



THE RECESSION BUSTING TIPS

**Proven marketing tactics
to help your business
survive the recession!**

www.recessionbustingtips.com

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Introduction:

Thank you for subscribing to the Recession Busting Tips Report. Please don't just read this from start to finish and then do nothing. Scan through the table of contents and spot one or two ideas that you have never tried before and read those thoroughly. If you are tempted – try them.

Recessions, boom years, credit crunches... they are all a natural part of our lives. An integral part of the huge economy we are all a part of. You can't have a boom time without a bust time. They follow each other like night follows day. Life constantly cycles. All the recent noise the experts have been making about global warming for instance. It is a proven fact that every 10,000 years or so our planet goes through an ice-age. We can't fight it, we can't stop it. There were no cars, aeroplanes or huge factories belching stuff into the atmosphere that caused the last ice-age and changes the politicians propose aren't going to stop Mother Nature going through her cycles of life.

Recessions come and go every few years. They are nothing to be afraid of; they are just a normal part of business life. It is always sad when a business folds. The owner of that business will blame the recession, competition, changes of tastes, any manner of factors rather than own up to the fact that they allowed their business to fold. It folded because they wouldn't, couldn't or simply didn't see the need to change and adapt as the world around it changed and adapted.

The worst thing you can do for your business at any time, let alone in tough economic times, is just to carry on regardless as if nothing has changed. Things are always changing and you need to constantly adapt and tweak your business in order for it to evolve and stay profitable.

A business that doesn't change over time will certainly die and it will be solely the business owner's fault.

It doesn't mean that you have to drop all the traditional values of excellent service and quality products, just that the way you present your business, the way you market your business, the way you conduct your business all need to move on constantly.

A small company has a huge advantage over a large one in any trading conditions simply because it can act immediately to conditions around it. There is no waiting for a board meeting, for a committee to assess and report, for backers to be swayed. A small company can see an opportunity and jump on it without delay.

It is no good for a small local computer shop, for example, to try and under-cut the likes of Dell or PC World when supplying hardware items. But a small business can easily find niches that the big players never spot, or are simply not geared up to support. Have you ever tried to get PC World to repair your 6 month old computer? Well, they can't. They send them away for several weeks to another business set up for that purpose. Most business people though are completely dependent on their computer and the very idea of it being sent away for weeks is unthinkable. So, step in the small business who loves fault finding on machines. They will come to your office, fix your fault and have you up and running again within hours.

Pundits have forecast the demise of the good old English Pub at least twice in recent years but most of us still have a Pub within easy walking distance. The first death knell was cheap imported alcohol from the EU when the borders were opened up. There were experts showing people driving over to France on a day trip coming back loaded with cheap booze for their own consumption. Vans overflowing, trailers packed solid. It would be wrong to say this didn't have an effect on Pubs because it did. People chose to stay at home and drink their cheap imported alcohol instead of going out. But did it kill the Pubs? No. Most of them adapted to this new scenario devising ways to lure people out of their homes and back into the Pubs by changing the way they operated.

The second death knell was the smoking ban. Experts said it was an infringement of civil liberties; people only went to the Pub for a social drink and a smoke and now they couldn't do that they would boycott Pubs. Again, the forecasted disaster

never happened. Pubs fought back with smoking areas to keep the smokers happy and again used other means to bring people into the Pubs. Not least of which was to lure those of us who don't smoke and couldn't tolerate going into a smoky Pub before the ban with new ideas. Food now features in most Pubs, quizzes, hog roasts, bbq's, slave auctions, charity nights, darts teams, function room rental etc. Some of which they did before, but some of which they could now pull in a whole new audience for.

Can you see the differences here?

Even when times are tough and competition fierce, there are still opportunities for entrepreneurs to find and exploit for the benefit of their business. You will find some of these methods here to help you through the current trading conditions.

Remember...

Your business will only die during a recession if you do nothing different.

Your business will only die, regardless of any current boom or recession, if you do nothing different.

What You Should Not Do:

- **Do Not Panic** – you must remain positive at all times, no matter what
- **Do Not Slash your prices** – a price war helps no-one and will drive your business into the ground very quickly
- **Do Not Sack any staff** – the effect on remaining staff morale can be catastrophic and in itself lead to an early business failure
- **Do Not Change your marketing tactics** – what worked before will still work in a recession
- **Do Not Refuse to tighten up non-essential expenditure** – make sure every penny spent counts
- **Do Not Contract your business** – don't fall into the trap of thinking a smaller version of your business may survive better – it won't make any difference
- **Do Not Listen to the media and their “experts”** – they delight in reporting every possible negative effect of recession every single day but all they are doing is creating a circle of negativity about the trading conditions which is more likely to depress than motivate a business owner
- **Do Not Branch out willy nilly in all directions in desperation to keep sales going** – never a good idea in a boom time, let alone a recession. Remain focused on your specific niche. Don't be tempted to waiver
- **DO NOT GIVE UP** – the only way your business will fail is if you give up!

I am not going to waste much time and effort on this aspect of the report.

Please learn to wear blinkers when watching TV. Learn to ignore the constant gloom and doom that the news and breakfast programs seem to delight in broadcasting every day. How many jobs have been lost, how many businesses have folded, how bad exchange rates are, how bad the European picture is, how fragile the global economy is – ignore it all.

Your mission is to remain positive and drive your business forward using as many of the tactics in this report as possible to ensure your business survives. You may even find you experience considerable growth as well!

The thing to remember is that life goes on. In times of recession; in boom times; in times of plenty; in times of war – life goes on. People still need things. Even if unemployment again reaches the unforgivable levels of the early 1990's of 3 million plus, there are still many more millions in work and in business.

So... below you will find some tactics you can use...

What You Can Do:

I have listed a large number of proven marketing and business growth tactics and urge you to use as many as possible in your business, starting today.

Many of these tactics are low or no cost options, so please don't think you are going to have to spend lots of money on trying them. The thing to do is try them. Test them. Tweak them. Exploit them.

The more things you try the easier you will find things as the recession bites.

You have a duty as a business owner to lead your business through all manner of trading conditions. Your workforce will appreciate that you are taking steps to safeguard their future for them and will be more loyal and hardworking for it.

Keep your workforce informed. You are a team after all working for the overall good of your customers. You may even find that your employees are a fantastic source of good ideas if you take the time to involve them.

Always have a notebook handy. Every successful entrepreneur has a notebook close by all the time. You can see this mentioned in no end of memoirs from Richard Branson, to Duncan Bannatyne, to Ray Stewart (alright I haven't written mine yet but I still always have a note book!).

Why is a notebook so important?

The thing is, as we go about our busy lives, we constantly hear things, read things, see things, feel things that prick the entrepreneurial senses. When this happens, write them down. It doesn't matter how daft it may seem to others; if you can see a possible benefit, or new product/service, or even come across a potential employee, then write it down. You may never use that particular idea, but at least you have captured it. The human memory is a phenomenal thing and rarely forgets anything. The problem is clearly recalling those golden nuggets and recapturing the feelings we had at that particular moment. So reading back through your notebook allows you to do just that – and no idea is ever forgotten or overlooked.

I have found that by going back through my old notes I have a rich source of good ideas to bring out in the future. I can also relive the parts of my life that are in the notebook. No doubt this benefit will be useful when I get to my memoirs!

Your mindset:

The very first thing for you to understand is that a business owner needs to have a very strong mindset. To have had enough faith in the initial idea when all around them generally were doubting Thomas's; a strong character to establish their business against all odds; a determination to succeed and prove to everyone that they were right all along; and lastly, the gift of the gab when it comes to charming backers, customers, suppliers, staff etc., to make the whole enterprise exist and function.

Knowing all this, as you do, why do you now doubt your ability to get through the current situation?

Business is all about success and failure. It is an endless cycle from one to another. What is really important is how you view this cycle. When you hit a roadblock in your business such as a major supplier going out of business, you have two options. Option 1 is to give up and close the business. Option 2 is to get out there and source a new contact as soon as you can. Any of your staff looking at the situation could easily feel overwhelmed and give up (a failure in their eyes). The business owner in you though will not give up. You will choose option 2 and will normally end up with a better all round deal than you had before (a success in your eyes).

When Lewis Hamilton just missed the world F1 championship in 2007 he could have thought, as most people did, that he had failed despite all his best efforts and wins throughout the year. But he didn't. He got in the car and drove better, faster, more consistently than ever and in 2008 won his crown.

When Paula Radcliff collapsed during the Olympic marathon in Athens in 2004, the TV and Press all wrote her off as being finished. Her career could never recover from such a blow. Well, it is quite obvious now that all the gloom and doom mongers then were wrong. Her career has gone from strength to strength although the Olympic title will probably never be hers. That could be viewed as a failure, or not. I bet Paula doesn't feel she has failed.

The same now applies to the current “Downturn”, “Credit Crunch”, and “Recession” – whatever you call it. The media only harp on about the bad points they can find to focus on. The fact is, even in the depths of the really terrible depression in the 1930’s, when the Jarrow marchers were on the road to London, there were millions of people in good jobs, thousands of businesses trading away, and money still flowing around the economy.

I know your business will probably have to bend and adapt as the current conditions progress, but the economy will pull out of it. Recessions have always ended and boom times follow on again.

Make sure that you have your determined business person’s head on each morning. Focus only on business that you are seriously passionate about. Constantly have a happy demeanour looking outwards and ahead. Never allow moaning people around you to sap your energy and fill you with depressing thoughts. Walk away from them and focus on tomorrow, next month and next year. They may think you are a little mad, but that is par for the course when you run your own business – isn’t it?

Increase your marketing effort:

Every single business should be putting time and effort into marketing all the time, all year round. Some business people seem to think they can do a bit of marketing, generate some business to last a few months and then leave it to one side until they need some more work and then do it again.

This is a very dangerous strategy and doesn’t allow a business to grow.

A successful business will not only be marketing itself 365 days a year, it will also be marketing on lots of fronts. What I mean by this is that you do not just run advertisements, or send out flyers, or write sales letters, or promote your website, or run a seminar, or issue a press release regularly, or write a book, or update a blog etc... You do all those things – constantly – all year round.

The thing to remember above everything else, is to only devote all this marketing effort to your target audience – to just do all these things on a general basis is a complete waste of time and resources.

The main thrust of this report is to help you see how each tactic can work hand in hand with the others, and that you should be doing as many different tactics as you can to help your business through the recession.

Start a word of mouth campaign:

The easiest, and cheapest, thing you can implement immediately is a word of mouth campaign (WOMC). The object is to get people, customers, clients, prospects, everybody, talking about you and the products/services you offer.

The power of a WOMC can be best summarised with the thought that, if each existing customer referred just one new client/customer each year, **you will double your client base each year.**

It is also true that referred clients are much happier and trusting, likely to spend more and stay more loyal than those acquired by any other marketing means. They are also likely to complain less and pay on time more often.

The main thing to remember is that the clients/customers you approach for referrals will have only one thing in my when you ask for their help – What is in it for me? Get the incentive right and they will help you out to the best of their ability if they are being rewarded in some way for their efforts.

You can offer all sorts of incentives and rewards based on your own products and services and apart from your time, they needn't cost much, if anything, as long as they are of substantial value to your client/customer.

On the next page you will find my “Do A Friend A Favour Certificate”. This is what I send out to every client of my Accountancy practice each time I send out a set of

accounts or Tax Return to help give you an idea of a referral system that works. Please feel free to crib this and amend it to suit your own purposes.

Your Name _____

How you heard about me?
 I'm an existing client ___ Referred by a friend ___ Surfing the Internet ___
 Advert ___ Book ___ Received a letter ___

Thank you very much for trusting me to help you with your accountancy and taxation affairs. I very much appreciate that you have a choice each time you contact me to undertake work on your behalf and I never take it for granted that you will automatically choose me again next time. After all, the world is full of accountants; I know I am not unique in that respect. I really hope that you are happy with all the work I do for you but if you have any doubts or questions, please call me straight away on 0800 047 0731 and I will do whatever I can to resolve the issues.

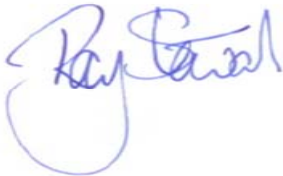
If you are happy, then I would like to ask for your help. I have realized that a delighted client is my best form of advertising. I want you to be more than just a client – I want you to be a supporter – someone who is so impressed with my practice that you'll happily recommend my services to your friends and colleagues. This way I can put less money into marketing and the money saved can go back into the business to help me keep up to date with the latest training and technology in my field for the benefit of all of us.

So if you know any friends or colleagues who would love my services too and need help with their accountancy, taxation or bookkeeping issues, please jot down their details below:-

Name.....	Name.....
Address.....	Address.....
.....
Telephone.....	Telephone.....
My relationship to this person.....	My relationship to this person.....

When you refer people to me, I will send out information about my practice that invites them to work with me. It's then entirely up to them. Naturally, as a courtesy, I will call them to make sure that they received the literature and to answer any questions.

And when you do recommend others to use my services I think it's only fair that you're rewarded. With this in mind I have arranged a special surprise for you. I'd rather pay you than some advertising media. Thank you in advance...



Joint ventures:

The basic idea of a joint venture is to partner up with another business, complimentary to your own, and use their client list to promote your products/services with their strong endorsement to produce a boost in your sales.

This is a really powerful way to market your business and both your own, and your partner's business benefit – because you can reciprocate by doing the same to your own client base for your partner's products/services.

You need to choose your partner carefully. They need to be in a non-competing but complimentary line of business and must appreciate and understand the idea of a joint venture and the benefits it will bring. You both need to be prepared to give a first rate testimonial for each other so you need to know each other quite well. People will easily see through a less than resounding recommendation and the response will be much less than if it comes from the heart.

If you cannot, in all conscience, wholly and unreservedly recommend your partner's product/service to your best friend, then they are not the right joint venture partner for you.

You can try it with partners you know less well, but the response will be poor in comparison and you must remember, a poor choice of partner could cause serious damage to your reputation and client base if your clients feel they are being used or if they feel you are abusing their personal details for personal gain. Also remember not to include clients/customers who have specifically opted out of you passing on their details for marketing purposes – or you will be breaking the law.

Although these ventures are normally one off's, they can be tried occasionally using the same partners but be very aware not to overdo it. Once your partner's customers/clients have bought from you or used your service, you can properly include them in your own marketing efforts. Just be careful to clean your partner's list to remove those names that are now on your own database.

Last... a warning. You need to trust that your chosen partner will adhere to the agreement and will not try to abuse your customers/clients in the future by contacting them again without your knowledge and approval.

Increase your customer's experience:

Under promise – over deliver – and astonish your clients/customers.

Why? Because the best way to grow your business is to remember that everything, every single thing your business does, or produces, is about the customer. It is **Not** about money and is certainly **NOT** about you, the business owner.

Whatever line of business you are in, give freely of your time, your energy and your knowledge to make each and every transaction with your business a totally pleasurable and memorable experience.

If you take nothing else from this report, please take this one idea into your business. Make a pledge to continually give a level of service that is far in excess of your competitors, far in excess of what your clients/customers expect. Make their purchase/service/experience so astonishing that they cannot help themselves but talk about you.

Nothing else will sky-rocket your business's posture and reputation in your area quicker than going more than the extra mile for each and every client.

One example of this is our local Chinese take-away. I do not go there that often but they always remember me when I call in, they always provide quick and efficient service, they always provide excellent food, they always include something in the bag that wasn't ordered such as a pancake roll, or a pack of prawn crackers. They are always smiling and they always, no matter what the weather, carry my order to the car as I walk with a stick due to arthritis.

Can you guess which take-away comes to mind when a Chinese meal is mentioned in our house – yup. That's the one. There are four other choices locally, all of

which we have tried over time, but you can guess which one gets our custom regularly!

They are a business who is focused on the customer and it is a pleasure to deal with them. They also acknowledge us when we see them in the supermarket, or out and about locally. The thing is, so few businesses go to this trouble, those that do stand out a mile from their competitors.

We have all witnessed grumpy sales people, those who make you feel you are disturbing their conversation by trying to buy something. Can you see the damage to your business that can happen if you let your bad day spill over into your customer service?

So make a point in your business. If you offer a 15 minute massage, gift the customer another 5 minutes for free. If you are a mechanic, gift your customers some cleaning products for their car when they come to collect it – or have it washed whilst in your garage. If you are an Accountant, gift your clients some free, valuable business advice, or do the Tax Return for a pensioner free of charge.

Do you get the idea? Little things to you can mean massive amounts to your clients/customers. It is the fact that you care enough to even think about giving that extra something that sets you apart.

Delegate as much work as possible:

It is quite common at the start of a business for the entrepreneur to try and do all the work themselves to keep costs down, and because no-one else knows everything that needs doing. As the business grows you keep trying to juggle all the tasks and end up working all hours at the expense of your family and life outside the business.

When you get to this stage you have a choice. You carry on but cannot grow the business any more as you have reached your physical limits or, you start hiring people to help you out and share the load.

In a recession, it is vital that you delegate as many tasks as possible so that you, the business owner, can concentrate most of your energy and time into marketing. Without this, your business will struggle as you will be too busy to spot the changes that are taking place in your marketplace. It is vital as conditions become more testing that you focus on implementing as many tactics outlined in this report as you can to ensure your business evolves and grows.

You must continually test your marketing and use the results to improve responses.

I know the “experts” are telling you to cut costs lose staff and contract your business during the recession; but the fact is that if you follow that advice, your business will surely fold. The staff you shed may see this as an opportunity to set up in competition and poach a large amount of your business. The staff you keep will see the job losses as a massive blow to the business, moral will fall and performance will plummet whilst they await their own turn for the chop. Your business will also be likely to struggle, as the recession fades, to attract the right quality staff back as competition from other businesses also trying to recruit becomes immense.

At all times, your job as the owner of a business is to look ahead, to plan where you want your business to be in one year, five years, ten years – right up to your planned exit from the business at retirement or eventual sale.

You cannot be embroiled in the day to day activities of your business in any depth. Your business needs staff, and you need help. If you do not plan your business’s direction, no-one else will.

Your staff will be re-assured that you are constantly looking ahead, bringing new products/services into the business, pushing them to perform and constantly achieve greater levels of commitment and achievement. They will be highly motivated and will push themselves to their limits as part of your team and you will all reap the rewards of this teamwork.

As I have said before, ignore what is being published in the media, broadcast on TV, moaned about in the Pub. Your business will survive because you have a highly motivated team that will move mountains for the business to ensure its success, because as you survive and succeed, so do they.

The other reason for delegating as much as possible, recession or not, is that you are in a position to sell the business as an autonomous, profitable unit, rather than just an extension of your ego that will cease to exist once you leave the equation.

Make sure you know your Target Audience and focus completely on them:

It is absolutely vital that you know who your Target Audience is.

Why? Because if you send out marketing materials to people that are not likely to need your products/services – you are wasting your time and valuable resources.

How do you know who your Target Audience is?

Your TA is simply the people that you would like to do business with. In essence you need to know who your ideal clients/customers are. Once you know this, you will know how and where to look for these people/businesses.

For example, if you are a hairdresser, would you be looking for clients by advertising in a national fishing magazine, or would you be better focusing on people within a 5 mile radius of your salon?

If you are a plumber, would you find many customers by advertising in a national computer magazine, or would a more local approach work better?

If you are a mail-order bookseller, would you put leaflets through 5,000 doors in your local area, or would you have more success with an advert in a national publication?

I know these are slightly extreme examples, but I hope you can start to see the point in trying your best to put your offer in front of the people who are most likely to respond.

Recently I was talking with a coach business who wanted to start running coach based tours for older folks from the Midlands to various seaside resorts for one and two week holidays. They were planning an advert in “Yellow Pages” for next year. I asked them how many of their target audience would look through that publication if they wanted a holiday. As we started brainstorming, excellent ideas such as Post Offices, Supermarkets, Church Halls, places where lunch clubs and tea dances are held, hairdressers and cafes locally would be good places for posters. All places where their Target Audience would be much more likely to see the tour posters and respond to them.

It is the same for any business. Spend some time really thinking about the people most likely to benefit from what you are offering and where to focus your marketing efforts to ensure they see your offer and it is compelling enough to trigger a response.

Are you doing this kind of laser focused marketing at the moment? If so, revisit your original findings and make sure they are still 100% valid. If not, start today.

Ask for testimonials:

Make it a company policy to ask each and every customer/client for a testimonial. Usually they will be happy to give one immediately after the conclusion of a successful transaction. Make it easy for them, just ask if they mind you using their glowing comments in your marketing. Ask if you can put their comments into an email and if they agree with what you have written, all they have to do is just hit the reply button as the confirmation.

Why are testimonials so important?

When you are writing your marketing materials, if you can include a few recent testimonials, it shows prospective customers that others have overcome their concerns and dealt with you and it has worked out well.

Glowing testimonials are very good and useful, but the most powerful ones are received from customers that were initially reluctant to use you, but then having gone elsewhere and been let down, they have come back and been more than happy with your service. These are more valuable because it shows prospects that other people had the same fears and concerns they have, but that it all worked out in the end.

Never stop collecting testimonials. People are flattered if you ask them for a comment or two, and especially if they later see their words on your web site or in your newsletter with their name attached.

Never, ever be tempted to manufacture or lie about a testimonial. Make sure the people who give you one allow their name to be used. If you want to use them as a contact point for prospective clients to talk to before they decide to buy from you, make it worth their while by offering them a voucher, or a bottle of wine for their trouble each time they are contacted.

Increase your money back guarantee:

If you are not offering a money back guarantee already, then start today. Make sure that the terms of your guarantee are clear and that if someone wants a refund, give it courteously and quickly.

Some business people are worried that having a 100% refund policy will mean unscrupulous customers will take advantage. On-line marketing guru Ed Ravis has attested that the attrition rate rarely exceeds 5%. There will always be someone who asks.

The reason you should be happy to accept the odd refund is due to the boost in sales you will experience when you start publishing your refund policy.

What you are doing is removing the last possible objection to a prospect thinking about buying from you. You are removing completely the risk of them dealing with

you, giving them a chance to try you out whilst knowing they can ask for their money back if they are not completely happy.

Your job is to make sure their experience of your service totally astonishes them, blows them away. Then a refund will be the furthest thing on their mind.

If you already use a money back guarantee, consider extending it. If it is currently 30 days, make it 90 days and make sure the change is splashed all over your marketing materials.

There are many ways you can offer your guarantee. If you are a hairdresser, you can offer the cut for free if they are not happy. If you are an accountant, you can offer a free set of accounts if you cannot reduce their tax bill by more than your own fee. If you sell things, just ask for them to be returned. If you sell digital products, tell them to keep them and refund them anyway.

Structure your refund to suit your business. Make it genuine. Do it when asked.

If you only use one tactic from this report, make it this one. It is one of the easiest and most effective things you can do to grow your business.

Seminars:

Running a seminar is a fantastic way of stirring up interest in your local area about your business. Very few business people actually hold seminars, probably because they don't understand the marketing and sales potential of them.

A seminar postures your business right at the top of all the competing businesses locally. As long as you make it valuable to the attendees in respect of the content you give during the seminar, they will not object to you including a strong call to action at the end of the seminar (as well as all over the walls etc. during it). These calls to action are particularly successful at capturing basic contact details or even

some sales if you have demonstrated a particular product (that's why the likes of QVC and other satellite shopping channels do so well).

Ask people to complete a card with their name and email address. Also ask for testimonials whilst the attendees are still glowing in the seminar light.

Make sure that you record the seminar, preferably with a professional camera crew, or at least a home camcorder on a tripod. You can then put the video on your website, send it out on cd's to prospects, get it transcribed and give it away as free reports. The possibilities from just one seminar are boundless. Just imagine if you ran a series of them. What a superb posture they would give you and you end up with a database of hot clients ready to do business with you, and loads of marketing material, or even make a course out of packing and selling the video's and transcripts as training products.

If you think really hard about it, there must be at least 5 or 6 areas of your business that you are passionate about and could give a presentation on... so go ahead and start planning... before your competitors realize what you are up to.

The seminars don't need to be all day affairs. You could run a series of lunch time 1 hour slots, or 2 hour evening ones, whichever suits you. You could invite a well-known personality to give an introduction, or one of your existing customers showing what you have done for them. There are lots of possibilities.

Most hotels and Pubs will have a room you can hire quite cheaply. They will be grateful to get some trade in themselves to hopefully get their place noticed by all the attendees. All you need then are some light refreshments and a batch of marketing brochures or samples to give away, along with the data capture and testimonial cards.

All in all, a reasonable cost way of achieving a huge boost in posture, marketing materials for the next few months, and an immediate boost in your prospect database, all in one go.

All you have to do is be prepared to step outside your comfort zone and give a public presentation!!

Public speaking:

If the prospect of public speaking gives you (like me) an immediate shot of terror into your system, a dry mouth, a palpating heart, sweaty palms etc. then there are courses available to help you overcome your fears. It is well worth your while learning a few tricks on public speaking because the next tactic I am going to discuss is just that – speaking in public about your business.

I don't mean standing outside your premises with a megaphone and a soapbox either!

I am talking about offering your services as an expert in your industry to the local media. One way to do this is to talk to the local radio station. Offer to help out with a phone-in question and answer session or offer a little spoken segment in one of their relevant topical shows. They are always looking for interesting content and confident speakers for their shows. Make sure you record any broadcasts you are involved in and get permission to use the recordings for your own marketing.

Keep writing to the local newspaper with interesting articles about your area of business and make them as topical and tied into national events as you can. It may seem frustrating at first, but if you persist, local radio, local papers, and even local TV will start to come to you for opinions on current events. Each time you are asked to speak and comment, try to ensure that your business and or website get a quick mention as well.

You can even try putting an information video on YouTube. It works really well for all kinds of business and costs absolutely nothing.

All you need to do is start putting yourself about locally as much as possible and you **WILL** start to get noticed.

Follow up every customer and prospect continuously:

There are many opinions on how much follow up a business should do after a prospect initially makes contact, and how much eventually becomes too much. However, there are incontrovertible statistics that shows a normal prospect will not immediately make a decision to buy from you or use your service but that it could take up to 7 contacts before they feel comfortable enough to make the buying decision.

Look at your business right now. How many times do you contact people once they have visited your website? If you collect their name and email address on your website – and you do that don't you? – If not start today and offer a reward in the form of a free report or something else of value for their details – how many auto responder messages are programmed into your system?

I personally use a company called [Aweber](#) for this purpose. I have a sequence of emails set up to run each week after someone joins the list with the option to send regular newsletters as well. The data collection from the website and the subsequent auto responders all work automatically 24 hours a day. So you can see that if you don't have a system like this working for you, you are missing out on countless leads that could be collected without you lifting a finger.

As your list grows, internet experts such as Ed Ravis say that your automatic messages should be 3 good, solid informational ones, and then a sales one. And continue the sequence like that indefinitely.

Never ignore your existing customers either. Make sure that you regularly send them good information and the occasional sales offer. Keeping a balance like this should ensure that your customers never tire of hearing from you, or get annoyed that you just keep chasing them to buy more and more from you.

Do things for the community:

Helping out in your local community is an excellent way of getting yourself and your business known and recognized more. Please don't see it as a form of punishment like the magistrate's court dishes out. People are not stupid and if they detect any element of self serving in your actions you could do more damage than good to your reputation.

However, if you can find something that you really enjoy doing that will help out the locals in a school, community centre, kids football teams, litter picking, offering work experience, voluntary work, Citizens Advice Bureau etc.. In fact, anything that you can offer from the heart will go a long way to helping your business in the long term and it doesn't need to cost you a penny.

Make it easy for people to do business with you:

This sounds really obvious I know, but it is surprising how many businesses seem to go out of their way to be awkward. It is law now that companies need to provide full contact details on all communications, websites, newsletters etc... Many don't. Looking at some websites it is hard to find a telephone number, let alone an address or fax number.

Every week almost, Watchdog on BBC1 features businesses that have scammed customers, or that leave people hanging on the phone for hours at a time while trying to sort problems out, or that treat their customers really badly when they do respond.

The best businesses are really transparent and fully disclose all their details everywhere. There is no excuse these days for an ansaphone. If you are a one-man band or just a really busy customer service centre, it is simplicity itself now to arrange for a Virtual Assistant to answer the phone for you and take a message.

Make sure you answer each and every telephone question you receive, each email you are sent, each fax you get. Not only is it a simple courtesy, it does give your customers real peace of mind knowing that you are always contactable. Nothing will lose your business customers quicker than failing at customer service and there is simply no need for it, or excuse for it.

And lastly, never, never, use anyone to answer the telephone who is outside the country. It may be cheap for the business, but nothing annoys customers more than trying to deal with someone who barely speaks the same language.

Never forget your business only exists to serve its customers. Without them, your business is nothing.

Start a blog:

Starting a blog is a fantastic way of speaking to the world about things important to you and your business. Millions of people have seen the benefit of blogging and more are starting each day. A blog is a public forum for articles you write about aspects of your business. Most business people who blog enjoy commenting in their own way about things affecting them and their customers, which makes them a good, topical read.

Blogs are seen by the internet search engines and each time you add an article the search engines are notified that your site has been updated.

Why is this important? Simply that the more articles you put on your blog, the more content of real value you give out, the more your blog shows up in search engines when people are looking for information. This is fantastic free publicity that can start to bring in many thousands of visitors to your main website that you would never have had any other way.

Setting up a blog need not be expensive, but it is certainly better to have your own domain such as <http://raystewart.biz> rather than a completely free one hosted by the likes of Wordpress with an address of <http://raystewart.wordpress.com>.

Software such as Wordpress is simplicity itself to install and setup. It must be as I have managed to do it!

There are countless extra little plug-ins available to completely personalize your site and make it unique.

A blog is also good for your ego; to see your own work up on the internet and having other people read it, comment on it and value it. Go on – start a blog today.

Time management:

Learning how to manage time is vital for every business owner. If you don't, you will certainly hit the "Headless Chicken Syndrome" – at some point in your business life. Each one of us knows the feeling of so many things to do and no time to do them.

There are many excellent books on this topic and to help you get your business through these difficult conditions, I strongly suggest you read one or two.

From my reading it seems time management consists of two main factors. First there is goal setting. Second is making a To Do list. The way these two factors interact allows you to decide which tasks that are in front of you are relevant and worthy of your attention and which are not and should be delegated.

Goal setting is important in each of our personal and business lives. Without goals to strive for we are likely to flounder around not really knowing where we should be leading our business. You would not go into a Travel Agent and say you want to book a holiday without at least some idea of where you want to go.

One of the things I learnt whilst a Governor at a local school was the idea of SMART goals.

For a goal to be good and solid, it needs to be:-

1. **S** – Specific. A goal needs to be something definite and tangible.

2. **M** – Measurable. A goal is not realistic if you can't measure it and therefore know when you have achieved it.
3. **A** – Achievable. You need to be able to get there. No goal is useful if it is just a nebulous notion.
4. **R** – Relevant. A goal has to be relevant to you and your business.
5. **T** – Time. You have to set a timescale within which the goal has to be achieved.

Once you have set the goals for yourself and your business you can start to plan your days making sure that every single thing you do, every decision you take, moves you along the journey to achieve your goals.

You need to learn to look at the things fighting for your attention and decide what tasks are:

1. Important and urgent
2. Important but not urgent
3. Urgent but not important
4. Neither important nor urgent

Once you have looked at all your tasks, you can start to make a To-Do list. Start with the important and urgent. These are the ones you need to spend your time and energy on first. Make sure though that you allow time in your day for the important but not urgent tasks which are crucial to the success of your business like planning, developing, writing etc.

Tasks in the last 2 categories can be delegated.

Taking control of your time and energy in this way will help you to keep focused on your goals and keep track of everything you need to do.

I know that personal planners hit their peak in the 1980's but I still use an old leather binder for this purpose. The very first thing I do each morning is to organize my tasks, then write the ones I am going to deal with into my planner. Other things which are longer term tasks are split into chunks and spread across the diary so that the task is finished before the deadline arrives – such as writing a report like this one.

Using this old fashioned technology makes sure nothing is forgotten. These manual planners don't crash, get corrupted, refuse to turn on in the morning, or suffer from a flat battery - and they are always looking up at you from your desk. You can also insert interesting ideas you come across, articles you find, and if your planner is with you, you can make use of otherwise dead time whilst you are waiting at the station or airport.

There are two main "old-fashioned" planners available today. [Filofax](#) and [Day Timer](#). I prefer the Day Timer version but that is my preference. If you are wondering what present you could ask for this Christmas, you could do a lot worse than ask for a new personal planner.

Once you start with one of these, you will wonder how you ever managed all your tasks without one.

Start an Ezine/Newsletter

Every business in the 21st century needs a regular point of contact with all of their customers and prospects, to continually advise them of useful information and occasional offers. Fortunately, the technology available now makes this exceedingly easy and low cost.

List building software such as [Aweber](#) (currently \$19 per month) ensures you can collect names and email addresses automatically, 24 hours a day. The software also allows you to broadcast regular and professionally put together email newsletters with just a few mouse clicks. You can write these any time of the day or night and can send them either immediately, or schedule them to be sent at regular intervals in the future.

The only thing you need to remember is to ensure each and every item and article in each and every newsletter is customer focused. The worst thing you can do is to include things about yourself and your business; your latest staff hired or what you have been doing for the last week or two. Unfortunately, and the statistics easily

prove it is the biggest source of people un-subscribing. They are just not interested in you or your business. All they are interested in is what benefits they regularly get from reading your newsletter in the way of useful, informative articles and offers that are interesting and targeted just at them.

You don't need to include lots of fancy graphics in each edition; Just good, solid, useful information.

Your newsletter is another tool for you to use to continuously give freely of yourself and your business to your customers/prospects. A well thought out and regular newsletter can gradually turn a prospect into a paying customer and will keep your business in front of your customers and prospects all year round.

Write articles and publish them widely:

Articles are a wonderful, simple way for you to spread the word about your business and your passion for it and it costs you absolutely nothing but time.

Articles have lots of uses and are worth more than their weight in gold and certainly repay you many times over for the time you spend in writing them...

1. You can use your articles in your own newsletters. Write a dozen articles and you then have the basis for a whole year's monthly newsletters.
2. You can post them to your blog and ensure a continuous supply of quality entries to keep your blog fresh and interesting.
3. There are many sites on the internet set up specifically for articles and the traffic these sites are generating now means a worldwide potential audience for you. As long as you include a short biography with each article with a link to your website or blog, you can generate a phenomenal amount of traffic using this method.

Sites such as [Ezine Articles](#) and [Evan Carmichael](#) are both sites that I post to. The more articles put up on these sites means more and more interest. These sites also offer heightened status to authors who most regular articles. Ezine for example offers expert author status and this allows certain logos to be put on your websites if you like showing that you are a recognized author.



More people find your articles interesting and eventually, when the time is right for them, they will contact you, even from the other side of the world.



I was fortunate to have been approached by Evan Carmichael and asked to submit articles there and currently have gold status but after just a few more articles I will be on their platinum status and will hopefully see even more traffic being generated. Such is the power and fascination of article writing.

4. You can put a series of articles you have written into an Ebook and either give it away or sell it, making sure there are several links to your business websites included in the ebook.
5. Some business people who regularly post articles to their blog such as [Carol Bentley](#), a well known copy writing expert, put a whole years worth of posts together and publish a proper book. I have just bought Carol's most recent book and it is just a summary of all the posts on the site organized into sections. It is now for sale on Amazon. Just imagine the posture Carol's business has gained through this relatively simple project.
6. You can give some articles to your local/regional paper to use when they run feature stories of certain aspects of business that an article of yours relates to. Your only stipulation is for a little credit to be published with anything of

yours they use. It can also lead to a request for a regular column if you are lucky!

7. Getting into an article writing routine forces you to focus on cutting edge developments in your business arena and makes you keep up to date. Researching like this also gives you endless ideas for articles as you come across things. A self fulfilling circle of articles and opportunities for business growth!

I also find writing articles gives me ideas for headlines, sales letters and business niches I may never otherwise have come across, as well as getting my business found across the internet worldwide.

Why is it that articles so successful on the internet?

Simply that search engines love content. A site that is continually putting up fresh and relevant content is given more attention by the likes of Google. Your articles will quickly start appearing in searches that are made on the search engines which in turn will lead more people, completely free of charge, to your website.

I have not yet done any Google adwords advertising myself but my articles are constantly being brought up really high on the front page or two in search results. I know this for a fact because all website statistical software keeps track of what searches people have made to bring them to your site (and you can replicate the search yourself to prove how high up your articles are pulling your site in the rankings) and which search engine they have used as well.

Another use for these statistics is that you can see what people are searching for and therefore write articles to address those searches more accurately. Another source of free ideas for your articles!

Articles are such a fantastic free tool – get writing today.

Have a charity Fun day!

A Fun day sounds really lame, but is a brilliantly simple way of stirring up interest in your business and giving you a boost in sales.

It needn't cost much to put on. I am talking about a few hours where you invite everyone in your area to your premises for a get together and fun. You can put on simple child sports day type races and competitions. You can have a beetle drive, a millionaires gambling session (with monopoly money - not the real thing!), a skittles ladder.

An invited local celebrity can usually be persuaded to be the compere and all proceeds can go to charity. The business boost comes from the advertising of the fun day, the press coverage, the knowledge the whole area has that it was you and your business that was willing to put themselves out for XYZ charity when times were hard - what a great business you must be.

Start networking as soon as possible:

In Duncan Bannatyne's book "Wake Up And Change Your Life", he quotes the *six degrees of separation*. That each of us is only 6 steps removed from anyone on the planet.

That is quite something to think about. At first I thought it can't be right but the more I considered it the more feasible it became. I, for instance, know around 1,000 people. These people come from all walks of life and quite a few parts of the globe. Is it, therefore, such a stretch to imagine that if each of those people I know, also have around 1,000 people they know and so on?

What's the point of this? Well, it means that as business owners, we are literally just a few phone calls away from anyone we need to help our business. For example, if I were so inclined, I could ring David Taylor, our local MP, whom I used to drink with at the local Pub, and I have a hotline into Parliament - with just one phone call.

Imagine the possibilities... not with Parliament (that's a whole different story!) but with networking generally.

Most business people are members of one on-line forum or another and who can say what other people the few contacts they make on such a forum know slightly, or even very well!

It is these thoughts that reinforce why networking is so important. All that is needed is for people to stop expecting immediate work from making a few contacts on a forum, but instead invest time and effort in showing other people on the forum how committed they are to helping others. The day will come when someone who has followed some threads on a forum may be inspired to contact you with some concrete work you would never have been considered for otherwise. Simply because of the way you always act, answer questions, and generally care about other folk there. You are the expert they recognize and value. There is an undoubted rush felt when people reach out with questions that you can answer, just the same as you will appreciate sensible, considered responses when you have need of something.

So get networking, both on-line and off. You just never know when that special contact will show up – but they will, and the more you participate, the more it will happen.

Make sure your marketing is all about your customers – not you!

One thing the successful marketing guru's agree on is that everything you do, everything you write, everything in the business and all your team is about the customer. As soon as you introduce yourself into the equation your business takes a nosedive.

Have an honest look at your marketing stuff, starting with you website right now. Does every paragraph start "We", "Our", "Us"?

Do your adverts have the standard name, address, telephone number and list if things you do?

Did the rep from yellow pages persuade you to use their in-house ad design service for your entry?

Are your sales letters and brochures all about you and your business, how long you have been trading, all the experience you have in your field, all the different services and products you offer?

Don't worry if the answers are yes, yes and yes. Actually you are not alone. About 98% of businesses market themselves that way.

The unfortunate truth is that prospective customers are just not interested in that kind of information. It doesn't matter to them if you started last week in your garage, or your great, great, great grandfather invented this process. All they are interested in, and you can test yourself on this, is what benefit do they get from choosing you over any of your competitors? Why do you make the choices you do when you need something? What moves you to choose one particular business?

I challenge you to re-write all your marketing material and change the focus away from you and onto your prospective customers. Instead of "we", "us" and "our", write about "you" and "yours". Write everything as if you were explaining your product/service to your Mum or your best friend. Use the language you would use to them. Picture them sitting in front of you whilst you are writing and don't stop writing until you feel you have addressed all the questions they may have raised.

Write every article, every sales letter and every advert as if your very life depended on it. Write from the heart.

The marketing expert Paul Gorman says that a long letter will always out perform a short one, as long as it is written in this fashion. People respond when you peak their interest with your headline, and then go on to explain in full detail, why they would miss out on the most comfortable, the most luxurious, the best outcome, the most effective cleaner, the finest taste, the most in-depth service, if they didn't respond immediately to you.

Can you see the difference that changing the focus can bring?

I can reassure you that this approach does work. It is alien at the beginning because it appears to fly in the face of "traditional" methods. But you know that all

marketing is a test, so why not give it a try at least? You WILL be astounded at the increase in response, and yet you will have spent no more money at all.

Give away something of real value to your prospects to astound them:

Every so often you should do something totally unexpected for your prospects/customers. If you are writing a book, give away the first few chapters for free. If you are introducing a new product, give the first 5 or 10 or so people the chance to buy it for a tiny fraction of the cost. Give away some vouchers for a free pizza, give away some branded mugs. I am sure you can come up with some fantastic giveaways that will simply blow people's minds – just because you are doing it for no reason.

It could be a birthday special offer. You could join with a new business just starting up to offer a free product or service of each others.

These offers should not be designed to bankrupt you. Be creative in what you arrange and ensure it is something of real value and can actually be used easily without any commitment. Just make sure that your customers/prospects will appreciate the gesture and not be suspicious there is an ulterior motive.

Marketing is always a test!

Every single business alive has to do marketing on a continuous basis to keep a flow of new customers and service the existing ones.

Everything you do in marketing is a test. It is essential that you also track everything in detail. Every £1 you spend on marketing has to produce a positive result. If it doesn't, move on. I am not only talking about different methods of

marketing, but about every little detail. Even the change of a word or 2 in a headline can give a dramatic change in response.

We should all be testing constantly. Just because you might have found something that “works” it doesn’t mean you leave it. It could work even better if you tweak it, but unless you test and track, you will have no idea how your marketing £1’s are doing.

No business will succeed if it does a few marketing activities and sits back waiting for responses. You need to be pro-active all the time. Try something, if you get little or no response you haven’t failed, you just found something that didn’t work and you move on. You know to steer clear of that in the future.

Being an entrepreneur is all about thinking outside the box. Being innovative, knowing your target market and pursuing it by as many different means as possible, constantly and vigorously. Promoting your business by demonstrating how you ease the pain of your target audience. By showing the world how you do things differently, better, more efficiently, more professionally than any other business in your area. You have to prove to your target audience that they cannot possibly move forward another day without your service. You have to prove that it is better to outsource to you than do it themselves.

But the most important thing is – test, track, change, test, track, change.... and in the words of the late, great, Winston Churchill “**never, never, Never, NEVER, NEVER give up!**”

Try a landing page campaign:

Two months ago, [Ed Rivis](#), produced a fascinating product called “Landing Page Power” (LPP). I was lucky enough to buy this but now it is only included in his professional coaching program. However, LPP opened my eyes to how a single webpage can be one of the most powerful sales and list building marketing tools you can do.

I cannot give all the details about the contents of this program because of copyright law. But I am sure the concept can be outlined without any problems.

A landing page is just a page that a visitor arrives on when they type in an address, or are sent there by clicking on a link.

The power of a landing page can best be harnessed when the visitor arrives there from an advert you have published or from a Google adwords campaign. It is just one page which has all the essential elements of a good sales letter. A strong headline; a subhead; copy that starts to intrigue the visitor; a statement of benefits and outline of how the visitor will miss out if they don't respond immediately; a guarantee and most importantly a very strong call to action (what the visitor should do next).

The landing page works best when it is on a special domain set up for the purpose of the advert and when the domain name includes keywords relevant to the product the landing page is promoting.

A landing page doesn't have to be a fantastically formatted, ritzy website page. Think of it as another sales letter. The thing you need to do once the landing page is set up is to focus on driving targeted traffic to it so that your response rate is as high as possible. Ed Ravis has gone on record saying he has had up to a 98% conversion rate, which means 98 people out of every 100 arriving at the site have bought the product or signed up to his list.

Most normal businesses will not get that level of response but it depends entirely on the advert/adwords campaign that brought the visitor to your page and then how powerful the offer on your page is once they arrive.

A landing page campaign works much more efficiently on a separate domain. There are no other pages to distract your visitor. If you try and include this as part of your main website, all the extra choices and options will tempt your visitor away and then they are lost to the campaign.

So, register a domain, put your best sales letter on there, and start driving traffic to the page by advertising it, linking to it from your main website, putting it on your signature on all the networking forums you are a party to, writing a press release

about it, writing some articles about it and getting the website name spread about as much as possible.

Write a book:

Yes, I know I mentioned putting your articles together to sell as books in an earlier tactic so please don't think I am duplicating myself. This tactic is all about drawing out the author in you.

Even in this electronic age, there is still something magical about writing a book and being a published author. Most people are in total awe of those who have written a book. The book will live on long after the lifetime of the author is over. The book is a tangible object that people can touch, read, store on their bookshelf, write their own comments on and go back to time and again for reference.

Most business owners have enough experience in their niche to fill many books. It is a way of passing on all the knowledge you have accumulated and the benefits of achieving published status for yourself and your business far outweigh the effort of actually writing it. That is why some many authors write more than one book.

Writing a book is not as daunting as most of us think. It certainly takes time and determination to see the project through and commitment to include it as part of your daily routine.

But if you treat it as you would any other long project, it becomes much more possible.

You can start by choosing the focus of your book. The part of your business you are going to write about. Make a list of all the topics within that part you are going to cover. Suddenly you have a list of the chapters for your book! Go into each of these topics and break them down a bit further and this gives you the meat for your chapters.

See – when you look closely at it, coming up with the outline is not too difficult. All you need to do then is go into each of the topics and start making notes and jotting down ideas. Your book starts to take form.

Don't worry about the layout, spelling, grammar etc. at this stage. Just get your ideas down and the flow speeds up the more you focus on them. You can have someone edit, format and spell check it all later.

Some people don't even write their book, they dictate it and have someone transcribe it for them.

Lastly, try to ensure each chapter of your book stands on its own as well as being an integral part of the book. Writing like this will also give you a batch of new articles for you to use as we discussed above.

How to make your marketing information really compelling to maximise response:

This is a question that vexes most entrepreneurs. We are all of a certain type of person, excellent with the talk and can mostly persuade an Eskimo to buy snow. But when it comes to writing a sales letter, advert, brochure or some other marketing material, it all becomes too complicated and tiresome.

We say, "If only I can talk to the right person I can usually make the sale" – does that sound familiar?

The simple way around this conundrum is to record ourselves talking to a prospect. Record ourselves talking to clients/customers around problems or overcoming objections! Then get all the recordings typed up!

It really is that simple. You can then go through the transcripts and pick out the genuine, solid gold, nuggets of information that slip out naturally when we are talking without being conscious of them even being said.

You can then form these nuggets into a logical order and voila! you have, with little effort at all, just written your best ever sales letter!

I bought a digital voice recorder earlier in the year and although expensive, I can, with a client's permission, just sit it on the table whilst we talk with it set on conference mode. After a minute or two we forget it's even there and it gives excellent quality recordings for a transcription service to type up. It is a wonderful way of working!

Write at least 100 headlines for each advert you plan:

Headlines are really important parts of our adverts. If you send out a letter, a website, an advertisement, a blog post and the headline is a good one, the subsequent text will be more likely to be read and acted on. However, if the headline is weak, then the chances are slim that anyone will be bothered to read on or act, no matter how good the rest of the item is.

So...what makes a good headline?

Marketing experts have puzzled over this for many years, trying to figure out why one headline produces excellent results and yet others flop. Why some words just work and yet others don't.

Newspaper editors are experts at headlines. They have to be, to continually come up with lots that compel people to buy the paper each and every day. A really good exercise is to scan a newspaper and look at each of the article headlines. Why do particular ones catch your eye? How does your brain seem to be attracted to some enough to start reading the text of the article? What words are they using? Are they large, or small? Are they long, or short?

I have read books by many marketing experts over recent years and most of them contain a list of words that have been proven to spark or increase interest and response to adverts. Words such as Free, You, Exclusive, Amazing, Valuable are known "triggers". When these, and many others like them, are used in headlines, responses increase over adverts whose headlines that don't contain a trigger word.

If you are like me and you struggle to come up with more than 3 or 4 headline choices for your advert, I strongly suggest you buy one of the books I have recommended on this blog, find out a list of these trigger words, and then look at writing at least one headline containing each of the trigger words. That isn't a difficult job when you have the list in front of you and suddenly you will have the choice of up to 100 or more headlines to use. Some of these will seem much more usable than others and you will probably find the last few you write are the best as your brain is really getting into the idea of writing compelling headlines.

So now you have a much longer list of possible headlines, what do you do? You can't afford to use them all. I would think it is time to test them out a few on people around you. Watch for their reactions – do their eyes glass over? Do they laugh? Do they ask what article the headline relates to as it has stimulated their interest? Do they go down the list and say “sorry, but they are all rubbish – they wouldn't compel me to even read to the end of the headline”.

When you have narrowed your potential good headlines down to 3 or 4, you must test them on your target audience. You will very quickly find out which ones work. This is where the internet is so powerful. You can put some software on your website that will alternate various versions of your website, different headlines in this case, so you can see exactly how people react.

Even if you think you are convinced you have a really strong headline, and it is out there working for you, you should still test changing a word or two, just to see if you can improve on it further.

There are no rules about the length of a headline. A newspaper will use as few words as possible due to space, but look at Paul Gorman's book on my recommended reading page – his book title is “[*How To Outsell, Out Market, Out Promote, Out Advertise Everyone Else You Compete Against Before They Even Know What Hit Them!*](#)” What a headline – and what a book. Everyone considering advertising their business should read this book – and take action before competitors do.

Issue a press release regularly:

Press releases are a very useful way of notifying the world when you have a business announcement to make. It could be a new contract you have won, a new product you have developed, a new employee you have taken on. Anything that is totally new to your business.

You can send your press releases to local radio and TV stations, to local newspapers, publish them on the internet on sites such as [UK Business Labs](#) who have a section dedicated to press releases for members which are picked up by all the search engines.

Never be tempted to issue a press release too regularly. Editors do not want to feel they are being used as free publicity, but they are always looking for a good story and your press release could start locally but end up being picked up nationally. You cannot buy coverage like that – you will get it for free!

The wording for press releases is important. As in your other marketing material, never be tempted to focus on your or your business. Keep the release short – less than one side of A4 and strictly about the benefits your new product/employee/contract will bring to the local community in the way of jobs and services.

Include only basic information about where the press release comes from. If editors are interested they will get in touch for more details.

In Conclusion:

I sincerely hope that you find some of these tactics useful in your business. Please try to implement as many as you can to ensure your business gets through the next year or two.

I have really only scratched the surface of each of the tactics. To have expanded much more would have turned this report into a full blown book – now there's a thought!

Please do not hesitate to contact me if you would like to discuss anything in more detail, just ring the office on **0800 047 0731** or email me at ray@raystewart.biz and I will be more than happy to help you as much as I can – absolutely no obligation at all!

Thank you for reading.

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