



Are you sitting on the tracks?

A friend of mine who owns a small business in Thomaston, Georgia told me, ***"I feel like I am sitting on the railroad tracks waiting on the recession train to come and kill my business"***.

She's good at what she does, but is in danger of closing her doors after being in business for over six years due to a lack of long term clients.

What is the problem? There are actually two:

1. She's not ***consistently*** marketing to get new customers.
2. She suffers from distraction, inaction, and ultimately mental paralysis as she ponders the plight of her business. (Yes, it is like a disease.)

We are addressing the above long term problems. The most pressing need, however, is getting clients in the door.

Remember the famous quote by Albert Einstein:

Insanity: Doing the same thing over and over again and expecting different results.

To quickly gain new customers, you must be willing to step outside your comfort zone and move forward with confidence.

1. **Make time to market for new business.** When you're just starting out or in need of new clients, you should spend up to half your day performing marketing activities. Never let a day pass without engaging in at least one marketing activity. After all, ***without customers, you don't have a business.***
2. **Tell everyone.** Write a letter to everyone you know (friends, family, former clients, prospects) and educate (not sell) them on your ideal clients and the results you provide (*NOT what you do - no one really cares*) and ask them if they know anyone who may benefit from the results you provide your clients. People like to be seen as a good source of information - you are giving them the ability to help others by connecting them with you.
3. **Partner with others.** Make a list of other small businesses that offer complementary, not competing, services and contact them about mutual referrals. For example, a bookkeeper should call CPA firms and offer bookkeeping services to their clients (especially at this time of year in preparation for tax season). Most any business can co-market or cross-promote.
4. **Get out and about.** It's time to get out of your office or store and do some actual face-to-face networking and speaking. You can do this one-on one or in a group setting. Groups are always looking for speakers - give your local Chamber of Commerce, Civic or Church group a call and offer to speak on a topic of interest where you can contribute. Create a personal nametag or pin with your company name and logo on it and wear it at high visibility meetings. And for goodness sakes, *always* carry your business cards with you. It's the cheapest advertising vehicle in your bag.

- 5. Advertise on the cheap.** We can show you how to get maximum impact out of your limited advertising investment. Business conditions are far from perfect. In tough business conditions, small firms can make their marketing budget work harder by targeting their messages at key customer groups. Instead of taking a scatter-gun approach, entrepreneurs need to segment their customer base and then target the best prospects. We will show you how.

Oh, by the way, don't hesitate to call on us for a free consultation regarding signage, brochures, business cards, logo design or any custom graphics. Our business is to provide you with a visual edge against the competition. No matter what business you are in we make your name look good and people will notice.

Just drop us a reply if you wish to be removed from this series. We value your business and your privacy.

Best Regards,

Gary, Dave, Elaine, Dan, Keith & Rolf

To The Max Advertising

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