the title “Everything men know about women.”

You can learn more about Cindy at www.cindycashman.com

The book was over 100 pages long and inside there was nothing but blank pages.

Cindy liked the fun nature of the book but she didn't like the idea of having to work really hard to try and make a few sales.

So she began looking for ways to sell huge amounts of her book with very little effort.

The outcome was interesting.

Cindy ignored completely traditional book shops as she realised her book would be competing with tens of thousands of other books for sale.

Instead Cindy approached businesses like women's clothing shops and got them to display her book next to the cash register.

Women shopping at these stores would pick up the book because of the catchy title, laugh when they saw it was totally blank inside and would then buy a whole bunch to give as gifts to people they knew.

Cindy kept the price very affordable and sold over a million copies of her book over the next few years.

Cindy went on to become one of the most successful self publishers in the world.

All by being creative and looking for a new sales channel.

Action Exercise:

What new sales channels could you find for your products or services?

Strategy 12: Attract more prospects with an unusual offer

Do some creative thinking and come up with an unusual offer for your business. It's amazing how often this can boost your sales. Here are two examples:

1: New clients for a bank:

A major bank used an unusual offer in a very creative way to attract new clients. They did a series of marketing campaigns that guaranteed to new clients that they would never have to wait in line at a bank branch for more than 5 minutes.

If a customer did have to wait more than 5 minutes in a line; the bank would give them free bank fees for a year. A large number of new clients liked the idea of not having to wait in a line for more than 5 minutes; so they opened new accounts.

The interesting thing here; is that the bank had carefully measured the time their clients actually stood in a line while waiting for a bank teller. They had discovered that 95% of the time it was under 5 minutes. It just seemed longer than that to the people that were waiting.

2: An unusual offer for a hardware store:

A hardware shop increased the number of people coming into their store with a bold offer. 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 20 seconds. If they don't we will give you \$50.00 of hardware of your choice completely free"

People would walk down the street and read this sign. They would then mentally say to themselves "That sounds interesting; I think I will check it out."

So they would walk inside the hardware store. 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 a few 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 20 seconds of walking in to the shop. Now once the people were in the shop guess what many did? That's right they

said to themselves, “Well now that I’m here what can I buy that I might need?” Sales increased dramatically.

Action Exercise:

What is an unusual offer that you could make to attract new clients and prospects?

Strategy 13: Eliminate a big sales obstacle

Many years ago I was selling a two day personal development seminar.

The seminar was presented mainly on video, and also had a live person introducing each video section and doing exercises between the videos.

When I started selling this seminar to business managers, over 90 per cent told me that their staff would not want to watch a video presentation for two days. They said it would be boring and their people would not enjoy it.

These managers all associated a presentation on video as being similar to passively watching TV or a movie.

(Which can be very tiring if you do it for a few hours in a row.)

This video objection was a major obstacle to me making the sales I wanted.

Luckily for me, a small number of business people still decided to attend the seminar even though it was presented mainly on video.

They all loved the seminar and it got rave reviews.

So I asked these delighted customers to write down what they thought of the seminar and specifically what it was like having it presented mainly on video.

I soon had a large number of written testimonials that told how enjoyable and beneficial the seminar was and how the video presentation was actually a huge advantage for a number of reasons.

I then showed these testimonials in every sales presentation I made about this seminar and I never got the video objection again.

As a result of not getting this objection any more, my sales immediately increased.

No matter what product or service you sell, there are usually several major obstacles to large numbers of customers buying from you.

And as long as these obstacles are there your sales will suffer.

If you boil down all the reasons or obstacles people give you for not buying your product or service, you will find that all of them can usually be summarised under a few simple headings.

(In most cases there will only be four or five headings for these obstacles, and seldom will there be more than six.)

If a person says things like 'It's too expensive, I can get it cheaper elsewhere, it's not in my budget, I can buy it cheaper elsewhere,' these can all be summarised under the sales obstacle of 'Price' or 'Money'.

Once you have identified your six (or less) sales obstacles you can now look at ways to remove them and make it easier for people to buy.

Example:

A good friend was visiting a dentist who recommended many thousand dollars of dental treatment for her.

My friend told the dentist that was a lot of money.

The dentist agreed that it was a lot of money.

However he went on to point out that someone like her obviously spent thousands of dollars a year on clothes, jewellery and skin products to look good.

(My friend is an executive and prides herself on her professional appearance.)

The dentist went on to explain that one of the best ways to look professional and feel good is to have an amazing smile and great looking teeth.

And that investing money in doing this was just as important as having great clothes, jewellery and skin care products.

This made a lot of sense to my friend who promptly agreed to the dentist's recommendations.

Action Exercise:

Identify the major sales obstacles to buying your products or services.

And put into action some strategies to remove them from your sales process.

Sometimes the elimination of even one of these major obstacles can transform your sales results

Strategy 14: Use Free Stuff to make more sales

One of my favourite entrepreneurs is **Dale Beaumont**. <https://businessblueprint.com.au/>

Dale wrote a thought provoking article a few years on how to grow your sales by giving away free stuff.

Let me pass you over to Dale to share some of the strategies he recommends in his article:

1. Free Product

You can approach a supplier and order a couple of hundred items for a couple of dollars each. If you run a camera shop, offer a free lens cleaner.

Not with purchase, that's expected. Just offer it for free. Then when people come into your store and ask for it say, "Sure, happy to give you your free lens cleaner, but do you mind if I ask you three quick questions first?"

Now one in five will say no, so you just give them the product and you've lost \$2. Three will chat and not buy now, but you can get their email and add them to your database, which is cool. And one in five will spend \$500.

Now you might say, "Well I sell to one in five already."

Yes, but do you have that interaction with the other 10 people that walk in your store? What if you suddenly had 100 people in your store and you did the same numbers? Your business would explode.

More examples: offer a free top-up of engine coolant if you are a mechanic, offer a free drink bottle if you sell bikes, offer a week's supply of vitamins if you are a health food store or offer a free biscuit bowl if you are a pet shop.

Do these cost money? Yes, of course they do. But talk to your suppliers and ask them what stock they can't move and buy this off them cheap. Or order directly from China and you can get product for peanuts.

Next time you are tempted to spend \$2,000 on a newspaper ad, ask yourself if you want 10 buyers or 1,000 lookers. I'll take the 1,000 lookers any day of the week.

2. Free Information

It doesn't matter what business you are in, you are always in the information business.

Why? Because people need and will seek information before they decide to part with their cash. Furthermore, they need to know why they should choose you as opposed to the scores of other businesses in the same space.

So to make things easy, let's stick with the same examples as above.

And again, it doesn't matter what business you are in, just apply a little creativity and it will work for you too.

If you are a mechanic, offer a free CD with ten tips to extend the life of your car.

If you sell bikes, offer a free workshop for parents and kids on how to stay safe on the road.

If you are a health food store, offer a free 'lose weight for summer' workshop.

For me, I run one-day business seminars for free and I have used this strategy to successfully generate millions of dollars in sales. So believe me, it works!

3. Free Test Drive

Normally associated with cars, this same strategy can be used by loads of other businesses. Said another way it's the classic 'try before you buy'.

Going back to our examples: if you sell bikes, tell your customer to take one for a spin, if you are a health food store, give people free samples, if you are a pet shop, invite people to take their favourite dog home for the weekend.

By doing this, not only do people get a chance to experience the benefits of your business, but you are also activating the principle of reciprocity.

This means that when you give something to someone, people feel compelled to want to give something back, which in this case means to buy your product.

Dales is suggesting if you really want to grow your business, give away more free stuff.

By doing so you create trust, you can show the unique benefits of your product and as you give to others, people will want to give back to you.

Action Exercise:

How could you use this 'free stuff' approach in your own marketing?

Strategy 15: Make your business more attractive to boost sales

My good friend and marketing genius Bob Serling shared this strategy with me a while ago. You can learn more about Bob at <http://salesgrowthsystems.com/>

A few years ago, a local merchant in San Diego decided to jump in on the gourmet coffee craze.

He opened a shop right on Pacific Coast Highway, just a block from a beautiful park that overlooks one of the area's most famous surfing beaches, which is a major tourist attraction.

The location he chose was superb and he expected to do a landslide business as soon as he opened his doors.

Unfortunately, this wasn't the case.

Now it appeared that he had done everything right.

He offered an eclectic selection of custom brewed coffees, the place had a casual homey feel that made visitors feel welcome, and he hired an eager, attentive staff to serve the customers.

But sales were just lukewarm.

To make things even worse, not long after he opened, Starbucks announced that they were opening a new location just three blocks away.

Fortunately, this merchant could see the writing on the wall and knew he had to act fast.

What would you do in this situation?

What many merchants would do is cut their prices.

They would figure the only way to beat a powerful chain like Starbucks would be to undercut them on price.

And they would be making a horrendous mistake.

First of all, very few people buy anything based on price - there is almost always some other factor that makes customers buy from you.

Secondly, trying to compete based on price alone is a losing proposition.

There is always someone who will come along and offer a lower price than you.

If all you have to offer is a low price, you can easily get caught in a continuing price-lowering war that will soon take its toll on your business.

What this merchant did was a stroke of pure genius.

He conducted a bit of quick, shirt-sleeve research and noticed that he did a pretty strong business with the local surfers.

So he decided to capitalize on this not by lowering the price of his coffee, but by offering surf wax (the wax that surfers use every day to give their boards proper grip) at his cost.

He loaded up on all the most popular brands of surf wax and sold them at cost, far below what all the local surf shops charged for wax.

It didn't take long for the word to spread.

And this quickly resulted in his coffee shop becoming a favourite hang-out of the local surfers, who bought coffee, muffins, sandwiches, and lots of other assorted goodies.

Because the coffee shop was now jammed, it caused even more people to want to come in and see what all the activity was about.

By offering a popular product in order to draw the attention of a sizable customer segment, this merchant conquered all his competition and has continued to do so for many years.

One of the things to take away from this case study is the value of looking for a simple yet positive way to differentiate your business.

In many cases you don't have to change dramatically what you sell or offer.

Just do something to make your business more appealing to your ideal clients and customers.

One of the first things you notice if you go to Disneyland is the incredible cleanness of the place. There is no rubbish on the ground and everything looks spotless.

People go home and tell their friends how different this was from most of the other amusement parks they've visited.

Carl Sewell talks about how he adapted this idea for his own business.

(Carl runs the largest and most successful Cadillac dealership in the United States)

Carl makes sure that the rest rooms in his dealerships are immaculate. He uses wall paper that costs \$250 a roll on the walls. His floor tiles are exceptionally high gloss so they stay clean. They are washed every hour on the hour. His customers often comment on what a great experience it was going into his rest rooms. And Carl has made his business more attractive than many of his competitors.

Action Exercise:

How can you become more attractive to many of your ideal clients and customers?

Strategy 16: Ask for referrals

This is free and when you do it correctly you can get dozens of good referrals to speak to every month. And many of these referrals will turn into sales.

When you ask for referrals I recommend you try something like this...

“Hi John, I wonder if you could help me? Who are two or three people you know who might be interested in getting some helpful information on buying XYZ. Who would you suggest I send some information to?”

Now a question like this is very low key and friendly. You are just asking a person for the names of several people that might be interested in receiving some helpful information.

This makes it very easy for a person to give you a few people to contact.

You can then send them your special report or tip sheet or other helpful information. And follow up with a phone call.

I've discovered that when you ask for two or three people in this process you will often get two people as referrals. If you ask for one or two people as referrals you will often get one person as a referral.

I did an interesting experiment many years ago when I was selling sales training programmes to sales managers.

For one full month I asked every sales manager I was meeting with an interesting question to get referrals. I said something like this...

“Thanks for your time today. I wonder if you would mind doing me a small favour? Who are seven or eight other sales managers you know who might be open to looking at some simple ideas to help their sales people improve sales? Who would you suggest I make contact with?”

Guess what happened in that month? I got over 147 referrals from that simple question.

A key rule in all marketing is that “you never know who someone knows.”

So someone you meet at a coffee lounge on a casual basis could easily refer you to someone who could become a great customer for your products and services

So asking for referrals is well worth trying.

And also worth practising until you get good at it.

Action Exercise:

Try asking 10 people this month for referrals and notice what happens.

Strategy 17: Put up your prices

In his excellent book 'The Power of Positive Profits' author Graham Foster makes the point that the primary goal of any business is to create wealth for the owners of the business. (I highly recommend that you read this book.)

Now to create wealth in any business you need to increase your profits on a regular basis.

So that's what we are going to talk about right now. Here are two steps you can take.

Step 1: Put up some (or even all) of your prices by at least 5% every six months.

This is a 10% increase in prices every year and is a useful way to recoup many of the extra costs you now have to pay in your business.

Most business people will resist this idea like crazy. They will say things like "My customers will all leave and go somewhere else." This is rarely true.

The freight company that increased prices by 10%:

A good friend of mine took over as CEO of a large national freight company that was barely breaking even each month.

This was despite an excellent reputation and a multimillion dollar turnover.

My friend decided that the best way to turn around the freight company was to increase the prices on all freight services by 10% overnight.

The entire management team and sales staff in the freight company told him that this would have a disastrous impact on customers and many would leave.

The reality was that only three freight customers out of nearly 3,000 complained about the increase in freight prices.

And only one of these customers took their business to a competitor.

Yet after this 10% price increase the freight company started to make a very healthy profit of well over a million dollars a year.

Action Exercise:

Look at the products and services you sell. Put up the prices on some of these products or services by at least 5% this week.

(You don't need to make a big deal about this. Just do it.)

You'll be pleasantly shocked at the positive difference it makes to your profits and wonder why you haven't been doing this on a regular basis.

Step 2: Give your clients three different price options

This is a great way to increase profits in many businesses.

The basic idea is you give your customers three different price choices.

Say to your customers something like this:

"We have several different options on this particular product or service. The premium option includes A, B, C and D. This is more expensive than the regular product or service but it's very popular with our clients who value X, Y and Z. The premium option is \$X. Then we have the regular option which includes A & B. Over half our customers take the regular package. It's available for only \$Y. And for those clients who have a bit of a tight budget we also have the basic option which includes A. This is useful for clients who need to be careful with their money at the moment. The basic option is only \$Z. Which option is of most interest?"

Now you can create a premium, regular and basic option for most products or services.

The premium package might include guaranteed delivery or service within 24 hours, or a double length guarantee, or any number of other added value items that a client would appreciate.

The basic version might not include things like on-going technical support.

When you give clients a couple of pricing options guess what will happen?

That's right. Some will choose the premium option because there are always a number of clients that want the best that is available.

Many will still take your regular option and some will also take your economy option.

But what you haven't had to do is discount your prices and throw away some of your hard earned profits.

Action Exercise:

Create three different pricing options for one of your popular products and services and offer these options to a number of your clients this week

Strategy 18: Use the Dripping Tap to make easy sales

Here's something important to remember:

A lot of the people you are in contact with right now would love to buy the products you have for sale. Or they would love to use your services.

However, sometimes the timing may just not be right for many of these people to make a purchase *today*.

Most business and sales people (at some point) make a huge marketing mistake:

We think that if a person does not buy right now, it means they will *never* buy.

So we never follow up and stay in touch.

When we have this short sighted attitude to marketing we usually end up throwing away a small fortune in easy sales. (I can speak with great authority on this mistake in marketing because I have personally made it many times!)

The solution to this common marketing mistake is to use what I call "The Dripping tap".

The concept of the dripping tap is very simple to explain.

A dripping tap goes 'drip, drip, drip' continuously over a period of time.

Each individual drip does not seem to have much of an effect.

However, over time these continual drips can fill a container and can even wear a hole in something hard like stone.

Now think of each drip as being a *communication* from you to a customer, potential customer or key centre of influence where you add value in some way.

There may be no apparent result or impact from each *individual* communication you send.

But over time, with repeated communications you can create a huge number of new customers, repeat sales, referrals and testimonials.

Here's a good example of the power of a Dripping Tap strategy:

Many years ago I worked in a sales and marketing role for a business that sold Investment Properties.

In my first year I made a big mistake.

I *didn't* stay in touch with my clients.

So my clients would purchase an Investment Property from our firm and they would only hear back from me about once a year.

(I think I sent them a Xmas card.)

This was a costly error on my part because I got next to no referrals from any of my clients and very little repeat sales.

What was worse was that when I did make contact a year later there was no real connection or relationship between us.

After a year or so a client named Steve sent a letter that said he was really disappointed with me. He was surprised about not hearing back from me after becoming a client.

He told me that he was delighted with his investment property, however he had not heard from me and wondered why not?

He told me that he felt that by not staying in touch I didn't really care about him.

He explained that he was a good potential source of repeat and referral business and that I should treat him better. He then gave me a list of things I could do to stay in touch with all of my clients like him.

I was highly embarrassed to get Steve's letter because I knew the importance of staying in touch and adding value to clients. (I had just forgotten to do it.)

So I swung into action with a simple Dripping Tap programme.

I started by sending every person on my database a personal note in the mail every 4-6 weeks. I made sure I included *something of value* with every note I sent out.

One note would go to my property clients and might have a couple of free movie passes and a short note that said something like this...

'Thanks for being a client. I thought you would appreciate a couple of free movie passes with my compliments. And while you are enjoying the movie, remember that you are growing your wealth at the same time with the investment property that we are managing for you. Kind regards Graham.'

Another note would go to everyone in my database and included a short motivational article I had come across on something like goal setting.

The note might say "Hi John, thought you might enjoy this short article on goal setting. Kind regards Graham."

Sometimes I would include a newsletter that I wrote that had helpful ideas on personal success.

Everything I did with my Dripping Tap programme was something tangible that people received in their hands. (So I didn't use email for this.)

Within 12 months of using this programme the results were obvious.

I started getting calls and even letters from my clients and contacts telling me how much they appreciated the added value follow up.

I got referrals, I got repeat sales and best of all I now had a wonderful relationship with many of the people on my database.

My client Steve told me that he was now thrilled with how well I was treating him.

Within 18 months he purchased another Investment Property himself and gave me a referral to a family member who also became a new client.

Within two years of using my Dripping Tap programme regularly, I was getting nearly 70% of my sales every month from repeat sales and referrals.

And the people who referred me or contacted me were delighted at the huge amount of value they received from my Dripping Tap Programme.

The interesting thing I discovered from this process was that most of the communications I sent out to my database had nothing to do with investment property. (Which is what I sold.)

I mentioned it every so often (maybe one message in four) but it was *not* my main focus.

My main goal was to stay in touch and add value consistently to all the people on my database.

And the end result was a delighted group of raving fans and a huge amount of easy sales.

Action Exercise:

How could you implement a 'Dripping Tap' programme in your own business?

What type of material could you send out on a regular basis that the key people on your database would find useful and valuable?

Strategy 19: Use Leap Frog Selling

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

I believe the same concept can be used in selling.

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 Gandolfo.

At a time when a good insurance agent would sell three or four million dollars of insurance in a year, Joe Gandolfo 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.

Here's a good example...

The prompt email reply:

I regularly purchase a number of excellent marketing guides from 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?

Strategy 20: Create a new lead magnet that doubles the number of prospects you get each month

This is very obvious when you think about it.

If you can double the number of prospects you talk to you can double the number of sales you make.

So test different lead magnets that get people to contact your business and say 'I'm interested in what you are selling'.

My favourite lead magnet is a special report.

Think of a special report as being a valuable 'how to' guide related to area of expertise.

A special report will often have insider secrets and special tips that a typical new customer will probably not know about.

So a special report is something a potential new customer will find helpful if they are thinking about using the types of services you offer.

Here is a good example:

The Employment Law Specialist:

Here in New Zealand we have very strict employment laws on what you have to do to remove people who are not a good fit for your organisation.

If you make even a tiny mistake in the steps you follow there is a very good chance that it will cost you a lot of money if the person you are removing files a personal grievance claim against your business.

Paul Brown www.pblaw.nz is an employment law specialist in New Zealand and works with employers to stop them making expensive and time wasting employment law mistakes.

I created a special report for Paul called 'The Employment Law Survival Guide' and Paul offers this at no charge on his website.

Here are the key things that employers learn when they read Paul's special report...

- The single most important thing you need to do with any employment law problem
- Why you need to slow down and C.Y.A. with every employment law problem
- The exact steps you need to take to hold a fair disciplinary meeting.
- Why you should never practise D.I.Y employment law.
- How 'Calderbank Offers' can save you thousands of dollars in an employment dispute

- Why you want to go to mediation as quickly as possible with any employment law problem
- Why you should avoid the Employment Relations Authority if at all possible
- And much more

If an employer has an employment law problem or they are thinking about removing a person from their organisation they will get a ton of useful ideas from reading Paul's special report.

Paul can now add value and stay in touch with everyone who has ordered his special report.

And Paul knows that everyone who has ordered his special report is now potentially a client for his employment law services.

One of the best things about using special reports is that it eliminates the hard work of 'chasing' new clients.

It's a lot more fun when they are 'attracted' to your business instead.

How do you create a good special report?

Step 1: Give it an interesting title that will make potential clients keen to read it.

The shocking truth about cosmetic surgery

Five secrets to hiring great people for your business

How to solve the two biggest money problems faced by people over 40

Step 2: Include valuable and useful ideas and tips in your special report.

When you do this, you position your business as being an expert in the topic you are talking about. You also make it easier for a potential client to choose to use your business rather than your competitors.

Step 3: Make sure your special report is attractively laid out so it looks good.

Then actively market your special report to potential clients.

You can offer it on your website, advertise it with display ads, send out personal letters or emails inviting people to order it and so on.

Action Exercise:

Invest some time and create a special report that potential clients for your expensive service would find useful. Then actively promote your special report to potential clients.

Strategy 21: Invent a new category for your business to boost your sales

A newspaper headline caught my eye recently that read *"Aussie nude cleaning business slammed by Councillor."*

The newspaper story then talked about a cleaning business in Australia and how their point of difference was that all their cleaners wear nothing or very little when they cleaned the inside of your home.

As the owner of the company put it, "our cleaners get paid a whole lot more to wear a whole lot less."

A local city councillor had given a couple of interviews saying the business was disgraceful and thought the police should be notified.

It turns out no laws are being broken and the naked cleaning service is just a cheeky way to differentiate their business in the crowded cleaning market.

However the business has now gained a huge amount of publicity as a result of the councillor's comments.

(And while it was doing very well before the controversy it is doing even better after it.)

Here's the valuable marketing lesson I got from this story...

Invent a new category for the product or service that you offer and you'll instantly stand out in a crowded market. Here are three examples to get you thinking...

Example 1: The Lazy Fitness Trainer

Imagine if you called yourself "The Lazy Fitness Trainer" and that you worked exclusively with clients who wanted to get in great shape by working out for only 15 minutes twice a week. If you did this you would certainly stand out and be noticed.

I actually worked out with a personal trainer close to 20 years ago who got me in great shape by working out for 15 minutes twice a week.

He was a body building champion and had his clients use weights to create a toned body fast.

He didn't call himself The Lazy Fitness Trainer; however this would have been a great way to create a new category for the fitness training service that he offered.

Example 2: The 'Invitation Only' Dentist

Paddi Lund is a super successful dentist in Australia.

Yet his business is not listed in the phone book and he actually has a confidential phone number that he only gives to his clients.

There is no signage on his building either. Paddi only takes on new clients who have been referred by one of his existing patients.

In other words he works by 'Invitation Only'. So he is the 'Invitation Only' Dentist.

If you can create a new category for the service that you offer it could make your business stand out and be noticed in a very crowded market place.

Example 3: 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 copy-writing genius).

She got his attention during the break and told him the story.

Her and her husband had been struggling with the 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 into their store?

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 of their products and soon 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. It’s surprising what creating a brand new category can do for a business!

Action Exercise:

What is a new category you could create around the product or service you sell?

Strategy 22: Use Added Value

Added Value is one of my favourite strategies to make more sales and I mention it in most of the sales and marketing guides I write.

Here are some examples of how to use Added Value to boost your sales.

Example 1: The Flower Man Recruitment Consultant

I met an interesting recruitment consultant in Australia who specialised in recruiting office staff for large companies. He made it a habit of regularly going into the offices of these companies and giving a lovely rose to all the staff who worked there.

He told me he became known as "The Flower Man" by his clients.

He also told me it was a very simple way to differentiate himself from all his competitors and he got a lot of repeat business by giving away these free flowers.

Example 2: The Added Value Electrician

There is a very successful electrical contracting firm that trains their electricians to look for a quick added value service they could do at no charge after they have finished the electrical work they were hired to do.

This could be something as simple as fixing a squeaky door hinge or trimming some untidy bushes by the front door.

The electrician lists the extra added value service on the invoice and marks it as 'Free'.

So their invoice might look like something like this

Mileage Charge	\$A
Parts	\$B
Labour	\$C
Fix squeaky door hinge (no charge)	\$O
Total	\$Y

Their clients love the extra added value service they receive and no charge and tell a lot of people they know about their positive experience.

Example 3: The Memorable Estate Agent

A few years ago my mother wanted to sell her home and move into a retirement village.

I recommended a great local real company called Harvey's Real Estate Te Atatu.

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

They did a superb job and my mother quickly sold her home for a great price with minimum stress and inconvenience.

A week after her property settled and the new owner moved in I received a lovely little gift in the mail from Paul Vujnovich the owner of Harvey Real Estate Te Atatu.

The gift was two Gold Class Movie Passes (worth \$100 each) and valid for 12 months. Enclosed with the movie passes was a lovely letter from Paul thanking me for referring my mother to his business.

I've now told a lot of people about my delightful gift from Paul.

(And I'm telling you about it today years later as well.)

And it's no coincidence that Harvey's Real Estate Te Atatu is consistently one of the most successful real estate offices in the country year after year.

Example 4: The Added Value Builder

There is a builder in Christchurch New Zealand who markets his business by adding value.

1: First of all when the builder has completed any renovation or building project they get the house or room professionally cleaned including the windows. (Clients love this unexpected value and always comment how delighted they are with it.)

2: The builder then has a meeting with the client where they agree that the job is complete and the client signs off.

The builder has a payment app on his iPad and the client pays right there and then. This is the best time to get payment because the client is happy. It is also great for cash-flow and the money is dealt with and quickly forgotten.

3. Within 24 hours, the builder couriers a gift box and a thank you card to his client. This box contains all sorts of yummy stuff you can't buy at a supermarket. The cost is about \$100.

4. At the same time a questionnaire is send to the client by normal post. This questionnaire asks the client for feedback and also reminds her of the things that were done that are not the norm.

For example we ask: "Did we leave your house clean and tidy?"

5. The builder asks for permission to use the customer's replies in their marketing and they always say "yes".

As you can imagine the feedback is typically extremely positive and if there are areas that need attention the builder can address it right away and get even more bonus points for being pro-active.

The builder includes a self-addressed envelope to make it really easy for the client to send the questionnaire back.

6. Once the questionnaire is received, the builders send a quick thank you card with a couple of movie tickets to the clients.

They also include 2 fridge magnets and ask them to give them to a couple of friends who might need a builder sometime in the future.

What is the end result of all this added value?

This builder needs to do no advertising and gets most of his work from repeat business and word of mouth referrals from his clients.

His prices are well above average and because of that he can invest in good quality equipment and hire above average trades people that he pays very well to do a top job. Which his customers really appreciate as well.

Example 5: The coffee shop used added value many years ago to make customers feel good and gave them a great story to tell all their friends.

When you bought a coffee at this coffee shop they gave their clients a glass of iced soda water at no extra charge.

Now of course the clients' reaction was 'I didn't order that, why am I getting that?'

The coffee shop owner trained his staff to tell the story: 'The free soda water is to cleanse your palate so every single time you take a sip of your coffee you get to taste that beautiful coffee again and again and again'. They also put a little chocolate on the side of the coffee cup plate and it was called Hasty Tasty and it had the name of the company, the coffee shop on the chocolate. This was all added value.

What was the perceived value of this coffee? Well back in those days it was \$1.50 to have a coffee and when you added the soda water and a chocolate it was worth to the customer about \$3.50.

(However it only cost the coffee shop a few cents more to provide this extra added value.)

Now someone paid the coffee shop \$1.50 and they got \$3.50's worth of value.

So who do you think they told?

They told all their friends. 'You've got to come here, they give you a glass of iced soda water and a Hasty Tasty chocolate on the side at no charge.' The coffee shops sales exploded and went from zero sales to \$10,000 a week in five months.

Action Exercise:

How will you use Added Value to make easy sales?

Strategy 23: Find low hanging fruit and make easy sales

Low hanging fruit is an expression that refers to picking the fruit on a tree that is very easy to reach.

In other words the fruit is right in front of you as its 'low hanging.'

In business the same principle applies.

Before you race off and look for new markets to reach, new products to sell or new marketing strategies to try, take a closer look at your business.

Ask yourself 'Do I have some very easy sales I can make right now that I am missing out on?'

A lot of the time you'll be amazed at the sales you can make by looking for low hanging fruit.

Here are two examples...

1: Easy add on sales

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: Reuse a marketing or sales strategy 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.

Here's an example:

Let's say you sell beauty products and you did a very successful sales promotion around Christmas that got lots of people buying beauty products.

If you tweaked that promotion just a tiny bit it would probably work equally well on Valentines Day as well.

And possibly even on Mothers day also.

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

Action Exercise:

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

Which of these campaigns can you make minor changes to and reuse again?

Strategy 24: Use Positive Sales Movies

I highly recommend that before every sales presentation that you make you do two very simple things.

First of all think back to the last successful sale you actually made.

It doesn't matter when that was.

It could be last week, last month or last year.

Think back to the last customer that gave you a big order and relive this sale in your mind for 10, 15 or 20 seconds.

At the same time also relive the *feeling* that you got when you made that great sale.

How did you feel?

I bet it was positive. You probably felt excited and you probably felt motivated as well. You felt really good about yourself after having made that last big sale.

Now take 10, 15 or 20 seconds and imagine the sales presentation you are about to make going exactly the same way.

This is in your mind like a positive sale movie.

You mentally see your customers agreeing to give you the order and they've now made a big purchase. They are delighted with their purchase.

How do you feel?

You feel good, you feel positive, you feel excited.

Get that same feeling back of what it actually feels like to make a sale.

Then make your sales presentation.

It's as simple as that.

If you play a positive sales movie in your mind like this and particularly if you take a couple of seconds so you get back that same feeling of excitement and enthusiasm that you got from making that last big sale, that feeling, that excitement, enthusiasm will actually come through strongly to the person that you are talking with.

They will pick it up, they will be influenced by it, they will pick up your excitement and enthusiasm and they will start to get excited and enthusiastic about what you are showing them.

And the odds of that person agreeing to buy or give you an order go up dramatically if you're positive, excited and expecting them to buy.

Now will a positive sales movie guarantee you a sale every time?

Certainly not.

Nothing guarantees a sale every time.

If it did I would charge you a lot of money!

However what a positive sales movie does do it increases the odds of you making a sale dramatically.

Let me explain why...

One of the biggest mistakes that many sales people make when they make sales presentations is they use negative sales movies rather than positive sales movies.

What do I mean by that?

Well just imagine that for whatever reason for the last few weeks your sales results have not been that good.

You've spoken with quite a few potential clients and all of them have said no.

They've give you various reasons, it's the economy, it's too much money, I can't afford it, it's not in my budget, but they've all said 'no'.

And you are about to make another sales presentation to somebody else.

What the average sales person would do at this stage they will play a negative sales movie before that presentation.

They will think about all the people that just said no over the past few days or weeks, how it made them feel, they felt pretty dejected, pretty depressed, pretty negative, all these people saying no and also why it's likely to happen again.

Why the person they are about to talk to is going to say no as well.

Then they go into that sales presentation, they are not that positive, they are sort of half pie expecting that person to say no, and that comes across in the attitude and the body language.

Your potential client will pick that up and the odds of them not buying are actually quite high.

So what you need to do is play a positive sales movie not a negative sales movie.

And this can work remarkably well.

Let me give you an example:

I was speaking a few years ago to a group of insurance sales people, giving them some ideas on how to improve their sales. Positive sales movies was one of the strategies I shared with the group.

I got a phone call from one of the sales people in this particular meeting about a week later.

He said 'Graham you may not know but I've been in insurance for 25 years. I've been in the million dollar round table at least a dozen times; I've been one of the most successful insurance sales people in my company.

'When you spoke to our team a week ago I hadn't actually made an insurance sale for nearly two months. I was in a real slump and that week I had three people to see and before you spoke I was expecting those people to say no as well.

But I decided to try what you recommended.

So, before each of those three presentations I sat down in my car, or my office, for sixty seconds and I played a really positive sales movie.

I thought back to a huge superannuation sale I'd made the previous year, how good I felt, how motivated I was and then in my mind I just pretended I played a positive sales movie of this sales presentation going really well and the client giving me the order for the insurance product that I was showing them.'

'I couldn't believe it Graham' he said, 'I closed all three sales. I saw three people, I closed three sales and I've made thousands of dollars in commission and all I changed was that one little thing you shared with me. Positive sales movies.'

Action Exercise:

If you want more sales play a positive sales movie before every sales presentation or every phone presentation.

The whole exercise of a positive sales movie will take you less than sixty seconds and it's one of the best ways I know to quickly improve your sales.

Strategy 25: Improve your sales presentation with two questions

This strategy is designed to be used after every sales presentation that you make.

It's called the two question method and all you do here is take sixty seconds and ask yourself two simple questions after every single sales presentation that you actually make.

Question number one:

What did I do right? Or What did I do well in that particular presentation?

Here what you do is you focus mentally on all the things you did well.

'I was on time, I was well dressed, I had all the information with me. I asked some good questions to this particular client, I built good trust and rapport; I took the time to really understand their situation before I made some recommendations' and so on.

Now by focusing on the things that you did well you tend to feel pretty positive and also you tend to do more of those same things in the next sales presentation.

So that's pretty simple.

What's question number two do you think?

Well I ask this question with many sales teams.

They always say What did I do wrong?

No, no, no.

If you focus on what you did wrong you are starting to, replay a negative sales movie of all the things you did wrong.

What you do for the second question you ask yourself

What one thing would I do better or differently in my next sales presentation?

Just focus on one thing.

Let me give you an example.

Let's say you've done a great presentation and you may or may not have made the sale.

You sit in your car or your office afterwards; and you ask yourself the two questions.

Question One: What did I do right in this sales presentation?

'I asked good questions, I built good trust and rapport, I was very knowledgeable, I had all the decision makers present in the meeting etc.'

Question Two: What one thing would I change next time?

'What I would change next time is I would probably show two of those great testimonials from existing clients that had bought that particular product or service these clients were interested in. That would have made my presentation far more effective.

In fact I made the mistake of actually leaving these testimonials back at the office so what I will do next time is make sure I have those testimonials on hand in the presentation material I take out to see every new client.'

Or maybe you say something like this...

'Next time what I will do, whether or not these people buy, I will ask them professionally for a referral.

So the key with the second question is you focus on just one thing that you would do to make your sales presentation more effective and here's why you do this.

You and I as professional sales people are both going to be in contact or making at least 100 sales presentations over the next few weeks or over the next few months.

Just imagine we could make one small improvement after every single sales presentation that we made, suddenly we are doing 100 things better.

In other words every part of our sales presentation is getting a lot better.

What one thing would I do differently next time?

I would leave five minutes earlier so I missed traffic and I wasn't rushed trying to get to this particular meeting.

or

'What I might do (and this is a very good one for me) is I might just ask two more questions, or I might slow down when I am speaking so I speak slower.'

So, if you make 100 improvements in what you are doing, you can get to be an outstandingly successful, professional sales person very quickly.

Action Exercise:

Just ask yourself two very simple questions and answer them after every sales presentation that you make.

Question number one: What did I do well or what did I do right?

Question number two: What one thing would I change or do differently next time?

Strategy 26: Lagniappe

(Lagniappe is pronounced LAN yap.)

Lagniappe is a word that is used primarily in southern Louisiana and southeast Texas and refers to an "unexpected something extra." Lagniappe is giving your customer a little unadvertised, unexpected, unasked-for 'extra'.

This little extra is often remembered long after the purchase. It could be an additional doughnut (as in "baker's dozen"), a free "one for the road" drink, or possibly a complimentary dessert for a regular customer.

Here are some examples of businesses that used lagniappe and as a result got many of their clients recommending them to a lot of other people:

The Car Dealer and the movie tickets:

A customer bought a car from a car dealer. Three weeks after the purchase they received two free movie passes from the car dealer; along with a note thanking them for their business. This customer told all the people they knew about the delightful little added value bonus from this car firm. They also went back two years later and bought another car from the same firm.

The Dentist and the phone call:

A person was on holiday in another town a few years ago and had a tooth ache. They went to a local dentist who fixed the problem. What was unusual was this same dentist phoned this client that night in their hotel to make sure they were okay. They also phoned their client a few days later, when they were back in their home town, just to make sure they were fine. This person was very impressed with this great follow up service and has told dozens of people about their unusual experience.

The appliance shop and the pot plant:

There is a very successful appliance shop that does something very simple. Several days after you buy an appliance from them, they courier out to you a beautiful pot plant and a lovely thank you note. The owner is making sure you tell everyone about your positive

experiences dealing with his store. Their clients rave about their unexpected free gift. It generates a lot of referral and repeat business for them.

The Chinese takeaway and the paper bag:

There was a Chinese Take-away owner who used to include something free with every order a customer placed.

He would put it in a small bag and write "free" on the outside. Many people enjoyed going to this takeaway just to see what the free offer would be each time. It only cost the take away owner a few cents to give away something free and it made his business special to his customers.

Here's the reason for giving you these example of Lagniappe:

When you consistently use lagniappe with all your customers and clients you will turn many of these people into hardworking and loyal salespeople for your business.

They will actively recommend your business to many of the people they know.

You will also generate a large amount of repeat and referral business from these same clients and customers because they now feel valued and special

Action Exercise:

Write a list of 5-10 simple ways that you could provide 'lagniappe' to your clients.

Use some of these in the next few weeks.

This is a great marketing strategy to positively differentiate your business from all your competitors.

Strategy 27: Create customers for life and make easy sales

I had coffee a few months ago with one of my favourite real estate sales professionals Paul Vujnovich.

Paul owns Harveys Real Estate Te Atatu and his business is consistently one of the most successful real estate firms in the country.

Paul told me that a key reason for the success of his business is his 'Clients for Life' Marketing Strategy.

I love the idea of having a 'Clients for Life' Marketing Strategy and I recommend it for most businesses.

The first step in creating a 'Clients for Life' marketing strategy is to work out the lifetime value of any new customer for your business.

"Lifetime Value" is the total amount of money that a customer will spend with you or your organisation over the time frame they continue to spend money on your products or services.

Here are two examples of Customer Lifetime Value:

1. I have worked with a number of real estate sales professionals. They tell me the average person buys a new home about every 6 years. So over a 20 year period they could buy around three or more homes. If the average real estate commission is say \$10,000 it means the lifetime value of a customer for a real estate person could easily be \$30,000 or more over 20 years.

2. I spoke with an accountant who told me their average client spends \$2,000 a year on accounting fees and stays with them at least ten years. So the customer lifetime value of each of their accounting clients is around \$20,000.

Important Point:

A delighted client or customer will often refer a number of the people they know to a business they really like. (And if you add in the value of these referral the lifetime value of a customer can often be worth a lot more.)

When I chatted with Paul he explained that you also must have a mind-set of wanting to create clients for life. This means that when you go through the sales process just ask yourself: "will this action that I'm about to take create a client for life?"

And if it won't create a client for life, don't do it.

A common mistake in business (and I have made it many times myself) is we forget about the long term value of a delighted client.

I had a good example of this around eleven years ago when we sold our current home and bought a brand new home.

At that time I had not met Paul Vujnovich so we used someone else.

The real estate salesperson we used handled both the sale of our old home and the purchase of the brand new home and did a good job.

The total real estate fees on both transactions was close to \$50,000. And the salesperson we used would have received a good share of this amount.

This salesperson gave us a bottle of wine a month after we moved in and over the last eleven years has never made contact in any way. No phone call, no note, no messages nothing. (He basically disappeared from our life.)

Remember the saying "Out of sight out of mind?" That's exactly what happened.

In the last eleven years we have purchased and sold other properties and come across a number of friends and colleagues who needed a good real estate person to help sell their home or buy a new one.

However we never recommended or mentioned the real estate sales person we had used because they never stayed in touch.

If this person had added value and stayed in touch even a little bit they could easily have earned another \$50,000 or more in easy real estate fees from the sales and referrals we could have given them over the last eleven years.

In case you were wondering that same salesperson is still working today in real estate. And is still losing a fortune in easy referral and repeat sales through not staying in touch with past clients like me.

My main message here is the concept of having a "Clients for Life" marketing strategy in your business. In other words you do things that will turn normal customers into delighted raving fans for life.

Action Exercise:

A useful starting point is to ask yourself and the people in your organisation "What can we do in our business that would create clients for life?" And then put into action some of the ideas you come up with.

Strategy 28: The Invisible Report Card

My good friend and marketing genius Bob Serling shared this strategy with me.

You can learn more about Bob at <http://salesgrowthsystems.com/>

What makes the difference between an Airbnb host who is booked solid and a host that can't give away their property? The answer is surprisingly simple.

More importantly, this same answer applies to any product or service, including yours. The answer is:

The overall experience a guest has when they rent your property

This includes how easy it is to book your property... how responsive you are to answering questions... how closely your property actually matches your description... how comfortable and enjoyable your property is... how helpful you are in providing information about the surrounding area... how comfortable the beds are... how well everything works, including the stove, microwave, refrigerator, heating and air conditioning, cable service, wifi... and many more aspects that make or break a guest's stay at your property.

Airbnb has come up with a brilliant and simple tool to help its hosts make sure their property meets all their guests' expectations.

It's called "The Invisible Report Card".

Airbnb advises each host to imagine that every guest has an Invisible Report Card on their forehead.

And that hosts should use that report card to pre-emptively predict all the little details that a guest will grade them on.

Using this simple technique, hosts have the ability to reliably increase their guests' satisfaction with their stay, generate far more 5 star reviews, increase the number of rentals they get, and generate significantly more repeat business.

The most important part? Any business can do this.

Regardless of what product or service you sell, start scoring every aspect of your customer's experience in using your product. By pre-emptively anticipating all the good points and bad points along the way, you can dramatically improve your product or service, giving you a powerful competitive advantage over every other company in your industry.

Taking this one step further...

The reason this simple report card technique works so well is that Airbnb recognizes a critical factor that 99% of all businesses miss.

You see, if you're like the majority of businesses, you focus on the features and benefits you think your customer wants.

Even though that's what all the marketing experts advise you to do, it's a big mistake.

Instead of focusing on features and benefits, Airbnb understands that the experience your customer has is what makes or breaks your product. And regardless of how great you think the cool features, bells and whistles are that your product or service offers, the customer experiences the use of it every day. And if that experience is lacking in any way, your product suffers and can even bomb completely.

But here's the thing... and this may be the most important part...

There are actually 3 phases of your customer's experience. And this goes for any product or service. --

Here's a quick overview of each phase.

PHASE 1 – Your customer's experience before buying your product or service

While all three phases are important to understand if you want to sell more of your products, this is the most important phase.

You see, before a customer ever buys your product, they experience something either negative or positive that causes them to make their purchase.

Either they have a problem they want to solve or a goal they'd like to achieve.

And their experience with these things doesn't just pop up out of thin air.

That's because this type of experience often builds over a period of months, so it's far more nuanced than you might expect.

Which explains why your marketing has little or no effect until this experience is so glaring to your customer, it forces them to take some action.

PHASE 2 – Your customer's experience while buying your product or service

This is the experience your customer has while buying your product or service, which includes your sales process, copy and the actual purchase itself.

If people run into obstacles with any of these functions that cause them to have a poor experience, your sale is dead in the water.

And it doesn't matter how good your product may be – very simply, a bad buying experience directly translates to a drastic drop in sales.

PHASE 3 – Your customer's experience using your product or service after they've bought it

This phase has a major impact on your sales. How a customer experiences your product while actually using it has a snowball effect. The quality of your customer's experience determines whether they will buy again, refer you to others and become an evangelist for your product. Or, it could cause them to ask for a refund, give you a negative review and

even file a complaint against your company. While many companies completely overlook this phase, you can easily see how that's a critical mistake.

The solution – creating a Customer Experience Map

If you want to make more sales, lock in continual growth, and gain a powerful advantage your competitors can't hope to match, the best way to do all this is to create a Customer Experience Map.

You need to carefully map out every aspect of all 3 phases of a customer's experience.

The good news is that when you do this, you can anticipate nearly every move your customer will make and use that knowledge to create more compelling marketing and create products and services that are of much greater value to your customers than any competitor's product.

The bad news is that there's no fixed recipe for creating a Customer Experience Map. It takes time and effort, because the only way to get the input you need is to talk with your customers, as many as you can.

When you do this, you have to look for the nuances in what they tell you and dig deeper when something interesting or counter-intuitive pops up. Because, frequently, the most useful information comes from what a customer doesn't tell you, so you have to ask questions that will reveal information they wouldn't normally think to share.

Wrap up

While creating a complete Customer Experience Map is a time-consuming process, you can start using the Invisible Report Card technique right away. Just imagine that your customers are rating every aspect of using your product or service. Then make sure your product delivers the kind of experience for each aspect that your customers will give an "A+".

Now is a great time to create a complete Customer Experience Map while business is obviously slower.

Doing this will help you keep as many sales as possible coming in during the lockdown and make sure you gain much greater market share for as long as you're in business.

Action Exercise

Give yourself an Invisible Score Card Report for the three stages of buying your product or service.

What small things can you do to turn every part of this process into an A+ experience for every customer?

Strategy 29: The Milkman Strategy that increased sales by 500%

There was a milkman in Auckland, New Zealand that did something very unusual way way back in 1987.

For many years (before 1987) milkmen had a monopoly on selling milk products.

You could only buy milk, cream, yoghurt etc from either your milkman or the local dairy.

And milkmen made a very good income from this arrangement.

Then in 1987 it all changed and suddenly supermarkets were allowed to sell the exact same milk products.

Milkmen saw their customers leave in droves as they could now buy the same milk products at the supermarket with their weekly groceries.

(Which was a lot easier and more convenient than having to buy milk tokens and get milk delivered.)

Sales plummeted by up to 90% in some cases and milk rounds lost a huge amount of their value overnight because of these declining sales.

The majority of milkman sold their milk rounds and looked for other income opportunities.

However there was one milkman who did something a bit different.

He bought an existing milk round in 1987 just after supermarkets were allowed to sell milk products.

And he used a simple marketing strategy with all his customers.

He personally visited every customer and introduced himself.

He gave them a price list of his milk products and then did something very interesting.

He asked each customer if they would like their milk products delivered to their back door, front door or letterbox at no extra charge.

Whatever the customer said they wanted done he wrote it down in a notebook and he wrote down their phone number at the same time.

Many customers found having their milk and milk products delivered personally to their house was very convenient.

Particularly if they had a long drive.

A couple of months later the milkman had a problem with his milk truck which meant it was out of action for a few hours.

He got his family to help and they phoned every single customer to tell them they would be a couple of hours late while they fixed the milk truck.

The milkman's customers loved this personal service and great communication from their milkman.

In other words he made them 'feel special.'

They began telling their friends about their milk man and he became famous in his local area.

"Have you heard about my milkman? You won't believe what he does..."

And the milkman's sales went up by 500% in the first six months after buying his milk round.

Think about this for a minute.

The milk man was selling the identical products at the identical price as the supermarkets.

And it was far more convenient to buy milk products at the super market.

Yet by making his customer 'feel special' the milk man was able to increase his sales by 500%. (At the same time as other milk man were going broke.)

The big lesson here is how can you make your own clients and customers feel special?

Because when you make them feel valued and special it can have a hugely positive impact on your sales.

(Particularly in times of massive change and disruption.)

Now it doesn't matter 'how' you make your customers feel special.

The important thing is to take action and continually do things that make your customer feel special.

When you do that regularly it's a lot easier to increase your sales.

Because now you have 'raving fans' for your business.

And that gives your business a huge advantage in any environment.

Action Exercise:

What will you do this week to make some of your clients and customers feel special and turn them into raving fans for your business?

Strategy 30: Be willing to make fast changes

I read a fascinating email from value pricing and positioning expert Jonathan Stark.
www.jonathanstark.com

Less than a week ago Jonathan persuaded his personal trainer to use Zoom and give Jonathan 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 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.

35 his 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 made the point 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.

Action Step: What fast changes could you make in your business right now so you can continue to make sales and generate positive cash flow?

Strategy 31: Make your customers feel warm and fuzzy

There is a cat in Wellington New Zealand called Mittens.

Mittens is a 10 year old ginger coloured Turkish angora cat.

He lives with his brother Latte in downtown Wellington

Mittens has become famous for wandering the streets and making himself at home in shops, offices, people's homes, restaurants, gyms and all sorts of places.

He'll stroll in, have a nap and generally acts like he owns wherever he goes.

He goes up lifts and does basically whatever he likes.

Mittens has a Facebook Group of over 40,000 fans and the rules are simple for joining this group.

You can take photos or videos when you see Mittens and you can comment on the photos and videos that are taken of him.

And most photos and videos get between 100 and 200 positive comments.

You can see one of the many media articles about Mittens at this link.

<https://bit.ly/2UE3f3M>

Now why am I telling you about Mittens the cat?

It's very simple .

Mitten makes people feel warm and fuzzy.

And as a result he has over 40,000 raving fans.

So how do you apply this 'warm and fuzzy' marketing strategy to your own business?

That's easy.

Give your customers a 'wow' experience that they can tell other people about.

Here are two examples

Paddy Lund is an incredibly successful Australian dentist.

When you visit Paddy's dental office you know the room you will be receiving treatment in because it has your name on it!

There is a sign that reads "This room prepared especially for John Smith."

After their dental treatment each patient is given a box of delicious (and sugar free) dental muffins to take home with the compliments of Paddy and his team.

When patients are in the waiting room it contains an amazing coffee machine that looks like something out of a Star Trek movie and they get to enjoy a range of delicious beverages from it.

His customers often comment on what a 'wow' experience it is coming into his dental practise and Paddy has instantly differentiated his business from all his competitors.

Here's another 'wow' experience example:

I was on the way home to New Zealand a few years ago and I spent a couple of hours at Changi Airport in Singapore.

I visited one of the many rest rooms and I was amazed.

It was beautifully presented with lovely marble floors and walls.

There were elegant pot plants everywhere and the place looked spotlessly clean.

The rest room even had an easy to use screen at the rest room exit that invited me to give the restroom a rating!

Was it five stars, four stars etc?

While I was there I saw a person come in and check the readings on this monitor.

I was just blown away.

And here I am (years later) telling you about my 'wow' experience in a rest room of all places!

Action Exercise:

How could you create a 'wow' experience for your own clients that will make them feel warm and fuzzy and want to tell other people about their experience?

In other words...

What are you doing to make people feel warm and fuzzy so you create not just customers but raving fan customers?

Strategy 32: Use Contrarian Marketing

One of the most interesting approaches to promoting a business is to use what we call Contrarian Marketing. 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 popular way to sell houses in New Zealand 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 bestselling 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. You can see the video at this link

<https://youtu.be/9cVTQ5YsWx4>

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 speaker's promo video? (Probably not.)

Keep in mind that Contrarian Marketing is definitely not for everyone and you can still be very successful by using other approaches.

However both Paul and Andrew and other businesses have discovered that using a contrarian marketing strategy can work well.

Action Exercise:

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

Strategy 33: Use Superior Unexpected Customer Service

A few years ago I had the pleasure of interviewing a fascinating business person called MJ De Marco <http://www.themillionairefastlane.com/>

MJ told me about a clever marketing strategy he used to grow his business quickly, differentiate it from his competitors and eventually sell it a huge sum of money.

He called this strategy 'Superior Unexpected Customer Service'

With 'Superior Unexpected Customer Service' you first figure out what your customer's expectations are when they are doing business with your company.

As MJ explained 'I don't know how it is in New Zealand but here in America it is pretty bad so it doesn't take a lot to shock or wow the customer nowadays.'

So the 'Superior Unexpected Customer Service' strategy is based on figuring out what is the expectation profile of your customer is and then violating it so they have a fabulous customer service experience.

You do this to the point where they start telling a lot of other people about their remarkable experience.

MJ found that when this happens you create an exponential growth situation as your company now has customers who become disciples of your company and they start telling other people.

If a lot of customers are telling other people about your business, it also means your marketing budget can be slashed. (And this means your profitability goes up.)

MJ owned a ground transportation website called [limos.com](http://www.limos.com/). <http://www.limos.com/>

So if you needed a ground transportation service to or from the airport, maybe a night on the town you would use that site to find a particular company that matched your needs.

It was started as a directory type service a long time ago but it evolved into a lead generation service for ground transportation operators.

After a couple of years in business MJ's marketing budget for finding new customers actually went to zero.

He didn't have to pay for anything because ground transport operators were telling other people 'we are getting business from this website, you should check it out.'

On the customer end, MJ made sure his business would always answer emails not within a day but usually within 30 minutes and this would totally shock the customers.

Other times a customer or even a limo client would say 'hey you know it would be great if your website did XYZ'. And within a few hours MJ would have this new website function programmed and done.

The feedback from his clients was 'Wow!' It's great when a company listens to you and actually does something.'

This 'Superior Unexpected Customer Service' is one of the key reasons that MJ's website first of all became incredibly popular with customers looking for the limo advice or guidance on where to get a limo.

The website also started to get some very good quality leads and make an excellent profit.

So MJ was able to sell it for a large sum of money as well. (In fact he became a multi-millionaire when he did this.

I like MJ's strategy as any business can use it.

They just need to ask the question

'What's normal in our type of business in terms of customer service and how can we take like a leap ahead of that so people start talking about our business to other people that they are communicating with?'

As MJ said 'it's not that difficult and what it really boils down to is, stop treating your customers like customers and start treating them like humans.'

MJ has also written one of the most interesting business books I've ever read. It's called 'The Millionaire Fastlane' and is worth getting.

Action Exercise:

What are you going to do in your business to provide 'Superior Unexpected Customer Service' that your customers will tell a lot of other people about

Strategy 34: Use fun and humour to get your business noticed

Whenever you use tasteful humour and fun you make people smile and feel good.

Which is a terrific way to get your business noticed fast.

Example 1:

I came across a business many years ago called The Window Doctor.

This business repaired and installed windows for clients.

The owner of the business did not have a lot of money to promote the business when he first got started.

So he hired a sign writer to create a great image on his van of a white coated doctor repairing windows.

The owner also started wearing a white doctor's coat to all his appointments.

This was fun and made people smile and remember him.

Business boomed as a result of The Window Doctor doing something fun in how he worked.

Example 2:

Derek Sivers started a company that sold music CD's called CD Baby.

He wrote a fun thank you email for people who bought CD's.

The email took Derek 20 minutes to write.

Here is what it said...

=====

Thanks for your order with CD Baby!

Your CD has been gently taken from our CD Baby shelves with sterilized contamination-free gloves and placed onto a satin pillow.

A team of 50 employees inspected your CD and polished it to make sure it was in the best possible condition before mailing.

Our world-renowned packing specialist lit a local artisan candle and a hush fell over the crowd as he put your CD into the finest gold-lined box that money can buy.

We all had a wonderful celebration afterwards and the whole party marched down the street to the post office where the entire town of Portland waved "Bon Voyage!" to your package, on its way to you, in our private CD Baby jet on this day.

We hope you had a wonderful time shopping at CD Baby.

In commemoration, we have placed your picture on our wall as "Customer of the Year."

We're all exhausted but can't wait for you to come back to CDBABY.COM!!

Thank you, thank you, thank you!

=====

This email became so loved by CD Baby's customers that it attracted over 10,000 positive mentions online.

Imagine that!

Derek spent 20 minutes creating a fun email and over 10,000 customers commented positively about it on the internet.

Example 3:

There is a B2B supplier in Canada selling commodity items for the office: (Post-it notes, pens, printer ink, etc to office managers, and owners.)

They used to send out slick one-page fliers showcasing how amazingly CHEAP they were.

A marketing consultant called Troy White put an end to that nonsense (competing on cheapest price is a sure-fire way to fail for 99 per cent of entrepreneurs out there).

Instead, he crafted a double-sided, black and white, newsletter.

No logo. NO PRICING.

Just some off the wall stuff about the owner, and his love of adrenaline sports (and sharing how many broken bones he had during his "fun").

Then he made 25 per cent of the newsletter... FROM THE DOG.

They had an office dog named Roxy. So Roxy's Rant became the centrepiece of the newsletter. She ranted and woofed her woes about being an office dog.

The nonsense she puts up with. And the pure joy she got when clients brought her treats.

Troy's client mailed it out UNADDRESSED.

In other words, no names or addresses they just sent it to local businesses in their post boxes. It was a HUGE success! With lots of new buyers. And LOTS of treats for Roxy!

Action Exercise:

How could you use fun and humour to get your business noticed?

Strategy 35: Have a catchy name or nickname

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.

'Charles Atlas' is a lot more memorable:

Charles Atlas was an Italian-American bodybuilder who was born as Angelo Siciliano in Italy.

Angelo trained himself to develop his body from that of a "scrawny weakling", and he became one of the most popular bodybuilders of his day.

He legally changed his name to "Charles Atlas" in 1922 after a friend told him that he resembled the statue of Atlas on top of a hotel.

He then developed a body building and exercise system called The Charles Atlas Dynamic Tension Programme and sold millions of copies around the world.

At the peak of his popularity in the 1930s and 1940s, Atlas received so much fan mail that he required a team of nearly 30 women to open and sort it.

In fact the same course is still being sold today in 2020!

What was the secret to his success?

One of the keys was the catchy name he created for himself, his body building programme and also the catchy headlines on the advertisements that promoted his programme.

Here's another example:

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 arborist 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 example:

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 his company logo and website address on it.

Action Exercise:

Look at your own business name.

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.

Strategy 36: Guerilla Marketing

Guerrilla Marketing is a term that was coined by Jay Conrad Levinson in his 1984 book 'Guerrilla Advertising'. Guerrilla Marketing focuses on low-cost unconventional marketing tactics that yield maximum results.

The good news is that there are hundreds of different ways to use it.

Here are some examples to get you thinking

1: Use free video to give added value

Paul Copcutt <http://paulcopcutt.com/> is a Personal Brand Consultant.

He use free video tools like Vidyard <https://www.vidyard.com/govideo/> to record reviews of peoples LinkedIn profiles to point out areas where they could communicate their personal brands better and stand out on the platform.

This works well with people when he makes a new connection and has directly generated \$20-30,000 per year in LinkedIn consulting fees for Paul.

Paul has discovered that video is an effective medium to convey a message, explain something or make an emotional connection.

Businesses could use the video tool that Paul mentions to film a quick new customer welcome, show instructions, introduce a new team member or account manager etc.

2: Send a helpful resource to a key centre of influence

In the last six months I've had two business owners ask me if they could send me a copy of a business book they had written. (Both people were called Robert.)

Robert Gerrish <https://www.robertgerrish.com/> is the author of the One Minute Commute and Robert Lingard <https://www.brand-bullets.com/> is the author of Sabotage & Subversion- the 10 principles of Business Guerrilla.

These two business books had some useful information that I found interesting and here I am talking about both authors to you my readers.

What useful resource could you send to a potential key centre of influence for your business?

3: The Donut Referral Strategy

I was chatting with Alex Robinson, General Manager at Team Building Hero, <https://teambuildinghero.com> a while ago.

Team Building Hero provide corporate team building activities for groups in New York City, Philadelphia, Boston and some other major US cities.

In the past, their referral system was part of their customer satisfaction follow up.

So they would ask their customers...

“How was your event? Great! Would you be willing to refer a friend or colleague we could talk to about doing an event?”

The results were dismal, and they had maybe a few referrals each quarter and these seldom turned into sales.

Then Alex and his team implemented a super simple Donut Referral Strategy.

Now the follow-up call is 100% focussed on custom satisfaction.

They don't ask for a referral at all in this call.

Instead, about one week after the call they send the client a box of 12 donuts from a premium shop in New York City.

They include a card with the donuts that says, “We love spreading joy to great teams! Do you have a friend or colleague in HR or office management who is awesome? Let us know and we'd love to send them a box of donuts too!”

It turns out people are 10x happier to refer a box of free, fancy donuts.

What was the end result of this simple donut referral strategy?

Alex and his team get 15 to 20 quality referrals per month, and many of these referrals turn into serious conversations about working with his firm.

Action Exercise:

How will you use guerrilla marketing in your own business this month?

Strategy 37: Reduce risk and make easy sales

Every single potential customer has had a bad experience at some point in their life with spending money on a product or service.

They might have bought something and it didn't work as well as they expected.

Or perhaps they bought something and found they could have got something just as good a lot cheaper from someone else.

Or maybe they bought something and were then criticised by someone for their purchase. They might have been told they'd made a stupid or dumb mistake.

You and I have also had at least one experience like this at some point in our lives.

So this means that we are all a little bit cautious about spending money on products and services because we might make a mistake and then feel bad.

In other words there is a certain amount of risk involved in buying any product or service.

One of our responsibilities in marketing is to reduce the risk (in our customer's minds) of buying our products or services.

Because the lower the risk (in the mind of your customer) the greater the chances that they will buy what you have.

The number one rule with risk is this:

'Everything Counts'

In other words, everything you do or say when interacting with a customer has an impact on how risky they think it is to buy your product or service and do business with you.

And the impact is either positive or negative in the mind of your customer.

So everything you say or do is causing your customer to think it's either more risky or less risky to do business with you.

Example:

I had a problem with my automatic garage door a while ago when the wire that pulled it up got loose so the garage door was stuck open.

I phoned 5 companies in my area who did garage door repairs.

Two businesses I spoke to were so busy they couldn't come to my home for 2-3 days.

One business was able to come about 4 hours after I phoned and they did an excellent job.

I also left messages with two other garage door repair businesses.

One of these businesses never replied to me at all.

The other one phoned me back three days later.

Now the Garage Door Repair firms that phoned me back three days later may be a lot better than the firm I ended up using. But because they took three days to make contact I assume they are slow, sloppy and not that good at what they do.

(In other words I think it is more risky to do business with them, simply because they didn't return my phone call promptly.)

So just by responding to new customer enquiries fast you can reduce risk in the minds of these people and increase their chances of choosing your business.

Another helpful way to reduce risk is to use Social Proof.

We often look to see what other people are doing before we act.

We also make buying decisions based on what other people similar to us have done.

That way we reduce the risk of making a wrong decision.

Social Proof is how we often choose movies, restaurants, holiday destinations, cars and many other products and services.

Social Proof can be summed up in the question many of your potential clients will have. "Who else has purchased this product or service and what happened when they did?"

When you can show these people proof that other people similar to them have purchased your product or service and enjoyed some wonderful benefits you will increase your chances of making a sale. Some very effective ways to use Social Proof include testimonials, photos of happy clients and case studies.

Look for ways to reduce the risk in the mind of your potential clients around using your products or services. The lower the risk in using your business the higher the chance they will end up doing business with you.

Action Exercise:

Write down 5-10 ways you can reduce the risk of buying the products and services you sell.

Put one of these into action this week.

Strategy 38: Use educational marketing

A while ago I interviewed Mal Emery <http://www.malemery.com/> a marketing expert based in Australia.

Mal explained that if you had 100 people in a room right now and asked them a question like this “How many of you are planning to spend money this week on a haircut, furniture, a car, a holiday and so on?” you would get an average 3% response.

In other words about 3% of people are in a position where they plan to buy now.

Another 6% of people in this group are very interested and are thinking about buying soon what you are selling.

Another 30% could put their hand up and say ‘well I’m interested in finding out more’ but they are not ready to buy now.

But they are interested in buying later.

Mel went on to explain that the vast percentage of marketing and advertising only ever tries to attract the 3% of people who are keen to buy right now.

So for example a beauty therapy business will run an ad and it will say ‘come to my beauty salon’.

Well only three people who happen to find the ad out of 100 might actually do that.

So here’s a simple way to double the results from all your advertising.

Do educational advertising that will attract the 3% of buy now people, the 6% of people who could be turned into clients quite quickly and the 30% of people who could become clients if you nurture them over a period of time.

One of my favourite ways of doing educational marketing is to offer helpful “How to” guides to people who are interested in what you are selling.

As Mel explained, this attracts people ready to buy now, people who are interested and thinking about buying soon, plus the 30% of people who could be nurtured and turned into clients over time.

Here are two examples of useful ‘how to’ guides that you can learn from.

1: **NZ Line Markers** www.nzlinemarkers.co.nz specialize in painting lines on car parks and helping clients with commercial properties improve the appearance of their properties.

If you go to their website you can order a free guide called “First Impressions Really Do Matter”

This guide shows people who own a commercial property how to make it look instantly more attractive so they can improve their cash flow, attract better tenants and save a small fortune in costly repairs and potential fines.

Here are a few of the things you'll find in this guide

-Two 'Magic Words' that determine how attractive your commercial property looks to potential clients.

-Why the IER Exercise is so valuable at improving the value of your commercial property.

-The critical questions you need to answer about any car parking you have on your commercial property. (And how to use the answers you get to make your commercial property one that a lot of people want to use.)

-Some inexpensive ways to give your commercial property 'instant kerb appeal.

-The 'Elephants Don't Bite' concept and how to use it make any commercial property instantly more appealing to any tenant or customer.

-How to find ideal contractors to help you improve the look and value of your commercial property.

2: Business Coach Jules Radich <http://actioncoachotago.co.nz/> has spent 10 years helping trades people and manufacturers to improve their business results.

If you go to his website he offers a wonderful 'how to' guide called 'Cash and Control' which shows tradies and manufacturers how to double their bottom line in 12 months or less.

Here are a few things you'll find in his guide.

-How to GET BEYOND PRICE COMPETITION so you stop getting beaten up by lowest price bottom feeders and get paid what you are really worth.

-Where to FIND THAT ELUSIVE FREE TIME so you've got time to work ON your business and plenty left over to spend with friends and family.

-What simple things you need to do in order to ENJOY THE UNTAPPED PROFITS waiting for you in your business.

As you can see, both these guides are designed to attract both 'buy now, buy soon and buy later' type clients. If you want to double the results from your current advertising you might want to consider testing educational marketing instead of standard 'buy now' type advertising. It's a great way to stand out from many of your competitors.

Action Exercise:

How could you use educational marketing in your advertising so you attract a larger group of potential buyers?

Strategy 39: Create a fun video that people want to share

A few years ago Tom Dickson the owner of a business that manufactured blenders wanted to increase sales.

However Tom didn't have a big advertising budget.

So he did something a bit different.

He produced a number of fun videos.

And in each video he would put on a white doctors coat and put common objects like an iPhone, a bag of marbles, an Amazon Echo and many more into his blender.

He would then say 'Will it blend' and turn the blender on.

His first video where he blended 50 marbles was watched by over 7 million people.

The videos made people feel good because it was amazing to see hard objects like marbles, mobile phones and more turned into a pile of dust.

And each video was a great story to tell other people about.

Sales of Tom's blenders skyrocketed as a result of his fun video marketing.

The best news of all is how affordable this was for Tom to do.

(He shot his first video on a \$50 budget!)

You can see many of Tom's videos at www.willitblend.com

Action Exercise:

What fun video could you create that would make people watching it feel good and want to tell other people about it at the same time?

Strategy 40: DWYPYWD

A large number of customers were surveyed and asked the question "Why do you buy where you presently buy?"

The major, overriding, specific reason clients come back again and again to your business is summarised in these letters DWYPYWD.

They stand for "Do What You Promised You Would Do".

(Isn't it amazing that by simply doing what you say you would do you can create loyal customers?)

Example:

I purchased two new beds.

The first company promised me it would be delivered in 7 days.

30 days later I was still waiting and had to argue with the Manager to get it that day.

The second company promised same day delivery and did it.

Guess where I now choose to shop for all my bedroom furniture?

A simple strategy to get a reputation for DWYPYWD is to write down after every customer conversation the answer to the question

"What commitments did I make to this customer"?

In other words what did I tell them I would do?

Then follow through on what you have written down.

Remember customers have memories like elephants when it comes to remembering when a salesperson doesn't do what they said they would do.

Action Exercise:

Write down after 3 conversations you had this week exactly what you promised you would do for each person. Then make sure it is done.

Strategy 41: A simple five minute strategy to create delighted clients

Here's something any business owner can do today in less than 5 minutes to build a stronger relationship with their audience of clients, prospects and key referral sources.

Just share a helpful no cost resource that you think will be of help.

In other words contact the people in your audience (that you have permission to email) and tell them about this no cost resource and why you think it could be helpful.

A number of the people in your audience will appreciate you doing this and will feel good about you and your business.

So you now have a number of delighted clients and prospects.

(You will also feel good yourself for having recommended something that is helpful to your audience.)

The good news is that the no cost resource you share does not have to even be your resource. It can be something that someone else is offering.

Here's a good example:

My colleague copy writing expert Bob Bly has just released a helpful no cost resource called **Corona Business Strategies**

www.corona-business-strategies.com

This is an online monthly newsletter to help you protect and improve your business, your wealth, and your health from the corona virus pandemic.

You get a monthly newsletter with news, tips, and strategies for staying safe and even prospering – both in business, economically, and personal health – during the corona virus pandemic.

Subscribe now and you also get a terrific best-selling Special Report, Recession-Proof Business Strategies: 15 Winning Methods to Sell Any Product or Service in a Down Economy.

This report is excellent and will be helpful for any business that wants to make sales in our current challenging business environment.

(I've printed out a copy for use myself in my own business.)

There is no cost for either the report or the newsletter. You don't pay a penny. And you can stop your free subscription at any time, without cost or obligation of any kind. There's no risk. You can't lose.

You can subscribe at this link

www.corona-business-strategies.com

See how easy that was for me to do?

Action Exercise:

Now find a helpful no cost resource that you can share with your own audience and send them a short email telling them about it.

If you have an audience of business owners you are very welcome to recommend my popular no cost marketing guide "Priceless Marketing Advice Volume 1"

Just say something like this if you want to recommend this resource.

=====

Subject: Helpful Marketing Resource

Hi John

There is a 354 page no cost marketing guide you may find useful called 'Priceless Marketing Advice Volume 1' that you may find useful.

It contains 21 valuable marketing interviews and dozens of simple strategies to boost sales and create delighted clients.

You can get your own copy of this marketing guide at no charge by registering at www.simplemarketinganswers.com

Kind regards
Your name

=====

Strategy 42: Why do you recommend a business right now?

If you sell a service here's a simple way to get a lot of people to recommend this service to many of the people they know..

Make a list of at least two businesses you know who sell a service and that you would easily recommend to many of your friends and colleagues.

Write down the reasons why you would recommend each of these two businesses.

Then look at these reasons and see how you adapt some of these reasons for your own business.

Here are two examples to show you what I mean

Example 1: Paul Vujnovich Harvey's Real Estate

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

Paul Vujnovich is the owner of Harvey's Real Estate in Te Atatu, Auckland.

Harveys Real Estate in Te Atatu is a multi-award winning office awarded six years in a row with the title of New Zealand's 'Most Productive Office' award for the Harveys & LJ Hooker network.

And they were recently awarded the 'World Champion Most Productive Office' heading out over 600 offices internationally.

Paul Vujnovich who owns Harveys Real Estate Te Atatu has been awarded four times consecutively the group's 'NZ Franchise Owner of the Year', Harveys & LJ Hooker's 'International World Champion Business Leader'.

Paul has also been crowned with the network's highest accolade, the 'Sir Leslie Hooker Award' for excellence in the real estate profession.

I love Paul's unique approach to business which is why I easily recommend his real estate business to other people.

First of all Paul cares a lot about his people and his clients.

I had a great example of this caring approach 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.)

A few weeks before my cycling accident I had the opportunity to meet with Paul for the first time.

When he heard about my cycling accident Paul 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.)

A few years later my mum's house needed selling so I recommended Paul and his team.

They did a superb job and helped my mum get an excellent price with minimum stress for her home.

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.

And it's a big part of why they do so well and have won so many awards.

Example 2: Jamie Tulloch E3 Business Accountants www.e3accountants.co.nz

Jamie has found that a good way to get potential clients for his business is to share some of the valuable knowledge that they have at no charge.

Jamie does this two ways.

First of all he puts out an excellent Ezine each month that has valuable tips to increase business results. It also has tax tips and some fun trivia as well.

I've spoken to a number of business owners around the country who tell me they get this Ezine from Jamie and find it excellent. (And it's something I personally find very helpful to read as well.)

Jamie is also happy to answer general business enquiries or queries that might come through via email. If he can answer something off the cuff he will answer that the same day to anyone who actually sends him a query. And you don't even have to be a client to take advantage of this service.

These two things allow potential clients to get a free sample of what E3 Business Accountants can potentially offer.

And it is responsible for their business getting brand new clients on a regular basis.

So how could you apply what Jamie and Paul do to make their businesses very easy to refer?

You might do small things to show your clients and potential clients that you really care about them.

You could give valuable information at no charge to help your clients and potential clients to improve their results.

That way they get a good idea of how you might be able to help them.

Now, you will have your own list of businesses that sell a service that you easily recommend to other people.

And I guarantee if you make a list of all the reasons why you easily recommend these businesses you will find some helpful ideas that you can adapt and use in your own business as well.

Action Exercise:

Make a list of two businesses who sell a service that you easily recommend to your friends and colleagues.

What do they do that makes them so easy for you to recommend?

And how can you use some of these ideas in your own business so you become easy to recommend by your own clients?

Strategy 43: Develop Instant Credibility

One of the things I've noticed during 40 years of sales and marketing is that if you have high credibility and trust with a potential client it is a lot easier to convert that credibility into a paid sale.

One of the most effective ways to build high credibility is to share helpful tips and ideas related to what you sell.

(If you do this you are perceived as an instant expert on that topic.)

That works very well but does take time.

So how can you build instant credibility in only 2-3 minutes?

The best way to do this is to really 'be an expert' around what you sell.

Here's a great example:

Chris Gilmour is a real estate sales professional based in Brisbane, Australia.

In his first year Chris earned around \$100,000.

In his second year Chris earned over \$700,000.

And in his third year Chris earned over \$1,000,000.

(In case you were wondering Chris sells average priced properties in his area.)

However in his best month he sold 23 properties!

I interviewed Chris a few years ago to find out the secrets to his success.

And he kindly shared with me how he gets Instant Credibility with potential clients in his very first phone call with them.

Chris works in an area of Brisbane that has around 2,000 homes.

If a person rings up and is thinking about selling their home Chris asks them for their address.

Let's say the address is number 3 Smith Street.

Chris then says 'So you have the two level brick and tile house with the lovely rose garden out the front'

In other words he tells the caller he knows their home.

The caller is usually amazed and asks Chris how he could possibly know what their home looks like.

Chris says 'It's my job to know every home in my area. That way I can help my clients get the best result when they come to sell their home'.

What Chris did in his first two years in real estate was to learn the details of every home in the local area that he worked in.

He would take a street to start with and list the addresses of every home in that street. He would then take notes on cards about every home in that street.

So number 1 was a single level home with a picket fence. Number 3 was a two level brick and tile home with a lovely rose garden and so on. Chris would then learn at least 10 of these homes each day.

Within a year he knew most of the homes in his area and what they looked like.

There is no substitute for in depth knowledge about what you sell.

And the good news is that with a few minutes a day of study you can be extremely knowledgeable on any topic.

Which gives you Instant Credibility with potential clients when you speak with them.

Here's another example:

Many years ago I spoke with real estate sales teams and showed them how to boost their sales and listings.

When I first spoke with these teams I had never sold real estate myself.

However I had a secret weapon to build instant credibility with my audience.

Two months earlier I had bought four excellent books on how to sell real estate.

These books were written by some of the top real estate sales people in the world and they had a ton of useful tips and strategies in them.

I had read all of the books and taken detailed notes. In my presentations to real estate teams I mentioned these books and I shared a number of the sales and marketing strategies in them.

To my surprise most of the real estate sales teams I talked with had never heard of the books let alone read them.

And the end result was I had Instant Credibility with every team I spoke because I had read the books.

Action Exercise:

What are you going to do over the next month so you become a 'real expert' around what you sell and have instant credibility?

Strategy 44: Change the rules of the game

In the classic movie “Raiders of the Lost Ark” there is a terrific scene where the hero Indiana Jones is facing an opponent who pulls out a huge sword.

Indiana Jones has just had a fight using his whip to beat a number of other baddies in the movie.

So movie viewers are expecting him to use his whip to fight this sword wielding person as well.

Instead, Indiana does something totally unexpected and pulls out a gun and shoots him.

What he did was change the rules of the game.

Instead of using his whip to fight he pulled out a gun and his opponent was finished.

The same strategy of changing the rules can work very well in marketing your business.

Here are two examples to think about:

Neil Raphel is an expert in marketing and publishing.

His marketing company, Raphel Marketing , <https://www.raphelmarketing.com/> develops websites and produces direct mail campaigns.

And he publishes business books for authors as well.

Neil told me that sometimes when you are competing in business it's smart to change the rules of the game.

In the 1980's Neil worked for Victor Niederhoffer.

Victor became kind of famous for making and losing a lot of money in the commodities markets.

But before he did that he helped people sell their companies and he did a remarkable thing.

He was competing against the likes of Goldman Sachs and he couldn't compete with them because they were so famous and so well known.

So he decided to go after the companies that Goldman doesn't want, companies that are worth 5 million dollars or less because Goldman had a threshold of 5 million or more.

He sent postcards to companies in that size range, with a really simple story.

They said if your business is doing really well, if you are not even thinking about retirement, if you are at the height of your game and you think your business is going to be worth a lot more years later, now is the time to sell.

His point was that you should sell when you are doing well -not when you are nearing retirement age and not when somebody else is ready to take over the business, because you will get your maximum value when the business is at its prime.

Victor concentrated on small companies, he did direct marketing and he ended up doing more mergers and acquisitions than any other firm on Wall Street at the time.

They were smaller in size than people like Goldman Sachs but he changed the rules, he just took the business that they couldn't afford to go after and made a fortune doing it. Neil used this 'change the rules strategy in his own publishing business.

One thing that's happening in America is the collapse of the publishing industry.

The way the publishing industry worked in typical times was they gave the authors a big advance, and then gave the authors a little bit of money when the book sold.

They figured they would have about nine failures for every success but the success would be so big it would pay back all the money they spent and make a great profit.

Well those times are over.

The publishing companies haven't survived.

The ones that were doing that are all falling by the wayside.

You can't have nine failures for one success so what Neil has done in his publishing business is change the playing field, change the rules.

He said to business people wanting to write books, 'We will be your partners.

You put up half the money and we'll put up half the money.

You get involved in marketing, we'll get involved in marketing and when the money comes in instead of getting you 8% of 10% we will give you 50% of the sales.'

Instead of having nine failures for each success, Neil has over nine successes for every failure.

He changed the rules and he makes a lot of money.

You might want to look at how you could change the rules in your own business as well.

Action Exercise:

How can you change the rules to differentiate your own business?

Strategy 45: Create a million dollar marketing niche

A Million Dollar Marketing Niche is an audience of ideal clients who highly value what you offer and are happy to pay well for the services that you offer.

Here are some examples of creating a Million Dollar Marketing Niche

Example One: The Millionaire Life Insurance Professional

Many years ago I met a life insurance professional who had sold insurance for 30 years.

He became a multimillionaire as a result of his extraordinary sales results. He was regularly the number one salesperson in the country for his company.

He told me that he began to be amazingly successful when he made the decision that he was only going to sell insurance products to people who were aged in their forties. (This was his Million Dollar Marketing Niche.)

He went on to explain that people in their forties were often thinking about creating a nest egg for retirement.

They also usually had a home and a reasonably good income and lifestyle.

Because they had a good lifestyle (and were thinking about maintaining this lifestyle after they stopped working) they were very good prospects for his insurance products.

As they were in their forties, these clients still had around 15 years or more to create their nest egg.

This meant the insurance products he sold that had an investment element could potentially work very well for them in this time period.

Best of all, because most of his clients were aged in their forties, they were able to refer my client to many of their friends and work mates.

And many of these referrals were often aged in their forties. (Because most people know people who are similar to themselves in some way or another.)

So his Million Dollar Marketing Niche of people in their forties worked very well for him.

Example Two: PaperStreet www.paperstreet.com

Paper Street are first of all an Internet Design and Development firm.

So they create great websites for their clients.

They also do Internet Marketing for their clients. This includes SEO (Search Engine Optimization, Pay Per Click, Social Media Marketing.

Plus they do Content Marketing for their clients as well.

If a client uses the services of PaperStreet they invest between \$25,000 and \$100,000.

PaperStreet have over 1,200 delighted clients around the world who are thrilled with what PaperStreet has done for them.

Now there are huge numbers of businesses around the world who offer similar types services to PaperStreet.

(Website Design and Development, Internet Marketing and Content Creation.)

However PaperStreet have identified their Million Dollar Marketing Niche which is legal firms. (And over 98% of their clients around the world are legal firms.)

PaperStreet are very smart in what they have done.

Their business was started in 2001 by Peter Boyd who is a lawyer himself.

PaperStreet now have a team of close to 30 talented staff and they have become experts at helping legal firms promote their services and gain new clients.

And they also promote themselves well using the same Internet Marketing Services they provide to their clients.

Example Three: The Ultimate 48 Hour Author <http://ultimate48hourauthor.com.au/>

Natasa Densman is based in Australia and helps coaches, consultants and speakers write their first book in her Ultimate 48 Hour Author retreats.

Natasa started her business career as a weight loss consultant and found that business was very slow.

So she decided to write a book about weight loss to boost her credibility as a weight loss consultant.

(She figured that having her own book would be like a business card on steroids.)

Natasa calculated that if she could write a few pages each day she would have a book written in a few months.

She did that and once her book was ready she used it to generate a huge number of new clients for her weight loss business. So it worked well to boost her sales fast.

Natasa then left the weight loss business and did business mentoring and coaching for a period of time. A little while later Natasa wrote another book with a friend.

(This book was on marketing.)

However instead of writing the book, Natasa and her friend created it in a weekend by 'speaking the content' which they then had transcribed and edited into a finished book.

A number of people then asked Natasa if she could show them how to do the same thing so they could create their own book quickly as well.

And' that's how her 'Ultimate 48 Hour Author Retreat' started.

In three years Natasa has had tremendous success with over 91% of her clients completing a book using her Ultimate 48 Hour Author System.

Natasa makes the whole process very easy for her clients by including everything they need to have their book completed. (So she hires transcribers, copy editors, designers, publishers, printers and more and these are all included in her package.)

Best of all Natasa shows her clients how to leverage their new book and turn it into multiple new revenue streams quickly as well.

So not only does each client end up hundreds of copies of their new book to start with. They also have seven new revenue streams they can create quickly by using their book.

What I like about what Natasa has done is that she has created a Million Dollar Marketing Niche by providing a service that is hugely valuable to a small number of people. (Coaches, consultants and speakers.)

And she includes a complete 'start to finish' service where her clients get everything they need for a successful outcome.

Example Four: The Franchise Company and Short Haircuts

A large franchise company I heard about began looking at the characteristics of their most successful franchisees, and discovered (to their surprise), that a large number of them had short haircuts.

Now that was pretty unusual; so they decided to dig a little bit deeper.

Further research revealed that the majority of these franchises (with short haircuts) came from an armed services background like the air force or army.

The reason these franchisees were so successful was because they were used to following orders from their armed services background.

So they tended to do everything they were told to do in their franchise manual and got excellent results when they did this.

The franchise company began to focus a lot more effort on getting people from the armed services into their franchise business and their sales went through the roof.

I encourage you to spend a bit of time thinking about whether there is a Million Dollar Marketing Niche for your business as well.

Action Exercise:

What Million Dollar Marketing Niche could you take advantage of for your business?

Strategy 46: Create positive gossip for your business

In his excellent book 'Turn your customers into your sales force' Author Ross Reck quotes the following startling figures.

"25% of your success in business is getting a sale from a customer.

Another 25% of your success comes from getting repeat sales from a customer.

A whopping 50% of your business success comes from getting existing customers to recommend and promote you to their friends, associates and colleagues."

In other words up to 75% of your success in business comes from getting repeat and referral sales.

An easy way to enjoy repeat and referral sales is to create Positive Gossip for your business.

In other words get other people telling positive things about your business to their friends, family and colleagues.

There are many ways to get Positive Gossip for your business.

Here are some suggestions...

Strategy One: Offer Something Unusual

I came across a website called

<http://reserveaspotinheaven.com/>

This website is offering to hold a spot for you at the pearly gates, and it will even throw in a money-back guarantee. ReserveASpotInHeaven.com sells "travel kits"— complete with boarding passes, certificates and "Heaven 101" booklets — that offer the "chance to enjoy your sin-filled life" without consequence while lowering the "risk of eternal damnation."

The reservation packages have been a big hit and sales have been brisk since the company launched, according to the creators.

"We don't want people to take it seriously. It's more of just a fun idea we came up with that we thought we'd turn into a novelty gift," said Edgar Kim, 22, a retailer by day who started the business with his childhood friend Nate Davis, a 23-year-old product designer.

Strategy Two: Offer something Unique

I had the opportunity to interview a fascinating lady called Nicole Faith a while ago. Nicole runs a business called www.10CaratCreations.com

Her target audience is business owners who sell a service and want to be able to travel the world while offering their service.

So what Nicole will do is work with a client and show them how to package their service so it can be delivered while they travel the world.

She will then create a website that will allow them to attract premium priced clients.

And she will do all this in one week.

So in 7 days you have a complete business ready to go based around what you are great at doing.

Now Nicole's services are not cheap at \$20,000 for each client she works with.

However what she offers is something that is very appealing to her target audience and she does well from offering her service.

Strategy Three: Have a memorable way of doing business

There is a doctor in Brooklyn, New York who is 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.

There are dozens of ways to create Positive Gossip for your business. It's a fun way to boost your sales and profits and quickly differentiate your business from your competitors.

Action Exercise:

What will you do to start creating Positive Gossip around your own business?

Strategy 47: Sell money at a discount

A common question we are often asked in business is "What do you do?"

And an interesting way to answer that question might be to say

"I sell money at a discount".

Invariably a person will then ask "What do you mean?" and you can explain further.

Here are three examples of "Selling Money at a Discount" to get you thinking...

1: Ben Feldman

Ben Feldman is considered to one of the most successful life insurance salespeople in the world. He sold 1.8 billion dollars of insurance policies for New York Life from 1942 to his death in 1993.

When asked how he could sell such an intangible product as life insurance, Feldman responded "I do not sell life insurance. I sell money. I sell dollars for pennies apiece. My dollars cost 3 cents per dollar per year."

In other words Ben sold "money at a discount" to his clients.

2: Stuart Snooks is an email efficiency expert.

<https://www.steuartsnooks.com.au>

He's been working with clients for 11 years and in that time his detailed research shows that his clients spend on average 2.3 hrs per day or 11.5 hrs per week working on their email.

The average cost to spend this time on emails is \$28,000 a year per person.

With the training that Stuart does he is able to help his clients to reduce the time they spend on email by at least 50% (1.1 hrs per day or 5.5 hrs per week.)

This is an instant cost saving of \$14,000 a year for each person that he trains.

(Best of all these cost savings continue year after year. So in a five year period just one person will save close to \$70,000 in time.)

Stuart works with a range of organizations to train their people in his email efficiency techniques. The typical cost for an in house programme is around \$1,400 per person.

So in effect Stuart is helping each person he trains to enjoy a minimum cost saving of \$14,000 a year for an investment of only \$1,400.

In other words he is selling \$14,000 of money for only \$1,400.

That's a very attractive investment story!

3: Sovereign Health Insurance Policy

I have had a Health Insurance policy since 2001 with an insurance company called Sovereign.

My monthly premium for this policy is currently \$231 a month or \$2,800 a year.

In the last three years I have made claims worth over \$50,000 on this health insurance policy. (These claims were for a heart operation and a range of other treatments and tests for a condition I developed called Atrial Fibrillation.)

My policy has paid all these claims in full and all I paid (apart from my monthly premium amount) was a once only excess amount of \$600.

So my Sovereign insurance policy has effectively enabled me to purchase \$50,000 of state of the art medical care and treatment for an investment of only \$3,400 over the last 12 months. (That was a huge saving to me.)

I've also made a good number of other claims on my policy over the 16 years that I've had it and it's very likely I will have many more claims in the future as I get older.

I'm super happy to continue paying my premium on this policy because I know that over the next 10-20 years I'll get some wonderful medical treatment and tests at a fraction of the cost I would have to pay if I didn't have this insurance.

Important Point:

Now 'Selling Money at a Discount' may or may not be something that you can use in marketing your business and what you do.

However it's a good example that having an interesting way to explain what you do can quickly differentiate your business in a positive way from all your competitors.

Action Exercise:

What is the dollar value of all the benefits you create for your clients who use your product or service?

How much money does a typical client invest to use your product or service?

Based on these two figures are you selling money at a great discount

Strategy 48: Explain what you do in a memorable way

In March 2017 I had a heart procedure called Pulmonary Vein Isolation or PVI for short. (This was to treat a heart condition I developed at the end of 2016 called Atrial Fibrillation.)

PVI is a short operation that involved going into my heart via a vein in my leg and then making some minor alterations to part of my heart.

A few weeks before my operation I was chatting to a heart specialist who has performed over 387 of these PVI procedures.

He explained exactly what happens during the PVI procedure and the potential risks.

One of the extremely rare risks is that a hole could be cut in my Oesophagus during the PVI procedure.

If that happens “It has a 100% Non-Survival Rate” the heart specialist told me. (In other words I was guaranteed to die.)

I found the phrase “100% Non-Survival Rate” was a memorable one because it was such an interesting way of saying “You are guaranteed to die”.

Now luckily my PVI procedure went well and I didn’t die.

However the heart specialist’s words got me thinking about the topic of memorable ideas and marketing.

If you have a memorable idea about what you do in your business that makes it far easier for your clients and customers to share it with other people they know.

Here are some examples to get you thinking

“The Two Pots of Gold”

Peter Corban is a wealth management specialist with Craig Investment Partners.

<https://www.craigsip.com/about-us/our-people/advisers/auckland.aspx>

I was chatting to Peter recently and he was telling me about a very popular live talk he gives to groups about managing their money.

In his talk Peter introduces a concept called ‘Two Pots of Gold’ and explains why both pots are important when deciding how to allocate the money you have to different types of investments.

Peter told me his ‘Two Pots of Gold’ idea makes his talk memorable and it also very easy for people to share with other people they know about what he does.

“Do Up or Done Up”

I read a fascinating little booklet many years ago called ‘Five Steps to Sold’ by Todd Yelavich.

Todd was an award winning real estate sales professional (now retired) and in his booklet he was explaining how to get the maximum price when you sell your home.

In one section of his booklet Todd was explaining how to work out what you should spend money on with regards to making your home look more attractive to a potential buyer.

Todd suggested you imagine that every house you sell is either a “Do Up or a Done Up.”

In other words the house needs improvements of some sort or it does not.

If it needs improvement you have to decide what amount of money it would make sense to spend.

I found Todd’s phrase of ‘Do Up or Done Up’ is a memorable one and here I am sharing it with my readers.

“The highest and fastest civilian person in the world”

Greg Claxton is the owner of Incredible Adventures
<http://www.incredible-adventures.com/>

His business is all about helping clients to enjoy amazing experiences that they will remember positively for the rest of their lives. One adventure they offer their clients is the opportunity to go to the edge of space in Russia in a MiG Fighter Jet.

(Greg’s business has been offering this particular adventure for over 24 years and it’s one of their most popular packages.)

Greg has a memorable way of explaining what it is like to go to the edge of space.

“On the day our client’s fly to the edge of space they will be the highest and fastest civilian person in the entire world. That means that out of 7 billion people on the earth below them they will be the one civilian person who is the highest and fastest.

They can mark the time and day they went up and say *‘There is no civilian person who is higher or faster than me right now in the whole world’*.

Action Exercise

How can you explain what you do in a memorable way?

Strategy 49: Use Personal Branding

I had an interesting chat a while ago with personal branding expert Lauren Clemett <http://ultimatebusinesspropellor.com/>

At 8 years old Lauren was told she had 'word blindness' and would never be able to read or write properly.

Yet she went on to become a five time best-selling author and Stevie Award Winning Neurobranding expert, using her dyslexia disability as her greatest asset - to understand how the brain sees brands.

For over 25 years Lauren worked in world leading advertising agencies including Saatchi & Saatchi, Ogilvy & Mather and Clemenger BBDO.

Today Lauren has her own personal branding consultancy, the Ultimate Business Propellor <http://ultimatebusinesspropellor.com/> and has created the award winning Authority Rocket program which has helped hundreds of professional services providers around the World, to become well known, well paid and wanted.

In our chat I asked Lauren to share some of her thoughts on how to use personal branding to become well known, well paid and wanted.

The first thing that Lauren told me is that "You can't help every Mary in the dairy"

You want to decide the one thing you want to become well known for and the type of ideal clients that you want to work with.

Here's a good example:

Lauren worked with a business consultant called Dianne.

Dianne originally called herself Equilibrium Business Consultants.
(So her business was about helping clients to find balance in their lives.)

Lauren helped Dianne to discover the one thing she wanted to become well known for.

They found that from an early age Dianne was fascinated with money and making profits.

For instance Dianne did a milk run when she was very young. She hated doing the work of delivering milk but loved counting the money.

Lauren rebranded Dianne's business so it is now called 'Wildfire.'

Dianne now works exclusively with wellness practitioners who want to be leaders in their field. (Dianne goes through each wellness business like a wild fire and makes it highly profitable.)

Lauren told me that the biggest thing holding people back from building a great personal brand is waiting till things are perfect.

Her big message to clients is that it doesn't have to be perfect for you to get started.

In fact, trying to make it perfect is usually a big mistake.

Example:

Lauren met someone who spent six months creating the perfect lead magnet for their business. But when they launched their lead magnet they found it didn't work. So they had wasted six months.

Contrast that with a client that Lauren worked with who was a yoga teacher.

She came up with an idea called 'Flexible Families' where she would get people together for 21 days of yoga before breakfast.

Now the 21 days yoga programme had not been created yet.

Lauren encouraged her client to post invites about her yoga programme on Social Media.

Her client was shocked when around 200 people then sent her a message saying they were keen to give her 'flexible families' programme a go and when did it start?

Lauren shared a great phrase with me about this concept of taking action.

"It doesn't have to be perfect it just has to be done."

Here are some more thoughts from Lauren on personal branding.

Personal Branding is the process of creating a specific image of yourself in the mind of your ideal client, so they can get to know, like and trust you, before they buy from you.

Your personal brand makes you stand out from a crowd of competitors.

Jeff Bezos of Amazon says your personal brand is what people say about you when you are not in the room. And it can rocket launch your business, because the best form of marketing is not what you say about yourself. It's what other people say about you.

What do you want to be recognised for being the best at?

Action Exercise:

I recommend you visit Lauren's website <http://ultimatebusinesspropellor.com/> for further details on how to create a memorable personal brand that will allow you to become well known, well paid and wanted.

Strategy 50: Do small nice things for lots of people

One of the things I see over and over again is the huge impact produced by doing small 'nice' things for people.

Here are two examples:

Business Example:

I received a delightful email from a client in Australia who sells contact lenses.

Here is part of what he told me in this email...

"I have been giving scratch and win lotto tickets to every one of my contact lens clients. I include either a hand written note or a printed letter acknowledging their value as a client and how to reach me should they have a problem. This week, a client emailed me saying that she is now referring all her friends to me. She takes customer service like mine very seriously. This tells me that people buy experiences and feelings, not just products. I have heard this line before but I truly believe it now. I want more referrals like this. It is far better than advertising. I used to think that this sort of thing took too much time but it is worth it!"

My client has discovered is that investing a small amount of time and money to show your clients that you appreciate them pays off when you do it consistently.

Personal Example:

In early 2012 I had been rediscovering the pleasures of cycling as both a fun way to get fit and also spend more time with my wife.

On March 24, 2012, I made a dumb mistake and thought it would be okay to pedal down a very steep and winding hill three times faster than was appropriate.

The result was messy as I lost control on a sharp bend and hit a roadside bank at just over 60 kilometers an hour.

I wrote off my bike and did some rather painful damage to my own body at the same time. (3 broken ribs, a fractured scapula, a fractured clavicle and various assorted lacerations and bruises.)

I spent a few days in hospital and was sent home with a huge amount of painkillers and other drugs to help me mend my very sore body.

I was fully recovered in the next few months and I'm very grateful I didn't kill myself or have far more serious injuries coming off a bicycle at that speed.

Now here's the positive part of this story...

A few days after my accident I received a lovely little get-well card in the mail from a couple who had heard about my cycling mishap.

It was handmade and had a fun picture of a bicycle with the words 'ouchy' on it.

The get well card also had a fun little stick figure of a person with the words 'ouch' on various parts of the body and real sticking plasters attached as well.

The best part of all was the note inside the card that read...

"Dear Graham, I hope this finds you feeling better each day. Sorry to hear about your accident. Glad you are here to tell the story. Stick to the ASB Bank matey, leave all other banks alone. Take Care. Keep smiling.

Johnny & Faye."

What I really liked about this card was first of all it was fun.

So that cheered me up.

Secondly it was from people that I don't actually know that well.

I felt really special that they had taken the time to create this delightful little get well card and send it to me.

I think that in both business and life the small nice things that we do often have a bigger impact than we think they might have.

Action Exercise:

I invite you to do a few small nice things this week to show the important people in your life that you really do value them. I know they will appreciate it.

Strategy 51: Make your business a helpful resource

One of my favourite business writers is James Clear

www.jamesclear.com

James writes about habits, personal success and motivation.

One of the things I really like about James is the huge amount of helpful resources that he offers at no charge on his website and in his regular emails.

For instance if you go to this page <http://jamesclear.com/book-summaries> you will see a helpful summary of dozens of different books that James has read.

Each summary starts off with a three sentence description of the book and why it is worth reading.

Then it continues with an in-depth summary of each book along with many of the key ideas that James got from reading the book.

As a result of reading a few dozen of these summaries it inspired me to buy a number of the books that James had recommended.

And every book I bought has been useful.

What James has done is to position his business as a helpful resource.

This makes it very easy for a lot of people (including me) to recommend his business to other people.

(Just like I am doing now in this marketing guide.)

Action Exercise:

What can you offer potential clients that would position your business as a helpful resource?

When you do this well you make it very easy for a lot of people to start recommending your business to their own contacts and clients.

Strategy 52: High Frequency Added Value Emails

This to me is one of the most important strategies in Lock Down Marketing Magic.

For many years I personally used to email my list of marketing clients and subscribers between 3 and 4 times a month.

I made sure that what I sent out was a mixture of helpful added value tips along with the occasional low key sales offer on one of my marketing services or products.

However a few years ago I joined the email list of two business people who take a very different approach to marketing to their email list.

Jonathan Stark is an expert on value pricing for software developers and Philip Morgan is an expert on helping technical firms position themselves to an ideal niche market.

You can learn more about Jonathan at www.jonathanstark.com

You can learn more about Philip at <https://philipmorganconsulting.com/>

Both Jonathan and Philip recommend emailing your list of subscribers daily.

Jonathan and Philip recommend that you send out a mixture of emails.

-Some emails will be educational and give practical advice and how to tips.

-Other emails will inspire and motivate.

-And some emails will talk about your products and services and invite people to get further information on them.

Now I originally thought that daily emails would be too much and that I would quickly be unsubscribing from the email list of both Jonathan and Philip.

However to my surprise I've really enjoyed the interesting messages they have sent me and well over 2 years later I'm still looking forward to seeing what each person has to say seven times a week. I also send daily emails to my own list as well.

So my personal recommendation (based on my own positive experiences) is that you test sending high frequency emails to your own list.

By high frequency I mean at least 2-3 times a week or more.

So what sort of emails could you send out?

First of all the emails you send don't have to be that long.

A good length is between 200-400 words.

A: Some emails could be answers to common client questions.

There are dozens of questions you will get asked regularly by potential clients so this gives you a lot of interesting topics you can write about.

B: Some emails could be 'how to' tips that your subscribers could use to improve their results fast.

C: Some emails could inspire your readers as you give them a link to a short video or article that you personally find inspirational. (I've done this many times over the years and I've found that people really like it when you can introduce them to something that makes them feel uplifted and positive in a few minutes.)

D: And some emails will share an interesting experience you had and the useful lesson you gained from this experience.

High Frequency emails are actually quite easy to do once you make the decision to do it.

And they work remarkably well.

In fact I received an email from Philip Morgan explaining why he sends out daily emails to his subscribers like me.

Here are Philips comments...

I email you every weekday for several reasons:

1: Changing how you do things in your business is not easy. Frequent, bite-sized pieces of information, entertainment, and inspiration delivered over time can really help you make a not-easy change, like specializing, or learning how to market your services proactively.

2: Daily emails are a very flexible, forgiving way of building a relationship. It's less pressure than writing the perfect website because frequent emails offer the luxury of time for you to get to know me, and that fosters a more human relationship than a website ever could.

Graham's Comment:

I have tested daily emails to several subscriber lists that I have set up. And I've noticed that I now get more emails read by sending daily than when I was only sending one email a week. And my sales have gone up as well.

Action Exercise:

I recommend you test High Frequency emails at least 2-3 times a week to your own list for 30 days and ask your subscribers for their feedback on this test.

Strategy 53: Use the “Daily Four” to Build Your Network

A few years ago I had the opportunity to interview best-selling author and marketing expert Michael Port. www.MichaelPort.com

In our interview Michael commented that he tries to get his clients to do the least amount of marketing that will produce the greatest results.

And that’s where the Daily Four to Build Your Network comes in.

Let me pass you over to Michael to explain how this works...

When most people think of networking, they think of it as something you do to meet new people.

However, might I suggest defining networking as ‘developing deeper relationships with people you already know’ and using the term direct outreach to mean ‘meeting people that you don’t yet know but would like to know’?

Of course, ultimately, it doesn’t really matter which words you use but, rather, that you make a distinction between meeting new people and staying connected with the people you already know.

If you make this important distinction, it can help you stay focused on each area specifically and deliberately.

To that end, there are four simple but meaningful daily action steps that will build your network and get you booked solid.

Let’s start with DIRECT OUTREACH.

Again, this is about meeting the people you do not yet know but would like to know.

I am not talking about the Oprah’s of the world, although hanging out with Oprah would certainly be good for business.

No, I am talking about the people that are immediately relevant to you.

People in your industry who can open doors for you, people that you can actually, and relatively easily, get to.

Start by creating your List of 20.

This list includes 20 people that you’d like to know but do not yet know.

For example:

- If you want to get booked to speak, you might include specific meeting planners.
- If you want to get booked to write articles, you might include specific editors.

- If you want to meet well-known bloggers or authors, you might include them.
- Or, maybe, if there are specific potential referral partners that you'd like to meet, you might include them. (Notice the use of the word "specific.")

Put these people on your List of 20. Of course, if you don't have 20 people who come to mind right now, just start with three. But eventually you'll grow it and keep it at 20.

Why? Keeping your list at 20 ensures that it's a large enough so as to keep your focus expansive, yet small enough that you're able to focus on each person specifically.

What do you do with this list?

Simple. Reach out to one person on this list each day.

NOT to ask for a favour or to meet for coffee but to express appreciation for them and their work.

- Write a blog post about them or comment on a blog post that they wrote.
- Retweet a few of their Tweets in one day or Tweet about them or to them.
- Even better, write a short (under 5 lines) email or handwritten note to them telling them why they rock.

The key is not asking anything of them.

One of my favorite quotes is from Winston Churchill.

He said, "It's a mistake to look too far ahead. Only one link in the chain of destiny can be handled at a time." I believe building relationships is the same way.

So, if there is someone you'd like to get to know and they have a higher professional status than you, don't call them up and ask to meet them for a cup of coffee. You're probably not (yet) relevant to them unless they have some prior connection to you.

Remember, "Only one link in the chain of destiny at a time."

After you reach out to the person on the top of the list, put them on the bottom. So, the person that you reached out today goes from number one to number twenty. The person who was number twenty becomes number nineteen and the person who was number two advances to the number one spot.

Then, tomorrow, reach out to the next person at the top of that list. Do this every single business day. This way, each day you are connecting with, at least, one person on your List of 20. And, over the course of one month, you'll have connected with every person on your List of 20.

How long should this take you?

About 5 minutes a day.

Of course, if you develop a strong connection right away and your relationship starts to build quickly then you take them off your List of 20 and add them to what I call your Network of 90.

This is where your NETWORKING comes into play (developing deeper relationships with the people you already know).

The reason I suggest you keep a Network of 90 is because it will help you focus on a specific, manageable, number of relevant contacts. Again, these are people you already know (or have met) that you'd like to stay in touch with and continue to build stronger relationships.

If you focus on the most relevant ninety people in your network along with the twenty people on your List of 20, then you stay below "Dunbar's number of 150" which is a theoretical cognitive limit to the number of people with whom one can maintain stable social relationships.

You don't need to know a million people, just the right people who can put business opportunities in front of you. Your job is to earn that business.

Now you've got your Network of 90.

And, as you might remember I suggested that you do four things each day to build your network and get booked solid.

The first was to reach out to one person on your List of 20 each day.

The second, third, and fourth daily action steps will bring you closer to the people in your Network of 90.

Introduce two people in your network who do not yet know each other but might find each other relevant (personally or professionally) and appreciate the introduction.

You might have two people in your Network of 90 who are scratch golfers and they live close to each other. Golfers are always looking for a 4th but they want somebody at their own level. So you might introduce them.

If you are nervous about whether or not you should make the introduction, you might ask each one individually, "I would love to introduce you to a good friend of mine who is also a scratch golfer, would you like me to?"

Or, maybe you know two people that are in the publishing industry or two people in the real estate industry. Both would present excellent opportunities for making an introduction.

Generally, business owners and executives want to continue to move forward in their careers and, to do so, they know it's essential for them to meet new people.

As a result, 9.9 times out of 10 they are going to say “Oh, yes, please do introduce me. Thank you!”

Note: when you make the introduction, share only professional, public contact information unless it’s requested that you share private contact information instead.

Next, each day, share some useful or helpful information with at least one person in your Network of 90.

The easiest way to do this is by reading articles in online magazines, journals, and blogs every day, the ones that are most relevant to your network.

When you see an article that is relevant to one of the people in your network, send it to them via email and say, “Hey, Jennifer, I just read this article and I immediately thought of you. It was about ‘this’ and I know you’re very interested in ‘that’ so I thought you might find it valuable. Have you read it? What do you think?”

And, now you can get into a conversation with her about the subject matter and, as a result, develop your relationship.

Let’s recap quickly on what we’ve learned thus far.

Each day:

- 1: Reach out to one person you do not yet know on your List of 20.
- 2: Introduce two people in your Network of 90.
- 3: Share some information that is useful to one person in your Network of 90.

And, finally, fourth, share compassion with somebody in your network every day by calling or writing them. If you get their voicemail simply say, “I was thinking about you and I know that you are really working hard on your business right now. I just wanted to say if you ever need any support I am here because I just have so much respect for what you are doing.”

Or, if you know somebody is going through a tough time, sometimes the most relevant thing to do is to just go and sit with them.

We make the assumption that networking is quid pro quo and that our reputation is based only on the work we do, but it’s not.

It’s based on who we are and how we take care of the people around us.

In conclusion, if you do these four things every single day, and if you are relevant to the people that you want to build better relationships with, then you are going to be top of mind when they think of someone who provides the kind of services that you do.

Action Exercise: Use the Daily Four each work day.

Strategy 54: Centre of Influence Marketing

Many years ago I was selling motivational seminars to the business market.

I had one client who attended the seminar and loved it.

Over the next few months he also personally paid for a dozen of his colleagues and friends to attend the same seminar.

This client was in charge of a large business and he continued to recommend this motivational seminar for several years to many of the people he knew.

Singlehandedly this one client was responsible for a huge amount of sales and repeat business for me.

He was a perfect example of what we call a 'Key Centre of Influence.'

(In other words, someone who can potentially influence a lot of other people about your products or services.)

In any business there are usually a number of key centres of influence who could potentially recommend you to many of the people they know.

If you are an accountant a good centre of influence is often a legal professional.

If you are a personal fitness trainer a good centre of influence might be a local chiropractor. And so on.

So how can you get some of these key centres of influence to positively recommend your business?

Just use two simple steps.

Step 1: Focus on adding value first before you ask to be recommended.

Start by creating a list of 10-20 potential centres of influence for your business.

However when you make contact with these people don't ask them to recommend your business. Instead, 'add value' in some way.

Example:

Let's say you are an accountant and would like to get recommended by a number of legal firms in your area.

You might send a number of these legal firms a short letter that says something like this...

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'Hi John/Jane, we haven't personally met, however I own a local accounting firm called XYZ Accountants.

I meet regularly with a lot of interesting people. And I may be able to refer a potential new legal client to you every so often.

Can you send me half a dozen of your business cards and let me know what type of person you are looking for in an ideal new legal client?

I've enclosed a prepaid envelope you can use to send me your business cards.

In the meantime, here is a copy of a short article that I noticed recently.

It's about a legal practice that got a lot of new business with a novel marketing approach.

I thought you might find this of interest. Kind regards. Your name.'

=====

Notice how you are adding value first without asking for anything in return.

This is a powerful way to begin a potential new business relationship.

Step 2: Stay in touch at least once a month and 'add value' each time you make contact.

My favourite way of doing this is to send out something by 'snail mail'.

- It could be a positive article you noticed.
- It might be information that could be useful for the person you are sending it to.
- It may be a short booklet or newsletter in hard copy format.

Within 6 months of doing this you will notice that a number of these key centres of influence will start to ask for further information about what you do. And many of these centres of influence will start to give you referrals.

Keep in mind that developing a great relationship with key centres of influences doesn't happen overnight. It takes time, patience and consistently adding value.

The good news is that once you have this great relationship you could easily enjoy excellent referrals from each key centre of influence for a very long period of time.

Action Exercise:

Write down the names of 10-20 businesses that could potentially be a good centre of influence for your products and services.

Make contact once a month with these businesses in a low key way that adds high value.

Strategy 55: Bullet Point Benefits

One of the easiest ways to get people to take action on your sales and marketing is to use what I call Bullet Point Benefits.

Bullet Point Benefits are just short sentences that explain the benefits that a person will enjoy by taking action in some way.

For instance on the home page of my website www.simplemarketinganswers.com I want people to sign up to my daily email list. I offer a free marketing guide to encourage them to do this. And I use Bullet Point Benefits to sell people on getting this guide.

Here are just some of the things you'll see in 'Priceless Advice Volume One' as soon as you subscribe...

- Find out how to use the vital strategy that legendary marketing expert Al Ries recommends to every single business he consults with. (Page 257)
- Learn Copywriting expert Bob Bly's secret to positioning yourself as an expert in any industry in a super short time frame. (Page 278)
- Discover how a real estate sales frogged his competitors and went from earning \$100,000 in his first year to person leap earning over \$700,000 in his second year. In his best month he sold 25 properties! (Page 24)
- Understand why AV. always works to get your business noticed fast and seen as superior to all your competitors. And learn how to triple the results from all your advertising without paying a single extra dollar. (Page 87)
- See the simple O.P. strategy that a retail business used to become the highest grossing store in the United States. The good news is that this same O.P. strategy can be used by any type of business. (Page 307)
- Discover how to create a B.B.S. for your business and how this triggers an avalanche of positive publicity and easy sales. (Page 39)
- Learn how to use the POV formula to get an abundance of new clients and a small fortune in easy referrals at the same time. (Page 134)
- Unlock the simple secrets to getting massive amounts of free media publicity for your business. It's easy when you know these secrets. (Page 104)
- And much, much more...

Action Exercise:

Write 5-10 Bullet Point Benefits for one of your popular products or services. Then use these Bullet Point Benefits when promoting that product or service.

Strategy 56: Reactivate Inactive Clients

In his excellent report 'Recession Proof Business Strategies' copywriter Bob Bly reminds us that a simple way to make more sales in a down economy is to contact inactive clients who have not spent money in a while. You can make contact by phone, email or letter.

When you make contact start by giving some added value.

Here's an example:

Imagine you are a copy writer and you do copy writing for health related businesses.

You have a number of clients that haven't used your copywriting services for 3-6 months or more. You could email these inactive clients with an email like this:

=====

Subject: 7 effective strategies to boost your health sales in times of massive change.

Hi John, as you know the whole world is experiencing massive changes right now.

I've put together a short checklist that shows you 7 simple strategies to boost your health sales in times of massive change.

The checklist is only 3 pages long and is with my compliments.

Just reply to this email if you would like a complimentary copy.

All the best in the meantime.

Kind regards

Charlie Copywriter

=====

Continue to stay in touch with these inactive clients with a combination of hard copy and digital communications. And add value in each message. You can make a phone call to some of these inactive clients as well.

If you start doing this regularly a number of these past clients will start buying from you again and a number will give you referrals as well.

The big advantage of these inactive clients is that they already know and like your business. And with some regular contact and added value a number will happily buy again from you.

Action Exercise:

Contact 10-20 inactive clients and give them some added value. Continue to stay in touch weekly or fortnightly and add value each time. You can also mention some of the new products and services that you offer as well.

Strategy 57: Reactivate old leads

In the same report 'Recession Proof Business Strategies' Bob Bly recommends that we reactivate old leads.

Let me pass you over to Bob for his comments.

If you're like me, here's how you handle inquiries.

Someone calls.

You send information.

You call to follow up.

They don't respond.

You call again.

After that, you give up and forget about them

But believe it or not, many of those leads you simply gave up on can be turned into profitable business for you...with just a little extra sales effort.

In fact a study by Thomas Publishing Company reveals that most sales people, regardless of the industry, give up too early.

According to the study, 80 percent of sales to businesses are made on the 5th sales call, but only 10 percent of sales people call beyond three times!

So you have probably not followed up on leads diligently enough (for example I almost never call more than twice), and the new business you need may already be in your files.

The best way to reactivate these old sales leads is to call them. Ask whether they got your material. Do they have an immediate or future need? What is that status of their need?

This technique can be profitably used on prospects who have inquired within the last year or so. The best prospects, however, would probably be those who have contacted you in the last six months.

I find that one-quarter to one-half of the old prospects you talk to will encourage you to send sales literature, and perhaps one out of ten will come through with an order.

Action Exercise:

Contact some of the old leads you have on file and have a chat with them.

Strategy 58: Collect “it’s worth it” testimonials from your best clients.

All you do here is interview a number of your best clients on the phone.

Ask them why they chose your product or service instead of buying something cheaper from someone else.

What your client will tell you is “why” your more expensive product or service is ‘worth it’.

Then get permission to use your client’s comments in your marketing.

Here’s a good example:

I collected a number of client testimonials recently for a business in Sydney called Guru Projects. www.guruprojects.com

Guru Projects build and renovate cafes and restaurants.

Here is a small part of what one of these client testimonials says...

“Pricewise Guru Projects are not the cheapest in the market place. I could have probably had my café fit out done for \$60,000 - \$70,000 cheaper if I had used a shop fitter who was happy to do the work for a low price. However, you have to compare apples with apples. I’ve seen the work of a number of shop fitters who undercut anyone at any price. You definitely get what you pay for when you use people like this. Their work is always rough around the edges. Now I’m very fussy about the finish and look of everything in my café. I want my stainless steel and tiling and everything else to look and feel great. If it’s not perfect I’ll rip it up and have it done again. With David all his edges were filed so there were no sharp edges for staff to cut themselves on, the tiles are all nice and even and look great.”

Notice how this testimonial has a happy client saying that this business is *not* the cheapest in the market place. However they are worth the extra money because of xyz etc.

When a happy client says it’s worth paying more money for a particular product or service because of xyz, that is compelling proof for other potential clients to consider using that same product or service. This is a simple way to handle low priced competitors.

Action Exercise:

Phone three of your best clients this week and ask them why they chose your product or service over cheaper priced competitors. Write down what they tell you. Then email these comments to your clients and get their approval to use them in your marketing.

This is something you can do in a few minutes and will give you some powerful ammunition to handle lower priced competitors.

Strategy 59: Use an 'already made' inspirational video

I watched a remarkable video recently. It was an audition on "America's Got Talent" by a young singer pianist called Kodie who is blind and autistic.

His amazing performance shocked the audience and left many in tears. (And I have to confess that I got emotional as well.)

You can watch the video of Kodie's audition at this link <https://urlzs.com/d5bjD>
Or just Google "Kodie Lee AGT audition"

The video was watched by over 15 million people in the first three days and is a great reminder that the limitations we all have don't have to stop us from achieving results that are extraordinary.

The video is also a terrific example of 'Feel Good Great Story Marketing' You feel good watching it. And you want to tell other people about it.

The good news is that there are four simple ways to use 'already made' inspirational videos (like the Kodie Lee audition) to positively market your own business and get some terrific word of mouth advertising at the same time. Let's cover them quickly

1: Mention the inspirational video in a promotional sales email that you send out.
(In other words you have a sales offer in your email.)

Here's an example of the type of email you could send...

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Subject: A remarkable video that shows anything is possible.

Hi John, I think it's a great idea to spend some time looking at the positive side of life.

Which is why I'd like to recommend a remarkable video about a blind and autistic young man called Kodie Lee who auditions on the TV show 'America's Got Talent. '

His performance was extraordinary and moved many of the audience to tears.

(I even got choked up myself)

The video is only 8 minutes long is a great example that the limitations we all have are no barrier to greatness.

You can watch it at this link (put in link to watch the video)

This video has inspired me made me want to do something remarkable for all our valued clients and friends.

You can see the full details at this link.

(Then when they click the link mention something special you are offering to all your clients who buy a particular product or service or spend a certain amount of money.)

Whether or not you take advantage of this special offer I trust you enjoy the video. I found it great. Kind regards Your name.

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2: Have the video play on a page of your website and have a sales offer on this page.

(Get your webmaster to set this up for you using a video hosting service.)

3: Send an email to all your clients and key prospects and invite them to watch the video and give you feedback on the video.

Then give everyone who responds with feedback within X days a special unadvertised promotional offer.

4: Send an inspirational email to every client on your database.

Invite them to watch the video and share it with their friends by forwarding your email.

(Make sure you have your business name and website details on the email you send.)

That way your business will get some nice word of mouth exposure (at no cost) when people forward it to their friends.

The good news is that there are literally thousands of short inspirational videos that have already been produced.

And you can use them to do some super effective 'feel good great story marketing' for your own business.

Action Exercise:

Google Inspirational Videos and you'll find a lot of short videos that are really inspirational.

Then use any of these four strategies with one of these videos.

It's a positive way to make people feel good and get your business noticed.

Strategy 60: Keep it simple

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 3-5 of your best clients on the phone.

- Ask them why they chose to use your products or services.
- 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 clients tell 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 these clients.)

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 recently 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 one last 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!

Action Exercise:

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

Strategy 61: Set up an email list and use it

Let me finish with something very obvious.

I speak to a number of business people about marketing to their existing clients and prospects.

And I'm always amazed at the number of businesses who *don't* have an 'easy to use' email list.

One business I spoke with a while ago had over 4,000 happy clients.

But they did not have a simple way to contact all these clients by email.

They have now fixed this and are using email to add value, communicate and make sales.

The good news is that setting up an easy to use email list is simple to do.

Use an email service like Mail Chimp.

Put all your customers and prospects into a list on Mail Chimp.

Set up an email template that you can use to send regular emails.

Then start sending added value emails at least 2-3 times a week.

And if you are not sure how to do these simple steps hire a virtual assistant who knows how to do this.

I have used Louise Deed and her team at www.indeedwecan.co.nz to do this for my business.

And a number of my clients have used her services as well.

Once you have a template email set up you just write interesting emails and send them out.

In most cases you will invest well under \$500 to get your email list set up with easy to use templates on something like Mail Chimp.

And once this is set up you can use a lot of the marketing strategies that we have covered in Lock Down Marketing Magic.

Action Exercise:

If you haven't yet set up an easy to use email list get someone to help you do this

This is something you must do if you want to do well in any business.

Summary:

In 'Lock Down Marketing Magic' we've covered 61 strategies that you can use to grow your business right now.

(I'm a big fan of added value so I've included an extra 12 bonus strategies in this guide.)

Just put into action 2 strategies each week from this guide.

And in twelve weeks you'll have 24 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 354 page marketing guide 'Priceless Advice Volume One'.

Just go to www.simplemarketinganswers.com to get instant access.

Here are just some of the things you'll see in 'Priceless Advice Volume One' as soon as you subscribe...

- Find out how to use the vital strategy that legendary marketing expert Al Ries recommends to every single business he consults with. (Page 257)
- Learn Copywriting expert Bob Bly's secret to positioning yourself as an expert in any industry in a super short time frame. (Page 278)
- Discover how a real estate sales frogged his competitors and went from earning \$100,000 in his first year to person leap earning over \$700,000 in his second year. In his best month he sold 25 properties! (Page 24)
- Understand why AV. always works to get your business noticed fast and seen as superior to all your competitors. And learn how to triple the results from all your advertising without paying a single extra dollar. (Page 87)
- See the simple O.P. strategy that a retail business used to become the highest grossing store in the United States. The good news is that this same O.P. strategy can be used by any type of business. (Page 307)

- Discover how to create a B.B.S. for your business and how this triggers an avalanche of positive publicity and easy sales. (Page 39)
- See the clever secrets for getting appointments with high value prospects. It's actually a lot easier to do this than you think.(Page 104)
- Learn how to use the POV formula to get an abundance of new clients and a small fortune in easy referrals at the same time. (Page 134)
- See a simple way to 'Dollarize' the true value of all your products and services. This makes it a lot easier to charge far higher prices and make a truckload of easy sales at these higher prices. (Page 289)
- Unlock the simple secrets to getting massive amounts of free media publicity for your business. It's easy when you know these secrets. (Page 104)
- And much, much more...

Just go to www.simplemarketinganswers.com to get instant access.

Here's why subscribers find my daily marketing tips so valuable...

"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 Lock Down Marketing Magic strategies in this guide into action in your own business...

Action Page Week One:

What 'Lock Down Marketing Magic' 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 'Lock Down Marketing Magic' 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 'Lock Down Marketing Magic' 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 Five:

What 'Lock Down Marketing Magic' 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 Six:

What 'Lock Down Marketing Magic' 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!!