

Profit Boosting Strategies To Dominate Your Market

Strategies, in general, are evergreen in nature. In other words, they may not change so much even as technology changes. It's the ideas behind them that will work today, tomorrow, and in 10 years from now. Of course, when we implement, we take the various strategies and execute them by using the best current technologies available.

1. Create lists of your prospects and customers.

Without a list of people who are willing to buy from you, you are leaving more than half of your profits on the table. While the numbers vary from business to business on average it seven times more expensive to get a new customer than to sell again to the one you already have.

By creating a mailing list of your previous customers, you now have the means to sell to them over and over again. The more information you have on them, the better. At a very minimum get a name and a way to reach them. You'll also want to get their email address, phone number, mailing address, cell phone number, birth date, name of their spouse, names of their children, and of course their business name and position. You should also keep a record of what they bought from you and when they bought it. How much they've spent with you and the last time you had contact with them are also very helpful.

The more ways you can touch them(a touch means a contact), the better your odds are of getting their business. Different people like to be contacted in different ways. One person may love email while another may hate it. The same goes for text messages. Just about everyone enjoys getting a physical birthday card in the mail, but send them boring mail about your products and services and your letters may be filed away in the garbage can without even being opened.

2. Give Your Website A Job

It probably goes without saying at this point that just about every business needs a website. But have you figured out a goal for that website? What action do you want your visitors to take and they come to your website? Do you want them to download more information about your services or products, sign up for an email list, fill out a form, give you an endorsement, or even buy a product right on the website?

Too many businesses have a website just because someone told them they need one. What are you doing on your website so that the visitor will take the next desired action? We generally recommend that just about every website has a method to collect the visitors' contact information. Often when

someone is looking for information online they'll find and look at a bunch of websites. If they look at yours and you do not have way to contact them again, once they close that browser window they are unlikely to ever return. At assured profits, we are experienced in setting up systems on websites to collect the visitors information and to continue the conversation with them.

3. Reengage your past customers

Get back your past customers who have not bought from you recently. Let's face it. You are probably not the most important thing in your customers lives. There are all kinds of reasons why someone may have stopped buying from you. They may simply no longer needs your product or service. They may be getting it cheaper from someone else. They may have found a better substitute. They may have gone out of business, moved away, or even died. Could they have had a bad experience the last time they bought from you? Not everyone will complain, in fact most do not.

One of the most common reasons stopped buying from a business is simply that they didn't think about you. What are you doing to keep in touch with them? We can run a campaign to reactivate clients and it can be one of the most profitable things we do for a business. It's also often one of the easiest. Feel free to contact us at any time think getting back lost customers is a good idea.

4. Social networking

Done correctly, social networking can bring in big bucks. On the other hand if done improperly, it can turn people away. You may have heard that before someone will buy from you they have to know you, like you, and trust you. Social networking is a great way to build this kind of relationship with people who don't know you from beans.

Of course, there are hundreds or even thousands of social networking sites online at this point. You simply cannot be on all of them. You need to figure out who your prospects and best customers are, and figure out which of these sites they are spending their time on. Facebook is generally good for consumers, but you have to be careful on there as they do not want to be sold to on that site. We often use LinkedIn for business-to-business sales. If you're selling a product that is visual in nature, Pinterest and Instagram can be great ways to build interest.

We usually advise clients to just pick one and get started with it. Get good at that one social network, start seeing results, then, when you've mastered that one, continue with it and add a second site. Rinse and repeat.

Of course there are ways to do this more efficiently and without driving yourself crazy. We have tools for the do-it-yourself type, and we also have programs available to do it for you, although for most of the social networks we advise we do it with you rather than for you as no one is going to know your business as well as you.

5. Advertising.

Yes, it costs money. But with an advertisement you have control over both your target audience and your message. Don't advertise without knowing who you want to reach. And don't try to reach everybody. The more specific your audience, the better you can target your message and offer for them.

You can get started with advertising online with a very low budget. I've seen quite a few very successful campaigns that started with just five dollars a day online. Sometimes they can even be profitable after the very first day, although often it takes a bit of tweaking to make it really sing.

6. Ask and you shall receive.

When your customers are excited about what you've done for them or are going to do for them, asked me to write a good review about you online. Also ask them for a testimony that you can use in your marketing. In fact, any time that a customer gives you a compliment about product or service or whatever else you've done for them, ask them if they would mind if you wrote it down and used it for a testimonial.

Some of the people you ask will simply say write something down and if I agree with it I'll sign it. You can have a few canned reviews or testimonials ready to give to them and you'll get exactly what you want.

7. Ask some more... Ask your customers for referrals.

I often have my clients make that a term of doing business with them, especially if they are giving a bonus or a discount. You can tell someone that I am giving you this discount because I want three referrals from you in exchange. It's amazing what a few dollars off will do to motivate people.

A good time to ask for referrals is right after you've sold something to them. If you've done a good job of selling, that's when they are most excited about their new purchase. Yes, even before you've done the work for them you can often get referrals from people. And when someone brings you referrals, be sure to thank them and often even a gift can go a long way toward them bringing you more referrals.

8. **Get a coach or mentor.**

It works in sports and it works in business. In the old days would learn a new trade by going through an apprenticeship program. How effective was that? And read books, take courses, even go to expensive seminars, but none of those are nearly as effective as having someone work with you as you do whatever it is you're trying to do.

Some say practice makes perfect. The problem with that statement is that if you are practicing and doing something over and over and you are doing incorrectly what you are learning and hurt you. A mentor or coach will make sure you do it right.

9. **Be part of a mastermind group.**

Napoleon Hill, who wrote *Think And Grow Rich*, stated that one of the most important things that the richest people did was to have a mastermind group. A mastermind group consists of a bunch of smart people, not necessarily all in the same business, who get together and share their ideas and challenges. I'm sure you've heard the two heads are better than one. How much better is a dozen heads?

10. **Create a unique selling proposition.**

Why should your prospects buy from you instead of your competition? Pay attention to your competition. What do they do really well? What could be done better? What is there about you, your company, your product, your service that isn't just different... It's better.

Maybe your product is holistic or organic. Maybe it's just made with better materials. If you provide a service, maybe there's something in your background that makes you stand out. It could even be that you service a famous customer. Domino's pizza made a lot of money by delivering within 30 minutes or the pie was free. Maybe your prices are lower or your selection is bigger. Pure your customer service is often something that stands out.

Once you have figured out your unique selling proposition, it can form the core of every marketing message you create. It becomes part of your brand. It's what you're known for, and what brings customers to you.

11. **Follow up with each lead and each sale.**

I realize that this is similar to building a mailing list as well as the reactivation section, but it is that important. Even if you have the type of business where people do not buy from you again, following up to make sure they are satisfied can lead to great referrals and testimonials. But for most businesses, customers who buy over and over again are their lifeblood. So following up with them keeps you at the top of their mind. If they have a problem with you your product you are more likely to hear about it and be able to fix it rather than have them complain about it to others.

12. **Upsell, cross sell, and down sell.**

The classic example of an upsell is "Would you like fries with that?" If you only have one level of service or product and it's possible to add in a higher level, do so. There's just about always a certain percentage of customers who will want the very best and are willing to pay for it. Is there something related to whatever you've just sold them that the customer would also be able to use to improve their experience? If so, sell it to them. If it's something that you can't sell but you know someone who does, you may be able to send them to the other company and get a referral fee.

What's less talked about is a down sell. If you have a great service or product it's always possible that someone simply cannot afford it. Is there a less expensive version you can sell to them? After having gone through all the time and expense finding a prospect, warming them up to you and your product, even if you won't make as much money with it, it's a lot better to sell them something than nothing. This also creates a new customer, and as stated above, it's much easier and cheaper to sell to an existing customer than to get a new one.

13. **Create a powerful strategy for your business.**

If you want to build your business to a certain point, you've got to figure out how you are going to get there. This is probably my favorite thing to do with clients and also what I'm best at. Figure out your goal. How much money do you want to make? What kind of lifestyle do you want your business to provide for you? What are you willing to do to get to that goal? Now, don't take that to mean I am saying you should give up everything to achieve your goal. Your goal may be to create a lifestyle where you can take a lot of time off and go on several trips each year. Decide what you want.

Next, examine the various possibilities of how you can get there. Look at the resources you have. Try to find the low hanging fruit as far as your path to your destination. Sometimes the path may be easier with less of a pay off but more certain results. You may also choose a more difficult path that will have faster results in higher returns. What works for you?

Once you know the specifics of where you want to be figuring out the various paths may be easier than you think. But without knowing where you want to go and how you want to get there, it's like getting in a car, driving for a few hours, and ending up in some strange place that you never really want to go to. How much more difficult will it be to get to your destination if you don't know what road leads there?

Sometimes, during this type of strategy session with the client, will find that the goal can be reached by a completely different path than was originally seen. You need to step back and view it impartially. Sometimes we are too close to the forest to notice the trees and the fruit may be hanging right in front of you with no one else picking it. And you thought you had to go to the orchard at the other end of the forest, where everyone else has already gone, and the only fruit left is what others left behind.

In Summary

I hope the above strategies have helped spark something you can take action on to improve your business. Nothing in this special report is a completely new revolutionary idea. Instead I went over some tried and true basics.

When I started marketing, the Internet did not exist other than as a platform for the military and educational systems to communicate with each other. I was using direct mail. When online access started becoming feasible for the general public, I saw the opportunities and seized them. By the late 1980s I was selling online. When the World Wide Web started in 1993, it didn't take long for me to have a website and a couple domains. I started experimenting with what would work and what would not work and went through a lot of failures along with successes. Sometimes when I work with clients I think it's the failures that helped me more than the successes as I know what to avoid. As you take these strategies and implement them, don't be afraid of failure. Just track everything and see what's working and what's not working. Cut out whatever isn't working quickly, and expand what works and you'll have success beyond your imagination.

If you need a little help along the path, we are here to help you. If you got this report by giving your name and email address on my website, AssuredProfits.com, I'll be sending you more information on how to build your business, along with what's working now, and what's not working anymore. I'm sure you'll get a lot of value out of the future messages. But if you decide for whatever reason that you don't want to get the messages anymore each email will have a link that you can click to unsubscribe. If you got this report from some other method, feel free to go to my website at <http://AssuredProfits.com> and sign up to get on the mailing list.

Please, when you get great results from some advice or help you got from us, let us know! Send me an email through the form on the website, or call us and tell us about it. You really will make my day and if we can use your testimonial, it may just help another fellow business owner to take the steps to succeed as well.

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