

Western Massachusetts Most Profitable 3 ½ Minute Marketing Newsletter


“What you need most to be successful and happy in America are a dream, a dedicated work ethic and an alarm clock.”

- Ted Nugent

Ted Nugent makes a great point. Funny thing is, I haven't had to use an alarm clock in years. I get up every morning at 5:30AM, even when I'm on vacation. Anyway, this month's IMPACT Marketing Hotsheet has some great ideas for you to use in your business. When your alarm clock wakes you up tomorrow, hop out of bed and implement some of action steps we've outlined for you. Forget about the dog days of summer and ramp up your bottom line. Don't forget to get your [FREE CD "The Truth About Internet Marketing For Small Business."](#) Details are on the back.

Best,

Eric

Item #1 

Business Owner Literally Bleeds For His Customers


Fred was faced with a problem. His photo studio was lagging; slow sales, not much money for advertising and the busy wedding season was quickly approaching. What could he do?

That's when he came up with a great idea - Have a blood drive.

Fred put signs up in his studio and wrote a press release that he sent into his local TV, newspaper and radio stations. Fred received a lot of free publicity before, the day of, and the day after the event. His little photo studio business doubled because of the free publicity.

Action Steps

- Cause marketing is the best way to get free press for your business. Tie into, or have an event that helps people.
- Whenever you send in a press release, always remember that the editor is concerned about one thing: "What's in this for my readers?" Provide a benefit for the readers. Recently, Café Lebanon received a lot of TV coverage by having belly dancers and giving away free food at their downtown Springfield restaurant.

Item #2 

The Bucket Theory

Recently I decided to take some advanced training with an organization that I belong to. Tim Roberts, of Business Networking International, was the speaker. He told us about the bucket theory which goes something like this:

Your business has two buckets – the positive bucket and the negative bucket. Once you make contact with a potential customer, every interaction, every phone call, every meeting, every thought your potential client has is a drop that goes into one of the two buckets.

Your first meeting goes well, one drop into the positive bucket. You potential client calls and your receptionist doesn't answer until the ninth ring, a drop into the negative bucket. This happens over and over with every tiny, even seemingly insignificant, aspect of the customer experience. The bucket with the most drops determines if the client is going to hire you.

Action Steps

- Evaluate every step of your sales process. Are there any kinks in the armor? See if you can find any reason for potential customers to put a drop in the negative bucket.
- Have a secret shopper check up on your staff. How do they handle phone calls, greet people as the walk into your office, have them check on all the little details that each person experiences when they interact with your company.

FREE CD Reveals...

“The Truth About Internet Marketing For Small Business Owners”

In today's economic climate, many business professionals are turning to the internet to take advantage of all the incredible resources that are available today. Everyday we hear about Facebook, Twitter, Email Marketing, YouTube, etc. The problem faced by most business owners is twofold:

1. Making sense of and maximizing any online efforts
2. Finding time to keep up with Facebook, Blogging, Twitter, etc.

How can today's business professional harness the incredible power of the internet to get more customers and make more profits? **“The Truth About Internet Marketing For Small Business”** can show you how. You'll learn how to develop and use a sensible internet plan. You'll also learn:

- The #1 secret you must understand to make the internet work for your small business – ignore this secret and you'll be waiting a long time to make a buck with your internet marketing
- How to use YouTube for local business
- How to get 2.1 million video views – Learn how I get free traffic to my website everyday from YouTube
- Social Media Secrets – Discover how to really use Social Media, 97% of the information on social media is dead wrong. Learn how to really use it for your business
- And much more



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Or call 413-657-5502. Don't delay, we have a limited number, and to ensure that you get yours call or log on today!