

“7 Ideas to Double Your Embroidery Business in 90 Days or Less”



Here's What You'll Learn

- **How to Market Yourself on the Cheap**
 - **How To Create Joint Ventures That Bring in More Customers**
 - **Email and Direct Marketing for Little or No Money**
 - **How to Write Compelling Copy That Will Have The Phone Ringing off The Hook**
 - **How to Make More Money in Less Time by Creating a Newsletter**
 - **How Blogging Can Have Prospects Begging to Do Business With You**
- ...and much much more**
-

90 DAY IRONCLAD MONEY BACK GUARANTEE

If you buy this book and try at least one of the ideas and you feel it doesn't live up to what I've promised; simply send me an email within 90 days of your purchase and I'll refund your money. No questions asked or haggling over anything. I'm so confident you'll see an increase in revenue that you'll be thanking me instead of asking for a refund.

Michael typically charges hundreds of dollars per hour. He typically works with an organization for 2 days to conduct research and due diligence and 2 days to show the owners how to implement his secrets.

Just one session of consulting is worth \$4,000 dollars. The secrets he uses to help companies increase sales are included in this book.

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About Michael Gilbert

Michael Gilbert is a recognized Expert in Small Business Strategies having helped over 120 businesses go from Start-Up to over \$1 million dollars. 4 of the companies Michael helped reach over \$100 million in annual revenues.

He is an expert on Marketing and Sales, Operations, Turn Around and Process Development to make companies run more efficiently.

“I believe Marketing and Sales are the 2 most important skills a business owner can learn.” – Michael Gilbert

Michael started his first business, a tee shirt screen printing business in his parents garage at age 19 in 1987 in Waco, Texas and has started 13 businesses over a 22 year career as well as multiple mergers and acquisitions. He’s created over \$700 million dollars in revenues in his own businesses and those he’s worked with over his 22 years.

This may all sound very impressive but Michael makes it clear it’s easy to do and he wants to help others achieve that same success. He believes most of what small business owners have been taught is wrong and finds it a passion to teach people the right way to start, grow and exit their business.

Michael easily charges hundreds of dollars per hour for his specialized consulting with small businesses to improve operations, sales, marketing, process development and for his financial strategies and exit plans; however, you get his top ideas of what has made his companies successful for a fraction of that in this book.

His strategies are simple and easy to follow. His passion is business. His hobby is business. Just ask his wife what he does for fun and Joy would say; “He loves helping people work on their business”.

In his off time Michael enjoys hockey, traveling, a good cigar, reading books on Sales, Marketing and business. Michael enjoys using his expertise in helping people start, run and exit their business. He is married to Joy and has 3 beautiful daughters ages 14, 8 and 3 and hopes they’ll all be business owners like dad. “Dream On” says Joy.

“7 Ideas to Double Your Embroidery Business in 90 Days or Less”

By Michael Gilbert

Let me first say I am not a writer. I don't have a formal education; I'm quite a few classes short of my Bachelors in Marketing. I say this because I just write in my own words. I'm not an English teacher nor do I use proper grammar. I apologize to all the English teachers out there that may read this. May you forgive me.

That said I didn't want my lack of a formal education to stop me from sharing with you my business education and what has helped me generate millions of dollars in revenue. I didn't want it to keep me from sharing the secrets that have worked in my businesses for 22 years. These tried and true rules of business work. I've learned them from other pros and put them to work in my 22 years in business. I've seen them work first hand. I've perfected them so they are easy to understand and easy to put to work in your business. ***And that's why I'm really here....to help you grow your business.***

The fact remains most people don't succeed because of a few factors. One is we are too lazy. I know I can be on certain days. We don't apply ourselves daily. Another is we are under funded. We start a business without knowing how much money we'll need to stay afloat for at least 18 months. But that's another time and another book. I'm assuming you are already in business.

Another factor is we are far too arrogant as business owners to admit we don't know what the hell we are talking about but are too embarrassed to ask for help. Lastly we want people to think highly of us and for me for many years that meant faking it like I was making millions and driving a BMW while I ate rice and beans and lived in a hovel on the South side of Dallas. I was one thing to people on the outside but inside I knew I was a failure and had no clue on how to turn it around.

Until one day I had an Aha moment. You know those moments. They come from sitting in the presence of successful people and I finally broke down and told a mentor my story of wanting to do better with my business but didn't know how. That was 20 years ago.

I didn't pop out of my mother's womb knowing what I know. You didn't either. What I teach is what I've learned from others. However, what I teach I personally tested and failed and tried again and again and again and again until I found 'rules' of business that work. I can tell you what I teach is not found behind a desk in a University. However, these rules do work if you will put them to use exactly like I say.

I'm going to brutally honest with you. I'm pretty lazy. I've worked long and hard and frankly I'm tired. But not so tired that I don't still do what I enjoy doing. And that is helping people be successful in business. Success like I have achieved. Success many people only dream about.

The difference now compared to just 10 years ago is I don't work 18 hour days any more. I rarely work 8 hour days. I usually go in the office about 9:30 and leave around 3 or 4...if I go in the office at all.

I'm not saying to double your sales you won't have to work hard.

You will. At First.

You'll have to put in more hours at first but my goal for you is to get to where your sales are such that someone else runs your business for you so you can stay at home and spend more time with your family, take vacations or work in your favorite charity.

Look at some of the successful men and women in the world today. Bill Gates (Software), Mary Kay (Cosmetics), Pierre Omidyar (Ebay), Vera Wang (Wedding Dresses), Michael Dell (Computers), Sir Richard Branson (Virgin Record Stores and a 100 other businesses), J.K. Rowling (Harry Potter Empire), Julie Aigner-Clark (Baby Einstein), Ben and Jerry (Ice Cream), Dave Thomas (Wendy's), Debbie Fields (Cookies), Jenny Craig (weight loss), Lillian Vernon (first woman owned company to be listed on a Stock Exchange) / Catalog Retailer, and hundreds more. They all started with one small idea in mind. It was to provide a quality service or product to people that need it.

Once they got it up and running most found smart people to run the business for them.

Obviously the embroidery business isn't any different than any other business.

I hear quite often, "But my business is different". Of course it is. Every business has its nuances. However, every *small* business *is* the same in 2 small facts.

1. You need to market yourself for little or no money and...
2. You need sales without hiring more sales people...

If your focus isn't on those two things change your focus today.

This is where 100 year old proven techniques that focus more in psychology rather than advertising actually work. People have been, are and always will be the same regardless of what they are buying, what time period they come from and what they 'state' their needs are.

We are all the same. We need to feel special, we need to love and be loved, we need to be respected, we need to make more money and we'd like to see our name in lights. We *want* our children to turn out ok.

We'd like to retire on a remote island. Ok, maybe that's my goal, but you have to agree with me that we really are all the same and have all the same *needs*. We might not all have the same desires but we all have the same needs.

Close your eyes for a moment and picture yourself successful? What do you see? An actor? A Rock Star? Multi-millionaire business owner? Maybe you really want to retire super wealthy and teach third world children on foreign soil. Do you see yourself doing just that?

My goal in life is to help start 10,000 businesses worldwide. I might not be around to see that come to fruition in my lifetime, but I know it will happen by teaching you to teach others that will teach others.

Think for a second what your Big Dream is. My favorite book on Big Dreams is “The Dream Giver” by Bruce Wilkinson. Bruce states that within everyone is a God given dream. Something that gnaws at us constantly. So what is your big dream? It’s not starting a business or making money, it’s what we can do with the money that matters most. Still, within us is that Big Dream.

But Guess what? All of that takes money.

In this short course I want to show you the secrets from my own play book. The secrets that have made me as successful as I am. They may sound simple, even juvenile at times. BUT THEY DO WORK.

They may even be things you already know but just need to be reminded about. But if you follow these simple ideas, I guarantee you will see a substantial increase in your revenue in 90 days or less or I’ll refund your money you paid for this book. See my guarantee at the front of this book.

I want you to ask yourself these questions...

“Why did I buy this book?” Did I have a goal in mind when I bought it? What are my expectations from this book?

I think maybe you bought it because your business isn’t doing as well as you need or want. Or maybe you just want to take it to the next level. I’m hoping by the time you finish the book you’ll have a better business plan for making more money in your business and hope you will put something into action immediately.

Whatever the case, I know what is contained inside this book will help...even if you find just one idea. Just promise yourself this...not me...YOURSELF. Don’t just think about doing something...DO IT. Put it into action as soon as you can.

Today is always good.

I can’t count the seminars I’ve been to; the DVD’s, CD’s, books and programs I’ve bought still sitting on my shelf that I’ve never cracked open or are only half read. I wanted to read or listen to them but never found the time. Most of these programs were well meaning at the time and I know there’s some good stuff in there to help me grow my business. But what good is it if I never put any of into action?

I want you to put this stuff into action. You'll have to carve out some time in the morning or evening and work on it. That means working longer hours at first. But I guarantee once you do put it into action...even if you screw up....you'll be father along than your competition.

Lastly, this book is easy to read and fast to read. But don't just skim it. Read it. Talk about it with your team. As a business owner I don't have time to read a 300 page book when what I need is an answer in 5 minutes. I have a business to run, bills to pay, employees to deal with, and the list goes on. I want my information quickly and make it something I can put into action easily. So I made it super short and easy to read and even easier to implement.

If I can do it so can you. Some of the things took time to understand but once I jumped in and make it THE priority to build my business; guess what....it worked.

I know it will work for you too because I've helped over 120 companies reach a higher level of success using these secrets.

If you have any questions on implementation please don't hesitate to contact me.

How To Use This Book

Ok, it may seem a bit silly to include a HOW TO section but I want you to get more out of this book than what you paid for it. And making an extra \$100 bucks doesn't count. I want to hear stories of how you created \$10,000. \$25,000, \$100,000 even millions of extra dollars from using this book. I truly want you to be successful...SO PAY ATTENTION.

Each section will cover what I call the "meat" or the main story. At the end of each section is a HOW TO or a step by step; as well as a QUESTION section. I did not create these sections to make more pages in this book. I did not create these sections for me to look good. I created these sections because anyone can TELL YOU HOW to build your business with no clue how to show you. There are few that can SHOW YOU HOW. So let your Business Building Daddy show you...that's me in case you have any doubt...and we'll build your business together.

If you truly follow the HOW TO you'll be on your way much sooner than just reading a book; and much faster than your competitors.

The other reason I created the HOW TO and the QUESTIONS is to push you to actually do the exercises. To really think instead of reacting. I can't count the times I've read a book and a thought popped into my head but I never acted on it. No Action = no success.




As the saying goes, "Motion does not equal Action". Just because you are moving doesn't mean you are successful. You have to do the right things to get the right results. My old mentor Jerry Server used to tell me people had it all wrong when it came to "practice makes perfect". He stated, "What if they are practicing wrong? Then practice does not make perfect. *Only PERFECT PRACTICE make perfect.*" He's right in so many ways.

So let's make perfect practice.

The homework is easy step by step instructions on how to do exactly what I say it will do. There are no hidden agendas or hard to follow instructions.

If you ever have any questions or get stuck you can contact us via email and we'll be happy to help.

I want you to take part in the discussion and exercises so look for these icons at the end of each chapter.

- **HOW TO Sections** will have this icon 
- **QUESTIONS to consider...** Look for this icon 
- **COST...**estimated costs to implement 

Check off the ☐ when you finish each HOW TO.

Chapter 1

Joint Ventures – The Number One Way to Grow Your Business Fast With Little or No Money

Nothing will double your sales faster than joining forces with another business or person to give both of your businesses a jolt. It's practically a given in most industries to help each other generate sales very quickly.

First you not only share in the rewards but also any costs associated with the deal. Putting the deal together can be relatively simple as long as both parties agree it's in their best interest.

I've seen deals with a ladies day spa (www.solarespa.com) and a personal trainer. It worked perfectly because the spa was also a cafe which served healthy drinks and snacks. The trainer helped people lose weight. Together they accomplish the same thing; make people look and feel great but were not direct competitors.

They combined their marketing so that each time either of them conducted any type of marketing the other entity was listed in the marketing piece. It was a win, win for both of them. They both saved 50% on marketing by sharing in the costs of all marketing. But you don't have to spend money to market yourself and your new JV. More on that later.

Typically you'll want to partner with someone that has a large database of people that use your services but don't know *your* company. By doing a JV with someone that has a large list you have instant access to literally hundreds or thousands of new prospects and you'll have someone to split marketing costs with.

Some ideas might be joining forces with a printing company or screen print business (if you don't do this already in house) and marketing your services to the print company and assisting your new JV partner in marketing his services to your customers.

We recently worked a deal with an embroidery business to partner with a local golf shop. The golf shop allowed the embroidery business to place 6 foot stand up ads in the store front with a brochure holder. In exchange the embroidery business took brochures from the golf store on 'golf lessons' and placed the brochure in each box that is shipped. The obvious JV was really based around this. The golf store sells golf lessons and clubs.

The embroidery company got to embroider the garments bought at the golf store. The golf store even took the order on the Embroidery company's order forms and faxed them. What we had to work around was that the embroidery company already provided garments to their customers. So they promoted Golf Lessons and Golf Clubs at a discount if they used the coupon that was provided. It turned out a win win in the end.

Since I was writing about these two businesses I decided to call Ron (manager of the golf store) and Wendy (a small embroidery business) and ask how things were going.

The golf store had a database of over 6,300 retail customers.

The embroidery company had a list of just over 230 companies. We tried to come up with a number of how many golfers were in each company and we came up with a low estimate of 10 per company. It's Dallas, Texas with lots of golf courses so that was a very fair estimate. That's an estimated total of *potential customers* of 2,300 for the golf store to market their golf lessons. Imagine have a list of almost 9,000 people to market to. If you were to get just 1% of those people to buy how much revenue could you realize? If your average order is \$500.00 you see an increase of \$43,000 dollars. Not bad for very little work. What is your average order?

I just got off the phone with both people and while they couldn't provide actual data to prove any numbers they both stated they did see a significant increase in orders since they penned the deal. Both businesses stated they will continue the relationship because it has been so successful. They also stated they have created other relationships with different kinds of companies working similar deals. Both Ron and Wendy both stated that working with us gave them some great ideas that they implemented on their own.

This brings me to a good point.

Always track your marketing data so you know if it's worth continuing. Use a code on each of your marketing pieces to know what is working and what isn't. Or you can track different headlines as well. Just use a different code for each piece you produce. When your customer calls ask him how they heard of you. If they say it was one of your marketing pieces; ask for the code. You must track your marketing to the penny.

You can see the codes right above your name in the address in any marketing piece...it's how businesses track what is working:



Have you ever ordered something and when you got your package there is a marketing piece for one of those Christmas Villages, or something from the Franklin Mint? Happens to me

all the time. I order cigars online sometimes and there's always an envelope at the bottom of the box with offers from five other companies. You can do the same.

Here are just a few ideas for companies that you could JV with:

1. Find a non competing business that you can partner with.
 - a. Golf Store (I love the idea of embroidering the golf socks-the sock on the clubs)
 - b. Bakery
 - c. Day Care Center
 - d. Computer Store
 - e. Lawn Care
 - f. Painter
 - g. Web Designers
 - h. Accounting Firms
 - i. Printer
 - j. Screen Printer
 - k. Clothing Stores that sell to corporations
 - l. Luggage Companies
 - m. And any other non competing company
2. Compile your JV marketing to go out at the same time
 - a. A postcard or mailing to be included in your shipments and theirs.
 - i. You both pay for the printing of the postcards or letter...and pay for postage.
 - ii. Or use what you have and you'll save money on the first run
 - iii. Both of you are on the postcard.
 - iv. List the benefits of doing business with you instead of who you are. More on that in Chapter 3.
 - b. Place each others marketing in your offices so other people will know who you are partnered with. The more you make it about your partner the more they'll feel compelled to make it about YOU.
 - c. Email marketing is easily done. Get them to write a short article for your newsletters and you do the same for them.
 - d. Place their logo and a link to their website on your website and ask them to do the same.
 - e. Get a small written contract for 3 months. If it works great then get them to sign a 1 year contract to protect your interests. That way they can't partner with your competitor.
3. Do a co-branded co-partnership on a mailing with each of you splitting the cost of the mailing. Usually the revenue generated will far out weigh the costs associated with such a mailing.
 - a. Cost for 5000 postcards will be in the neighborhood of \$700.00 (postage included)
 - i. Split the cost with your partner
 - ii. Or...Both of you do a sell sheet and market each others company. About \$350 for 5000. I like to use www.48hourprint.com or get your new JV to print them cheaply.

Some historical JV's.

Coca Cola Bottling and Nestle. Nestle sells tea. Coco Cola bottles it. They both own an equal share in a product we all know; Nестea. It is a 50/50 deal.

Duracell, Toshiba and Varta. Taking Duracell's technology they manufacturer laptop batteries.

Starbucks and Kraft. Kraft handles all the manufacturing and distribution of Starbucks coffee beans sold in grocery stores.

ARC, GTE and J.C. Penney. Advanced Retail Concepts, would use GTE Spacenet's and J. C. Penney's satellite operations as well as Penney's land-based telecommunication network.

Starbucks and Top Pot Doughnuts. A deal struck in 2007 will allow Starbucks to sell Top Pot Doughnuts. Top Pot was unheard of nationwide until the deal was struck.

Pizza Hut and KFC. Pizza Hut is owned by Yum Brands and KFC by ARC (American Retail Concepts). The costs of start up for the two chains in one store is drastically reduced. (PepsiCo franchises the Yum brand restaurants.) Cost to open a franchise went from \$1 million for one store to getting twice the bang for you buck; \$1 million for 2 franchises under one roof.

So get out there, talk to your customers and neighbors to see who would be a good partner for you.

Keep this in mind when approaching your new partner. Always talk in terms of what it will do for THEIR business, not yours. You know it will be good for them but have a compelling case of why they would want to partner with you.

When contacting businesses I always like to start at the top of the organization; CEO, Founder, Owner. It's a heck of a lot easier being passed "down" to the person you need to talk to that it is trying to get passed "up". Trying to get in the door through the 'gate keeper" or secretary can be a challenge. I go straight to the top. When you call, don't tell them who you are and what you do; instead tell them right away that *"Id like to partner with YOU and make YOU more money."*

I guarantee that opens more doors than spilling your guts about who you are and what you do.

HOW TO



1. ☐ Sit down in a quiet area with no distractions. You may have to wait until the evening or after dinner but make sure it's quiet. Make a list of people or businesses that pop into your mind that you could JV with. It could be a customer. Don't stop until you have at least 50. I know 50 sounds like a lot but it's really not. If you get stumped open

the yellow pages and start at the beginning and flip through the book or go online to www.qwestdex.com and look at some of the industries there. Don't worry about being nice and neat we'll arrange it later. Make sure you gather as much information as you can gather.

- a. Company Name
 - b. Contact Person
 - c. Phone
 - d. Address, City, State, Zip
 - e. Email if possible
2. ☐ Once you have your list, prioritize your list. We've all heard about Pareto's Principle or the 80/20 rule. It states, 80% of my business will come from 20% of my customers. Or 80% of my revenue will come from 20% of my sales staff. I say it's higher around 90%. Use this principle when you prioritize your list.
3. ☐ Prioritize them in what your best estimate will be in dollars realized for you and you JV partner. This should be the first company you call.
4. ☐ Second on your list should be the person with the largest list. Who says you can't have more than one JV partner. I normally have multiple JV's agreements going at any given time.
5. ☐ Put it into Excel, your Outlook or even just on a lined piece of paper.
 - a. Enter the information for each company
 - b. Allow for a blank NOTES section for each contact. You'll want to leave room for taking notes of each conversation.
6. ☐ Now that you have your list, you'll need a reason to contact them. So focus on why THEY would want to JV with you?
 - a. Tell them how many of your customers you can introduce them to.
 - b. Tell them you'll put their marketing in your packages, boxes, mailings, website and all other marketing if they will do the same.
 - i. If they say no...move on the next person on your list. Not everyone understands working together. I just got off the phone with a lady that didn't get it and she'd be perfect for a JV for us. With the idea I had we both would make a mint. But she thinks it's cheesy. It may be but it's brought me more customers faster than any other way of marketing in all the businesses I've owned. Her loss because we actually found another JV that turned out to be a better deal.
 - c. Once you find someone they are going to want more details. Each deal is different so you'll have to negotiate with each other to see what works. Here's some ground rules for negotiating.
 - i. Don't give up anything unless you get something in return.
 - ii. Split the costs of any marketing you do...do not let it be one sided.
 - iii. If the person starts pushing for more and more....it's ok to back out of the deal politely. Just say...You know what...this isn't going to work as a win / win for both of us. You'll salvage the relationship and move on to

finding someone that will work with you. You don't want a bad relationship. It's not worth the headache even if the money is good.

7. ☐ Contracts

- a. Writing a simple contract is easy and does not have to be complicated. You can download 'fill in the blank' contracts at <http://www.uslegalforms.com/legalzoom/contracts.htm> or contact your attorney.
- b. Keep the contract simple and for 3 months. If it works well you can extend the contract verbally but I prefer to do an extended 12 month contract to keep them from going to my competitor.

That's pretty much it. It really is that easy. If you need marketing materials or want to do Joint marketing materials see Chapter 3.

QUESTIONS



1. Did you make your list of people you want to JV with? If not stop and do it now.
2. Did you prioritize your list?
3. Have you called the people on your list?
4. What other industries or ideas did you come up with while reading this section?
5. Did you write those ideas down and post them where you can act on them later? If not...do it now.

COSTS



1. If you use your current materials it may cost you nothing to implement a JV.
2. However, my suggestion is you need to create new marketing materials that actually work as a magnet to pull customers in. Your current materials may actually be hurting you (see Chapter 3) Cost to print 5000 new marketing pieces is about \$400 for 5000 sell sheets and probably around \$1000 to have a professional designer design it.
3. If you are printing postcards cost would be around \$400 for 5000 and \$1000 to design.
4. Final costs
 - a. Postcards (to drop in packages....no mailing)
 - i. Do It Yourself \$1500
 - ii. JV (split the costs) \$750 each
 - b. Sell Sheets
 - i. Do It Yourself \$1400
 - ii. JV (split the costs) \$700 each
 - c. Letter on letterhead
 - i. Do It yourself on existing letterhead **plus postage**
 1. Cost for 5000 \$2500

- |
 - ii. Print New Letterhead **plus postage**
 - 1. Cost for 5000 \$5500
 - 2. JV (split costs) \$1500
- 5. If you need more than 5000 you can calculate costs / postage at www.48hourprint.com

Notes:

Chapter 2

Writing for Profit – How to Write, Blog and Speak Your Way To More Profits

Today blogging has taken over public speaking by 723%, according to Technorati, a blog tracking website. The reason is you can blog in your pajamas. Public speaking you really have to be polished, wear a suit, smile. In my pajamas I can just write and it doesn't take as long as preparing for an hour long speech.

However both have their place and it doesn't take much to organize an event of your own where you are the speaker or blogger. Both allow you to get your message across very quickly.

My first experience in public speaking was an absolute flop. I had a speech prepared but it was too long, was more of an advertisement for my company and didn't really give those in attendance real value. Thank goodness it was free but those in attendance didn't have a problem telling me how to make it better.

I've performed hundreds of public speaking events since and have seen it boost my business by simply providing those in attendance real value, real content and ideas they can take back to the office and put into practice Monday morning.

Public Speaking

- Start with a message, not an advertisement for your company.
- Make it a message that will save them money, be better at what they do, a training session for something that is difficult in your industry, how to gather more customers or a '7 steps to success'. By offering real value instead of promoting your business you'll see more people attend. You can obviously tell people who you are and the name of your business and that's the best advertising you can get, but keep it about your customer, not you.
- Record it and either give it away or sell the audio or video on your website or mail it to those that could not attend.
- Plan ahead. Schedule your event at least two months in advance or you may not have anyone show up. Email your prospects every week to keep them aware of the event. Let them know the event seating is limited and that they must RSVP immediately.
- Make sure your venue will accommodate parking and is easy to find. Also plan to show up early and meet with the management of the venue to ensure everything is working and is working order. I can't count the times I've showed up at the last minute to find the projector wasn't in the room or isn't working. Avoid the embarrassment and show up at least an hour early to ensure everything is ready. You'll also want to arrive early so you can personally greet and get to know your customers and prospects on a first name basis.
- Do not provide hand outs of your presentation until the end. People will read it instead of listening and your talk won't be as powerful.
- Have a sign in sheet where you gather your customer's information especially contact person, address and email. This is essential to growing your database of people to email your newsletter and specials to.

- What to talk about:
 - Why embroidered garments make much more of an impact
 - Successful people dress for success
 - 7 Reasons Walking Billboards work
 - Why employees need to be dressed in a uniform to market your business
 - 21 Ways to keep your customers coming back for more
 - The list is really endless....

You get the idea. Make it a message that people want to hear...not an advertising vehicle for YOU. Make it about them. The rest will follow.

Where to Find Groups to Present To:

- Find places where people need your message
 - www.speakersbureau.com
 - www.preferredspeakers.com
 - www.speakers.com
 - www.speakinc.com
 - www.meetup.com
 - Conventions and Tradeshow are always looking for speakers.
 - Look for shows in your industry
 - Look for shows *not* in your industry but in your customers industries
 - Look in the local trade journals, business magazines and newspapers and you'll find a host of networking groups to not only promote your speech to but also potential customers
- Your local Chamber is always looking for professionals to speak to their members.
- Look in your local trade or city business journals for the networking groups that meet in your area.
- Meetup.com is a great resource to find people that network for business
- Your local newspaper. Most newspapers list the groups that meet weekly or monthly.

All of these groups need you to speak at their events.

- Have a one page bio about yourself...not your business...but put it on your business stationary.
- Have a 15 minute, a 30 minute and a 50 minute talk prepared.
 - Always leave time for Q&A

Blogging

There are a vast number of resources that allow you to blog. But what is blogging? It's a web log. But what is that and how can it help my business?

Wikipedia says this about blogging:

“Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web

pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting) are part of a wider network of social media. Micro-blogging is another type of blogging which consists of blogs with very short posts. As of December 2007, blog search engine Technorati was tracking more than 112 million blogs”

www.blogspot.com

www.typepad.com

www.squarespace.com

www.wordpress.com

www.myspace.com

www.digg.com

www.furl.net

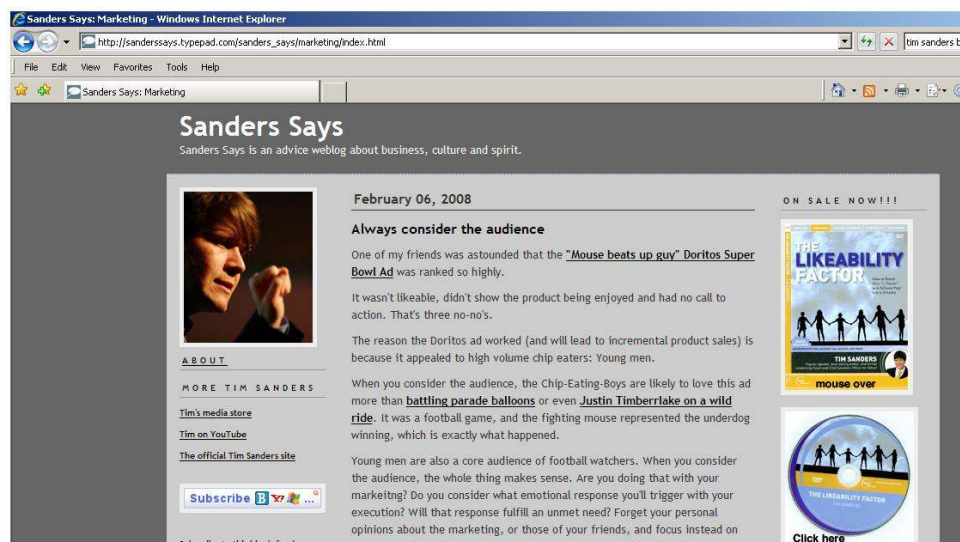
www.reddit.com

www.technorati.com

www.squidoo.com

Tim Sanders is a good friend of mine. His career spans over 20 years with Criterion Productions where I met him, and then on to Mark Cuban’s Broadcast.com and eventually the Chief Solutions Officer at Yahoo!.

This image is of his blog. Go to www.timsanders.com to view it online. You can see that the subject matter is short and sweet and to the point. It’s not written in some ‘big word language’ that needs a dictionary to read...it’s in Tim’s own words. Your blog should be short and in your own words. Typos included.



This is just the tip of the iceberg but you get the idea. Most are free but even the ones that do charge a fee it’s minimal.

Just keep up with it at least once a month. Weekly and even daily work better if you are writing short articles that are of use to your customers.

Creating a blog helps grow your business in a number of ways.

First, Google, Yahoo and many of the hundreds of other search engines use ‘crawlers’ to look for data on the web. When a crawler finds your website and it sees relevant, up to date, updated often data, it places your website higher on the search engines for particular ‘keywords’.

When you blog you change your data constantly and therefore the search engines place you even higher on the search engines as a website having relevant data.

Imagine being on the first page when people type in EMBROIDERY. Go to Google and type in “**Used Embroidery Machines**” right now. You’ll see a company called **The Embroidery Warehouse** is always on the first page. They may not always be first but they are always on the first page. That’s powerful.

Once you are on Google look to the right. See those ads there. Those are what are known as ‘paid ads’ and are paid for by click through numbers. This means you set a bid at what you’ll pay for certain words; like ‘*used embroidery machines*’. Personally I don’t think it does most businesses any good to be there. If you want high rankings you should perform SEO or search engine optimization. Blogging helps achieve this. So just Blog It and let the search engines do the work for you.

But if you want to be on the front page today you can pay for the Google Adwords to be in that list to the right on Google. Here’s the link:

- adwords.google.com

You can also place other business Google ads on your website and earn money that way. I won’t go into it but here’s the link. That’s a whole book just in itself.

- www.google.com/adsense

I just checked the top 10 sites on www.alexa.com. You can track your website success on there as well.

* 1	(none)	yahoo.com
2	▲ 1	youtube.com
3	(none)	live.com
4	▼ 1	google.com
5	(none)	msn.com
6	(none)	myspace.com
7	(none)	facebook.com
8	▲ 1	hi5.com
9	▼ 1	wikipedia.org
10	(none)	orkut.com

*As of February 15, 2008

Here's a copy of The Embroidery Warehouse ranking:

Go to www.alexa.com and type in: The Embroidery Warehouse and this is what you'll find:

USA. Dealer of used embroidery equipment.
theembroiderywarehouse.com
Overview| **Rank: 366,883**|Linking In: 9|Related Links

That's a high ranking. Did you realize there are over 100 million websites on the web. That means The Embroidery Warehouse is in the top .003% of all websites.

Most people will never see that high of a ranking but the more people you get to your site the higher your ranking will be, and blogging helps you achieve this. You can also purchase a good book on Google Adwords by my friend Perry Marshall. Perry is the Guru on Adwords. You can find him here: www.perrymarshall.com.

Here's some 'Google Adwords' I found interesting because they ranked #1. Are these your competitors? They could be YOU if you use the techniques in this book

1. Embroidered Jackets
2. Embroidery
3. Embroidered Caps
4. Embroiderie (typo...check out who was smart and used a typo to get #1)

HOW TO



1. ☐ Set up your blog first, by using a site like these. Most are free so find one that fits your style
 - a. www.blogspot.com (free)
 - b. www.typepad.com (I like this one best but they do charge)
 - c. www.squarespace.com (they charge but it's cheap)
 - d. www.wordpress.com (this is good but doesn't integrate well with all websites)
 - e. www.myspace.com
 - f. www.digg.com
 - g. www.technorati.com
 - h. www.squidoo.com
2. ☐ Once you have your profile set up on a blog get to know the ins and outs of the blog. Study it. It can seem complicated at first but like anything if you get to know it, play with it, insert graphics etc, you'll begin to understand how it works and how easy it is.

3. ☐ Use it daily at first. Type what's on your mind. It doesn't even have to be about business but it helps. It doesn't have to be very long...a paragraph or two is sufficient but longer is ok as well. It's up to you.
- a. Type about problems you had today that you solved
 - b. Type about issues a customer had...there may be other customers that need the same help you provided.
 - c. Type about a new product coming out
 - d. As you begin to do this a few things will happen
 - i. People will actually read it
 - ii. People will sign up to receive it on a regular basis via RSS feeds or by coming to your site daily
 - iii. People looking for speakers will read it and ask you to speak
 - iv. People looking for articles in their publications will ask for reprint rights...for a fee of course, but even if they don't pay you do it anyway...it's free publicity. It's another revenue stream for you.
4. ☐ Take some of your content and compile it into a speech. By the 2nd month if you have been blogging daily you should have quite a bit of content.
- a. Create an e-book out of it and either sell it or give it away on your web site
 - b. Create a Speech out of your content
 - c. Create a PR News Release about a new Product Coming out.
5. ☐ Speaking
- a. Send your materials you've created to some speaking sites
 - i. www.speakersbureau.com
 - ii. www.preferredspeakers.com
 - iii. www.speakers.com
 - iv. www.speakinc.com
 - b. Another great resource are websites that sell articles or need writers
 - i. This is great if you don't want to write yourself. Just borrow the articles and place them on your website (with permission of course)
 - 1. www.articlemarketer.com
 - 2. www.articlecity.com
 - 3. www.goarticles.com
 - 4. www.ideamarketers.com
 - c. ☐ Call your Chamber of Commerce or send them a sample of your article

QUESTIONS



1. Can you write your articles yourself or do you need to find articles to place on your website?
2. Have you set up your blog?

3. Are you going to commit to it daily or at least once a month?
4. Have written down a WHY you are doing this? Do it now.

COSTS



1. Blogging could be free depending on the service you use.
2. If you use a pay service for blogging it'll cost you less than \$40 per month for a small business
3. Public Speaking is usually free unless you have to travel. Ask the company requesting you to speak to pay for your travel, hotel and expenses.
4. Over all NO COST for blogging, speaking or writing.

Notes:

Chapter 3

Marketing— How to Create Direct Marketing that Works Like a Magnet and Pulls in Customers 24 Hours a Day

If you don't read any chapter but this one you'll be well on your way to doubling, tripling or even quintupling your revenue.

Volumes have been written about marketing; and for good reason. Probably the most successful way to grow your business is direct marketing. Direct marketing is one of the top 3 ways I've grown my businesses over the years. Creating a postcard or letter written by you is more powerful than having someone create an expensive full color brochure with a poorly written message with no call to action.

Hundreds of thousands of hours have gone into creating ad copy that sells. It has been tested and tried by some of the greatest advertising giants of all time. Claude Hopkins, David Ogilvy, Joe Vitale, Jay Abraham, Dan Kennedy and hosts of others.

It took them years of work and testing to find out what works. They took everything they know and *scientifically tested words* in marketing and the *psychology of what makes people buy*.

There are literally thousands of books on marketing but my favorites are by Dan Kennedy. You can find his books on Amazon or at your local bookstore. His "No B.S." series are the books we swear by and have helped us not only write compelling copy but has proven to be effective in bringing in more customers.

Another great resource is Yanik Silver [Click Here for more info about CREATING HEADLINES and SALES COPY that make the phone ring, from Yanik.](#)

Some ideas shared by all great ad men are this:

- Have a compelling headline. Whether it's a postcard or letter make sure your headline states a problem you can solve or some way you can help your customer make more money.
- Some key words for Headlines:
 - For Example when 100 of the greatest money-making headlines of all time were analyzed, these following 10 words appeared over and over and over again (the actual number of times is indicated in parenthesis):
 - You (31)
 - Money (6)
 - Your (14)
 - Now (4)
 - How (12)
 - People (4)

- New (10)
 - Want (4)
 - Who (8)
 - Why (4)
- Use the words YOU and YOURS throughout your marketing. It makes it personal to your customers and prospects.
 - Get rid of I, ME, WE unless absolutely necessary. Rewrite it if you have too.
 - Make sure your copy and headline carries the same message on your website, brochure, letters, postcards and other marketing. Repeat it until it sinks in.
 - Target your prospects. Don't use the shot gun approach in your thinking. Not everyone is your customer. Find out who your customers are and find out what they want. It's not very difficult to find out what your customers want.
 - Here's how I define a customer
 - They spend X amount of dollars
 - The order X amount of times a year
 - They are easy to get long with
 - They pay on time
 - **Create a USP (or Unique Selling Proposition.)** This must be used in all of your marketing; your business cards, all letters, postcards, email marketing or any other marketing you do. It's not only needed it's essential to set yourself apart from your competition. I see so much marketing that just absolutely stinks. Cute tag lines and other marketing about how long you've been in business and what you do is not a USP; it's vomiting on your customer. If you can make the statement "so what" then your message isn't getting across. If you can take your competitors logo and place it on your marketing you need to reconsider your message. Here's some things you need to do and what to avoid.
 - A Real Estate Agent might say: "I help people find their dream home"...NOT...I sell real estate
 - Charlie Money is a friend of mine. Yes that's his real name. He's an insurance agent here in Dallas. His USP is: "If you don't know insurance...know your agent." That's very powerful especially since his last name is Money. At least he's not saying...I sell insurance.
 - A painter might say; "I take the pain out of *painting*"
 - A doctor may say, "I help you get well faster."
 - **You might say**, "I show people how to market themselves 24 hours day" or "I create walking billboards" or "How to make your employees look like pros"

The idea is to engage people and get them to ask, "HOW DO YOU DO THAT?"

An actual Ad that worked.

In 2003 I was working with a massage therapist that wanted to market herself to executives. She knew me and in knowing me she knew I talked about how stressed out

executives are all the time. She asked for my help in two ways. First she wanted me to write her an ad to mail to executives in her area of town. Secondly she wanted me to hand her my database so she could mail them using my name. I don't sell or give away my customers names, email or contact information for a few reasons. As my customers you don't want to receive spam, and I think it's a privacy issue with my customers. I just don't do it. I do JV but there are some products that don't market well to my customers and her business was one of them.

I had a better idea.

She had been running a 2" x 3" ad in The Dallas Observer. Not much response because she had quite a bit of competition on the same page.

So I met with her for lunch and scribbled an ad on a napkin and handed it to her. I also told her I charge \$5,000 minimum fee for writing ad copy. She about had a heart attack. I told her since we were friends I'd work her different deal. I'd take 10%-15% of the NEW increased revenue if the ad worked.

She looked at the ad and hated it. We argued for a few hours about it and she kept saying that her ad had a picture of her, her office and that she had always heard that graphics look better. She was paying around \$1,000 a month for the ad she was running but was only getting 'tire kickers' and 'time wasters' calling her ad.

I told her, "if the ad doesn't work I'll pay the \$1,000 myself at the end of the month.

Here's the ad we ran:

\$125 Stress Analysis...FREE For Executives Only. Call us at 555.555.5555 and we'll mail you this free stress analysis. This is the same test performed in hospitals by world renowned doctors to determine stress factors.

Once you receive your analysis, please fill it out and fax back to 555.555.5555 and we will call you with your results.

Call Now! Katy X 555.555.5555 Your Results are Private and Confidential!
CMT License: 5555555555

We ran the ad on a Thursday when the Journal came out. By noon she called me and asked how we could pull the ad. She had received over 75 calls for the free analysis. By the end of the month she had taken over 700 calls. Over 87% of the analysis that were mailed or emailed came back within 2 weeks. It took her a few weeks to gather the data and get it back to the customer. Then she began the process of calling prospective patients back and informing them of their results.

They were invited to come in for a *"one-on-one personal remedy analysis,"* in which they would receive specific information on how massage therapy could eliminate many of their symptoms. Over 76% of them came in and out of that, over 46% became patients.

She not only sold them her service but also products such as aroma oils they could use at home and in their office to help them relax.

We also created a referral program for people to receive a free massage for referring 5 people. At a minimum of \$85 per hour you do the math. She had an increase of over \$63,000 in less than 6 months with repeat business and a total increase of \$176,000 annually just from that one ad because most became regular customers.

Not too shabby for a small 2" x 3" ad in the back of a local business newspaper.

Just keep this in mind...all marketing is meant to do one thing and one thing only. Get your customers to give you permission to talk to them not sell to them. People love to buy but they hate being sold to. Get them to give you their information first and you can then 'talk' to them about benefits.

My friend Tim Sanders tells a story that's not only a great Joint Venture story but a great marketing story.

When Tim was at Yahoo! he was given the challenge to help Victoria's Secret host the first ever internet modeling show? If you've been around long enough you know this story. Tim was the man that pulled this off. But he'll be the first to tell you he didn't do it alone. It was something that had never been done. He needed help. He went to his competitor AOL and asked for help. Together AOL, Yahoo! and Victoria's Secret pulled off the ***most successful flop*** of marketing genius in the history of marketing.

Here's why it flopped. No one knew in the late 90's that *computer servers* crash when you load them with over 1 million people watching an internet show. It crashed within the first 5 minutes of a 1 hour show. Few got to see it.

Here's where it was the most successful marketing campaign ever. To watch the show you had to agree to get marketing from AOL, Yahoo! and Victoria's Secret. **ONE. MILLION. EMAILS. PHONE NUMBERS. ADDRESSES.** You can't pay for that kind of marketing.

C'mon, admit it. You've been pissed off when you hear your prospect you've been working on for months went with your competitor instead. Do you know why? Your message wasn't compelling enough. You didn't convince him that you were the obvious choice. You must convince them that you are.

So next time you create your marketing **use these rules** to make them stop saying SO WHAT. Because if they say SO WHAT you are finished.

Do this instead in your marketing:

- Create a Compelling Headline

- Use “7 steps to”, 21 Laws, How to...these are much more powerful than just telling people what you do.
- Don't tell people how long you've been in business. No one cares.
- Don't make your logo big. You are not branding yourself. You are not Coke or Nike. Most people will not recognize your logo so make it small and let your message carry you.
- Don't tell people what YOU do...Do tell them what you will do FOR them and how what you are offering is going to help grow their business.
- **Benefits, Benefits, Benefits**
 - State over and over what pain you are solving for them...and what the final outcome will be.

Drip Marketing

Drip marketing is using multiple occasions to stay in touch with your prospects but more importantly your current customers.

I use Drip Marketing many ways:

- I send postcards every 3 weeks and emails every week. I don't do every 4 weeks because that's too long to stay in touch with customers and it doesn't come with the junk mail that's mailed once a month. I always target it to come during the work week as well.
- Email once every Tuesday. I don't email Friday because they may not read it until next week. I don't email on the weekends for the same reason but also because my email to them will end up at the bottom of unread email when they get to the office on Monday. The last thing they'll read is my email. They'll read more important emails first. Monday is a bad day because everyone is catching up from being off. Tuesday is my day. I email around 10:30am. It's not too late in the day and they haven't started off to lunch yet.
- You don't have to do it as often as I do (every 3 weeks) but staying in touch with your current customers and prospects is a great way to see profits increase over time.

Something else I want to make perfectly clear.

Do not tell your customers any of these NO-NO's:

- We're the BEST
- We're the CHEAPEST
- We're FASTER
- We've BEEN IN BUSINESS LONGER
- We have the HIGHEST QUALITY
- We're NUMBER #1...even if you are...WHO CARES!!! Do you make a decision based on your vendor or supplier being number one? I think not.
- We have the BEST SERVICE

Here's why you want to avoid all of those:

1. Ask this one question....COMPARED TO WHAT?, FASTER THAN WHAT? CHEAPER THAN WHAT? BETTER QUALITY THAN WHAT?
2. If you do say these things you better be prepared to answer that question. If you can answer that without slamming your competition you are way ahead of the game.
3. No one cares. They want to know what you are going to do for them.

What they do care about is you stating a problem, with a solution...preferably yours.

It's the old Doctor / Patient Selling technique. Do you walk into your doctor's office and without talking to him he prescribes blue pills? NO he doesn't. He asks probing questions. Why are you here? You tell him you have a cough. He asks more questions. Do you have a fever? Do have an earache? Do you have a sore throat? You'll answer yes or no. He'll then have a look at you, listen to your chest with a cold stethoscope, have you breathe in and out. He'll look in your ears and mouth and nose and then step back and make a diagnosis.

Once he's convinced you have what he thinks you have, he'll make a suggestion. Take this twice a day for 7 days.

Same for you to do with your customers. Be the doctor, and then offer a solution.

Tell a Compelling Story

Are you familiar with Colonel Sanders Story? He was in his 80's when he was frustrated with his small restaurant not doing well. His customers raved about his fried chicken. Instead of complaining about not making enough money he took his recipe on the road to sell his recipe...not chicken. He JV'ed with other restaurants for 5 cents per piece of chicken. When they sold chicken using his recipe he received 5 cents.

That's a story. It's a JV story.

Everyone has stories. Use stories of how you helped a customer solve a problem. Maybe you had a customer like mine that loved to wait until the last minute to order anything.

Back in 2002 my customer (J Walter Thompson...the big ad agency) ordered 300 ten foot wide banners and 300 six foot tall posters for Ford Dealerships. They had to have them in 3 days, which is near impossible with all the other orders we had at the time. We stayed all night getting it done; not in 3 days...but one day. We did not charge a rush charge or any other fees. We did what we did best and that is to make our customers look good by producing their products faster than anyone else. How? We had the latest equipment that outperformed the other machines on the market by 8 to 1 in speed.

We solved a huge problem, made JWT look good, and therefore we looked good. Obviously I asked for a testimony and got it. Our story from then on was...we're faster than anyone because we have the latest in technology and went on to explain how this technology is cheaper to them and delivers their products faster.

Moral of this story? FACTS TELL...STORIES SELL!

HOW TO



1. ☐ Sit down in a quiet area and write 25 headlines from the Words You Should Use (from the charts below)
2. ☐ After you've written 25, pick 5 that are the best
3. ☐ Now decide where you'll use the number one pick and use it on all of your marketing
4. ☐ Include the other 4 throughout your marketing
5. ☐ Decide what marketing pieces you are going to create
 - Postcards
 - Letters
 - Sell Sheets
 - Brochures
 - Website
 - Email Marketing
 - Newsletter
 - E-zine
 - Business Cards
 - Vehicle Graphics
6. ☐ Create Your USP and use that in all of the marketing as well.
7. ☐ I suggest you hire a professional to design your materials but don't let them convince you that images sell. I use www.root3design.com. Kevin Seitz, the owner of Root 3 is the only designer I've met that actually 'gets' marketing as well as design and how they interact. Kevin is not a copywriter but he understands that the two must go hand in hand. He doesn't mess with my copy and he gives me a nice clean design. He's produced just about everything under the sun so check out his website. I've known Kevin for 8 years now. I don't use anyone else for marketing design.
8. ☐ Here's a List of Words you Should Use in Your Marketing:

Quality	Appearance
Fine	Classic
Selected	Elegant
Rugged	Charming
Durable	Spectacular

Imported	Lavish
Rare	Exquisite
Authentic	Distinctive

Utility	Approval
Easy	Proven
Handy	Guaranteed
Practical	Acclaimed
Versatile	Tested
Reliable	Popular
Lifetime	
Quick	

Money	Miscellaneous
Wealth	Gift
Fortune	Successful
Profitable	Interest
Reduced	Immediately
Lowest	Absolutely
Money	Only (price)
Free	Complete

News Value	Interest
Announcing	Absorbing
Latest	Information
Revolutionary	Revealing
Advanced	Secrets
Presenting	Exciting

Size	Surprise
Massive	Amazing
Spacious	Astounding
Mammoth	Striking
Ginormous	Fantastic
Vast	
Gigantic	

Phrases	
Send No Money	The key to _____
No Obligation	Only \$ ____ per day
No salesman will call	You don't have to be rich to _____
Special offer	Orders shipped within 24 hours
Money-saving offer	Buy direct and save
The secret of _____	Easy payment plan
Yours if you quality	For quick info call _____
Who else wants _____	Do you have these symptoms _____

From factory to you	
---------------------	--

Persuasion	
Yours Free	Free Trial
Free gift	Free to new members
Free Booklet	Free Exam
Ask for the free report	Free demo
Free guidebook	Free CD / DVD
32 page catalog free	Free Consultation

How To...	
How To...	How to avoid...
How to get...	How to get rid of...
How to have...	How you can...
How to keep...	How to improve your...
How to start...	How I overcame....

Information	
Seven ways to...	The truth about...
The only way to...	Advice from a ____ pro
Guide to....	8 Facts you should know
8 Mistakes to avoid while...	What you need to know about ____

Confidence Building	
Award Winning	Founded in (year)
Seal of approval	What others have to say about ____
Over X sold	Money back if not happy ____
Proven in laboratory tests	You risk nothing
6 out of 7 Drs agree	

Immediate Action	
Act now	Act fast
Don't delay	Be the first
Order now	For a short time only
Call now	Limited time
Order Today	While supplies last
Order now pay later	Price going up
Get Started Today	Last Chance

QUESTIONS



1. What percent of gross revenues should go toward marketing?
2. What portion of marketing budgets should go to online versus offline?
3. Is my branding the same on all of my marketing materials?
 - a. Brochure

- b. Web
 - c. Print
 - d. Business Cards
 - e. Letters
4. Does your marketing:
- a. State your customer's problem in the form of a question?
 - b. Does my marketing offer a clear solution to my prospects and customers?
 - c. Does it have a clear Call To Action?
 - i. See ***"Immediate Action"*** in chart Above

COSTS



1. If you use your current materials it may cost you nothing to implement a JV.
2. However, my suggestion is you need to create new marketing materials that actually work as a magnet to pull customers in. Your current materials may actually be hurting you (see Chapter 3) Cost to print 5000 new marketing pieces is about \$400 for 5000 sell sheets and probably around \$1000 to have a professional designer design it.
3. If you are printing postcards cost would be around \$400 for 5000 and \$1000 to design.
4. Final costs
 - a. Postcards (to drop in packages....no mailing)
 - i. Do It Yourself \$1500
 - ii. JV (split the costs) \$750 each
 - b. Sell Sheets
 - i. Do It Yourself \$1400
 - ii. JV (split the costs) \$700 each
 - c. Letter on letterhead
 - i. Do It yourself on existing letterhead **plus postage**
 1. Cost for 5000 \$2500
 - ii. Print New Letterhead **plus postage**
 1. Cost for 5000 \$5500
 2. JV (split costs) \$1500
5. If you need more than 5000 you can calculate costs / postage at www.48hourprint.com

Notes:

Chapter 4

Email Marketing – A Triple-Whammy to Increase Your Profits Tre-Fast

Email marketing is really the same as direct mail but is by far the cheapest way to connect with your prospects and customers.

The way I see it there are only 3 ways to increase your revenue:

- Increase your prices
- Sell more products or services to your current customers
- Find more customers

Email marketing will accomplish all three.

Most websites these days offer a free report or free newsletter. Some even charge for these reports or newsletters. You have to provide your email and name and they'll send you a report or white paper or their newsletter just for signing up. I sign up for everything I can. I get the free stuff. I read the reports. Why? I want to get more ideas that work. I ask around and find out what works. I call the business owners to see what works and what doesn't.

Email marketing has worked wonders in our businesses. It has created a database of over 50,000 readers on one website we owned. You can too. You really can. It might not end up being 50,000 but you can at least create a list that will bring you more money.

I know of a website www.getinspirednow.net who created an inspiring photo presentation called: "Interview With God". It has been seen by over 1 million people globally. His email list is over 650,000 strong. Want to partner with him? Sure you do. So do I. But there has to be value to him as well not just you. Take a look at this website. He created 10 other products just from one idea. It's crazy...and frankly I'm jealous. It's one of those moments where you say...I wish I had thought of that. I just might do it anyway.

YOU MUST CAPTURE CUSTOMER DATA EVERY CHANCE YOU GET. Do I need to say it again? Ok...you must capture customer data and prospects every chance you get.

1. Gather it on your website when you give something away
2. Gather when people sign up for your newsletter
3. Gather their data when they buy something...all of it, name, address, email, phone, favorite color, where they hang out, what publications they read...anything you can get.
4. Tradeshows you attend are willing to share as well.

I never give or sell anything without getting a prospects information. Then I get your permission to send you important information. Few say no.

Think about the last time you bought something at a retail store. Typically they ask for your zip code or phone number. You can say no but most of us give it out readily. Your customers will too.

Tell them you will send them something very special if you'll give them their contact information. And then really do send them something; a free book, free e-book, Starbucks card, free cap with their logo on it...just make it about them...and not you.

Do not send them something with YOUR logo on it or something about YOU. It's your way of saying thank you....so thank them the way you'd want to be thanked. You can send *me* a cigar...but don't send me your company coffee mug. I hate that. Besides I already have a favorite coffee mug.

I email our newsletter every week. We also email customers right after they made a purchase. We also asked them to sign up for our FREE newsletter. People who just bought a product or service are usually open to hearing more about what else you offer. Don't email so much you annoy your customers or prospects but do it often enough to stay in touch.

My philosophy in all the businesses I've owned is this, "The last person in the door gets the sale". Therefore I train all our people in our entire organization to stay in touch with our customers constantly. I also train to up sell other products. "I see you bought the gold pen....I have a pencil that goes with that set. If you buy both *today* I'll give you 10% off the set!"

I also believe it's easier to make money on your current customers than trying to land new ones.

Having a newsletter or blog is a great way to stay in touch with your customers daily but no less than once a month. I've told you before I like staying in touch once a week. Trying to find time to write daily can be a chore but worth the effort.

- Don't try to BULK email directly from your computer. You'll get blacklisted almost immediately by most Internet Service Providers and you won't be able to email your customers or anyone else. And believe me it sucks. I did it early on and it took me weeks of being on the phone begging to be cleared to email again. It isn't worth it.
- Instead, sign up for a service such as:
 - www.constantcontact.com
 - www.icontact.com
 - www.verticalresponse.com

These services use double opt-in. This means your customers that sign up for your newsletter must agree to receive your emails. Twice. They are also bonded and certified to send bulk email. These services also take care of responses from people that want to "opt-out" and it's fully automated. This way you don't have to worry about deleting them from your database; your service will handle it for you. All you do is create the email to go out. Most of these services are very easy to use.

This is where a blog helps as well. You can email your database your new blog every time you update it. It's like putting your business marketing on autopilot.

HTML vs. text in your email. For you newbies this means should you send just a text version email or an email with photos.

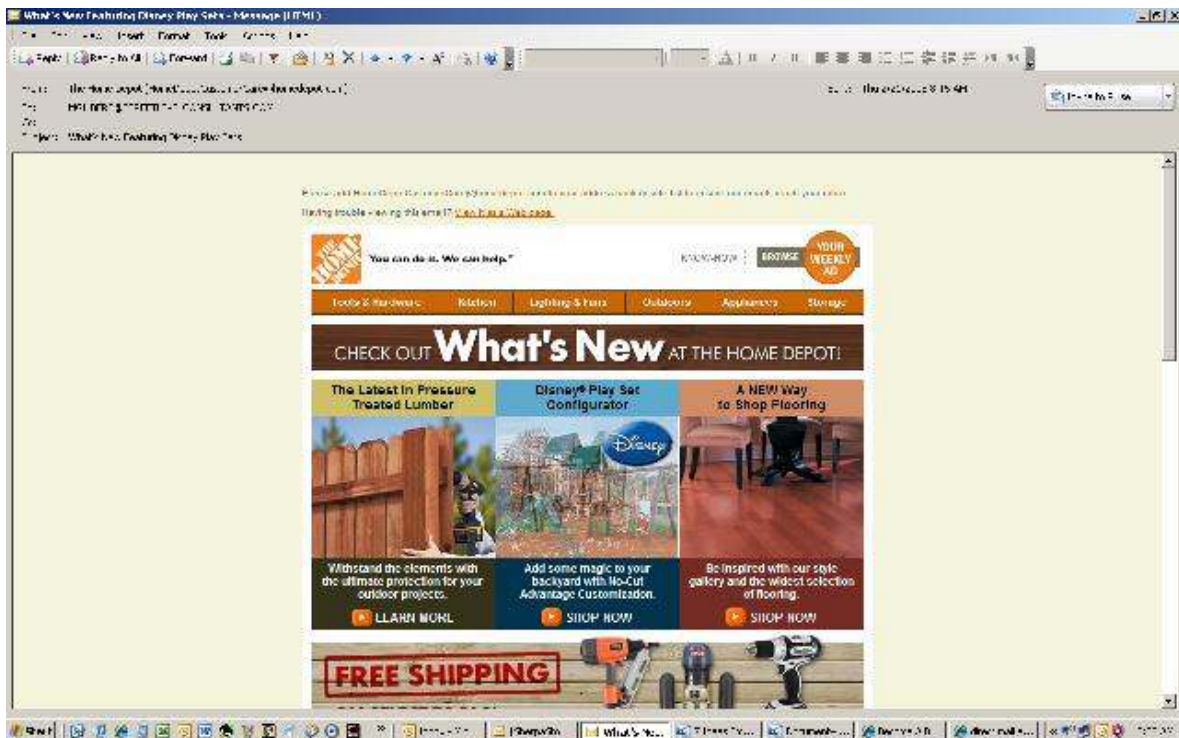
I send both. Here's why.

Some people like me enjoy full HTML (emails with photos and graphics). Some people don't. Most corporations do not allow HTML because viruses can be transmitted this way as well.

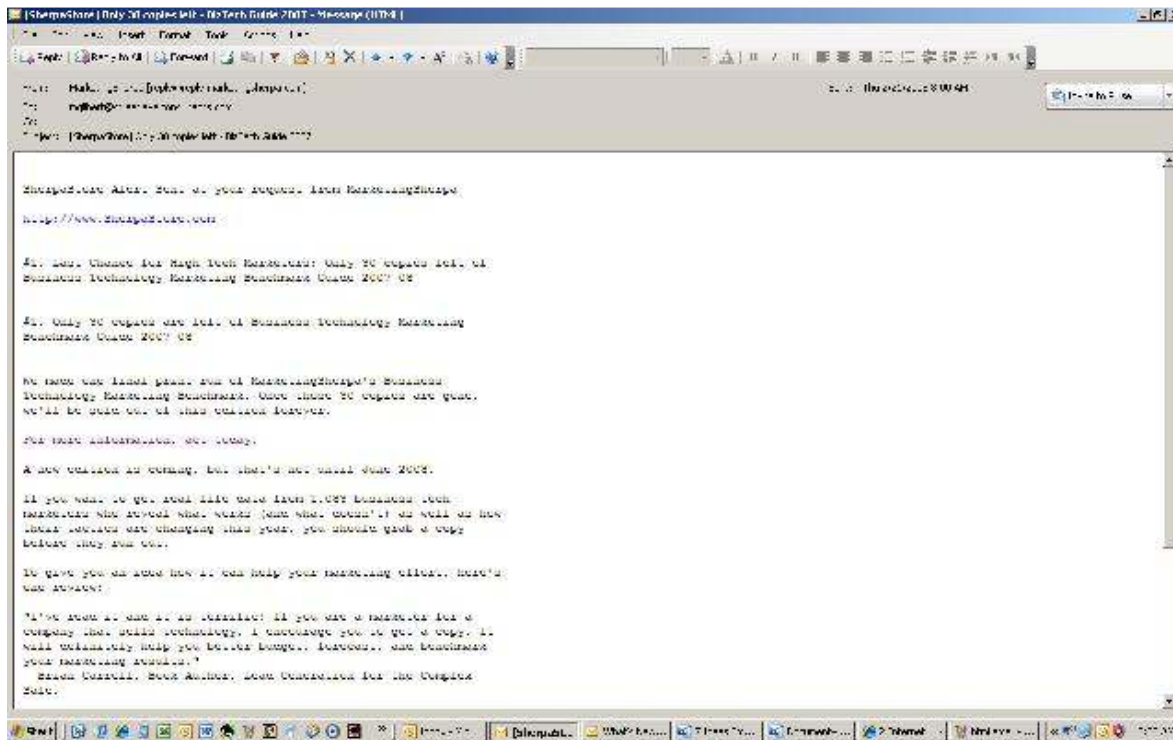
By sending both a text version and HTML version, I reach people that like text only...like big companies...and those that like photos and graphics are happy as well. Don't worry about your HTML not getting through to people that block it. By using both the text version will get through anyway.

The other way to do it is to send a text version of a notice that your new blog, newsletters, product or whatever is now available online with a link showing them where to go to view it in full color. It's up to you. I do both.

Here's the difference in a **HTML (full graphics) email** from Home Depot



And a text only email from Marketing Sherpa



HOW TO



1. ☐ Find a Service like that allows Email Marketing. (See above)
2. ☐ Sign up. And Create your Message.
3. ☐ Keep in mind what we've talked about so far as headlines go. Make it compelling.
4. ☐ Use the rules we've set so far.
5. ☐ Don't make it a book...make it a quick update on a new product or service or news they can use.
6. ☐ Make me want to read it...make it interesting or news I can't get anywhere else

QUESTIONS



1. Did you sign up with an Email Marketing Company?
2. Is my branding consistent with my other marketing materials?
3. Am I providing material to my customers that they want to read?
4. Have I asked my customers to send feedback via email about our newsletters, marketing materials etc?
5. Have I thanked the people that signed up for our newsletter? How?

COSTS



1. Email Service companies charge a range from \$10.00 - \$300 per month depending on the size of your email list.
2. Typically a small business wouldn't pay more than \$50 per month

Notes:

Chapter 5

Hosting Events – How to Host an Event for Profit

Hosting events at your office for your current customers and new prospects are a great way to stay in touch with your customers and definitely the time to showcase what you do. Do not make this event a pitch but rather a time to query your customers on what you can do to make their lives easier but more importantly how to generate more income or save money. I can't stress those two subjects enough. This is the time to talk about how you solved a problem for a client, or a new machine you have and how it will solve problems...like...we'll get your orders out faster.

I've hosted a number of events at our place of business as well as rented out venues for larger events.

In 1998 we had an event that had a dual purpose. One was to support our charity and obviously the other was to promote our business. We held a day event where we asked professional and amateur "roller-bladers" to come try break the world speed record for down hill roller blading.

The world record holder is Douglas Lucht - Guinness World Record Holder - 63 mph.
(<http://www.streetski.com/lucht.htm>)



63 MPH – that's blowin' and goin' folks...

Photo Copyright © 2007 StreetSki, LLC. All rights reserved.

Now at that time I was hoping to *personally* break the record and get some much needed publicity for my wide format screen printing business. Oh, we got publicity and lots of it. But no records were broken that day. I found my own pucker factor peaked about 40 miles per hour. We also found our hill wasn't long enough to allow for the racers to get up enough speed. But hey...it was still fun and we raised over \$20,000 for our charity.

Another event we hosted in 2002 was a wine tasting event at our location with a local wine store as our JV for the day. We had just printed some window graphics for their store front.

We were able to introduce our customers to a new ten foot, wide format printer that printed larger banners while the wine store got exposure as well. The wine store provided our refreshments and we provided the space. We both shared the database of customers. I also got a new client in the form of a wine company from Australia.

The wine store had asked a rep from an Australian wine company to assist in the event. Was a win, win, win for all three of us.

Remember the Britney Spears and Madonna Kiss? We all do. It was extremely controversial. Personally I don't like their music but it was masterful marketing for them both. You could argue they did it on the fly but my feeling was this was fully planned. Madonna does nothing without fully thinking out her plans. She's always been a master marketer.

Ever hear of P.T. Barnum? How about Barnum and Bailey Circuses? Ok...same guy.

Phineas Taylor Barnum (July 5, 1810 – April 7, 1891) was an American showman who is best remembered for his entertaining hoaxes and for founding the circus that eventually became the Ringling Bros. and Barnum & Bailey Circus. Barnum never flinched from his stated goal "to put money in his own coffers." He was a businessman above all else, his profession was pure entertainment, and he was perhaps the first "show business" millionaire.

He was credited for saying "There's a *sucker* born every minute". That's not exactly what he said. What he actually said was "There's a *customer* born every minute".

His rebuttal to his critics was often "I am a showman by profession...and all the gilding shall make nothing else of me." Although famous for his brazen self-promotion and blatant puffery, he understood his times and profited from them brilliantly.

There's a story in his biography that goes something like this.

"In June, 1843, a herd of yearling buffaloes was on exhibition in Boston. Barnum bought the lot, brought them to New Jersey, hired the race-course at Hoboken, chartered the ferry-boats for one day, and advertised that a hunter had arrived with a herd of buffaloes, and that August 31st there would be a "Grand Buffalo Hunt" on the Hoboken race-course--all persons to be admitted free of charge.

The appointed day was warm and delightful, and **no less than twenty-four thousand people crossed the North River in the ferry-boats** to enjoy the cooling breeze and to see the FREE "Grand Buffalo Hunt." The hunter was dressed as an Indian, and mounted on horseback; he proceeded to show how the wild buffalo is captured with a lasso, but unfortunately the yearlings would not run till the crowd gave a great shout, expressive at once of derision and delight at the harmless humbug. This shout startled the young animals into a weak gallop and the lasso was duly thrown over the head of the largest calf. The crowd roared with laughter, **listened to the balcony band, which was also**

furnished "free," and then started for New York, little dreaming who was the author of this sensation, or what was its object.

Mr. N. P. Willis, then editor of the Home Journal, wrote an article illustrating the perfect good nature with which the American public submit to a clever humbug. He said that he went to Hoboken to witness the buffalo hunt. It was nearly four o'clock when the boat left the foot of Barclay Street, and it was so densely crowded that many persons were obliged to stand on the railings and hold on to the awning-posts. When they reached the Hoboken side a boat equally crowded was coming out of the slip. The passengers just arriving cried out to those who were coming away, "Is the buffalo hunt over?" To which came the reply, "Yes, and it was the biggest humbug you ever heard of!" Willis added that passengers on the boat with him instantly gave three cheers for the author of the humbug, whoever he might be.

After the public had enjoyed their laugh over the Buffalo hunt, Barnum let it become known that he was the author of the joke. Of course, their cry of "charlatan," "humbug," and "swindler" was louder than ever from that time, but Barnum never objected to being called names. The more advertising the better.

But here's the catch. Barnum had negotiated with the ferryman the day before. He had asked him how much he normally makes in a day. Normally he ferried an average of 1000 people a day. Barnum offered to pay him double his daily fee if he could hire him for the full day. The man agreed. The day of the 'hunt' he had ferried over 24,000 people for much less than if he had charged full price.

Barnum also hired men to run the concessions and shared in those profits as well.

He was quite famous for pulling off great marketing stunts like this. You can pull it off too. Remember my story about having a roller blade world record speed contest? No one set the record but I was able to garner quite a bit of a local stir.

I pulled out Barnum's stunts and we split the profits with all the concession owners that day by telling them it went to charity which was tax deductible for them and me. It was a week day event and they were not working their normal weekend Art festivals or country fairs. Our event not only didn't cost me any money; with concessions and the entry fees I ended up not only breaking even but a small profit was realized. . All for the sake of promoting my screen printing business.

However you don't need a big stunt or even publicity to do a great event. It can be very low key or you can go over the top like the Dallas Mavericks Basketball Team owner Mark Cuban. Whatever it takes to get your name in lights.

HOW TO



1. ☐ Plan at least 2 months in advance
2. ☐ Who are you going to invite? Make a list and ask yourself why you want them there
3. ☐ Why are you doing this? What is your ultimate outcome?
4. ☐ What do you get out of it?
5. ☐ Prepare all marketing with your Joint Partners.
6. ☐ Get their logos from them along with any other data they want you to use.
7. ☐ Create banners, posters etc
8. ☐ Create a sign in sheet or a registration desk where people must give you their contact info.
 - a. ☐ Have a drawing for a free give away
 - b. ☐ Have your partners give away something as well

QUESTIONS



1. What can you do to host an event?
2. Where?
3. Who can you get to help pay for it?
4. Can you sell advertising?
5. Who would come?
6. How will you invite them?
 - a. Email?
 - b. Letter
 - c. Have you called the media? To Promote Your Event....to Record Your Event?
7. Will you video or audio record it?

COSTS



1. If you gather advertisers to pay for being a sponsor you'll end up paying nothing. But printing materials to get sponsors costs as well.
 - a. Costs for marketing materials for an event can run around \$1500
 - i. But...you can talk to your sponsor prior to your event and get a check from them to help pay for costs...especially if it's for a charitable event with you being the HOST.
2. This is the only way I do it...so...I say...NO COST

Notes:

Chapter 6

Write a White Paper – What You Know Makes You and EXPERT!

What is a white paper? I've heard that question a thousand times. To put it simply, a **white paper** is an authoritative report. It makes you the expert. White papers are used to educate customers, collect leads for a company, or help people make decisions.

Why? I'll repeat and repeat and repeat. To get emails email emails....or some form of contact information from your prospects. When they give you their email they are giving you permission to talk to them. Take advantage of that permission but do it wisely.

I've written hundreds of white papers for as many industries over the past four years. They have become the staple for many industries.

Simply stated it's a paper that will educate your customers to make a better decision on doing business with you. Once you finish your white paper have a creative department make it look pretty, more like a book, turn it into a PDF and post it on your website so people can download it for free or you can charge for it.

Whatever you decide, do it today. You'll see an immediate increase of interest in your business and a huge increase in hits to your website.

Writing a white paper isn't much different than writing marketing copy except it needs to be more concise in its direction. Are you writing to self market or to help your customers make an informed decision? I hope you answered to help your customer make an informed decision. Some things to consider:

- State the pains and problems your customers may have. State them before they even ask
- State the solution / benefit that you offer through your products and services
 - State why uniforms make them look more professional
 - Make an argument on promoting their company with other items that you provide and why they need them.
- State the benefits. My dad had a joke he always liked telling. "A fat wallet makes a man look taller, smarter and better looking." It's true in a way. People are always looking for ways to be smarter, taller or better looking.
 - Benefit: Will make you look professional
 - Benefit: People will feel more comfortable around your staff
 - Benefit: What about the plumbing, cable or electrician that comes to your home. You can put people at ease by having your staff in a uniform.
 - Benefit: It's a walking billboard
 - Benefit: It will save you money by _____
 - Benefit: It will save you time by _____
- This can be a time to state features but NOT in your headline or opening statement.

- Features are
 - It's 3000 thread count
 - It's made from 100% silk
 - It's imported

Writing a paper is fairly easy if you set it in your mind that you are only creating a paper that will educate your customers.

HOW TO



1. ☐ Start off with a sheet of paper and write down at least 10 things you can educate your customer about.
2. ☐ If you can't come up with anything use some of the article boards for ideas
3. ☐ Once you have some ideas, prioritize them.
4. ☐ Start with number one and just write. We aren't looking for great grammar or spelling yet...just get it on paper.
5. ☐ Write at least enough to fill one or two pages...but no more.
6. ☐ Edit it and create a PDF.
7. ☐ Email it to your list AND post it on your website and blog (to charge for it is up to you)
8. ☐ But remember the ultimate idea is to gather prospects contact information.

QUESTIONS



1. Would I want to read your white paper?
2. Does it educate the consumer to the point that my business is the obvious choice?
3. Does it include a CALL TO ACTION like CALL NOW or Join Now and get something FREE.
4. Did I include my contact information in the white paper?

COSTS



1. This will only cost your time to implement. NO COST

Notes:

Chapter 7

Introduce a New Product or Service – How to Increase Profits by 300% or More

So many times we get caught up with our one line of product or service we often overlook introducing other products or services TO OUR CURRENT CUSTOMER BASE. I've come up with hundreds of products and services for myself or other businesses that compliment current services and market them not to new prospects but my current customer database. You know...the folks with money. They have money because they've already spent it with you.

I can't count the businesses I've consulted that haven't contacted their current customers in years. And then wonder why they are constantly on the hunt for more business.

By releasing a new product or service or letting my current customers know *what else* I do, it really gives me a reason to stay in touch with them. The love me, and they will buy.

In the embroidery business we can do many things and market one a month. Think about these ideas to keep in touch with your customers.

1. Steal the logo from your prospects website and create a sample with your work and deliver it via FEDEX directly to the person you need to talk to.
2. Design 12 (or more) postcards that talk about a different product each month
 - a. Sweats - January
 - b. Long Sleeve Dress Shirt - February
 - c. Jackets - March
 - d. Towels - April
 - e. Tee Shirts - May
 - f. Aprons - June
 - g. Golf Towels - July
 - h. Polo - August
 - i. Cap – September
 - j. Bag - October
 - k. Coats - November
 - l. Leather Bag – December (Christmas Gifts)
 - m. And whatever else you can embroider
3. Have a sale for a different product each month

By staying in touch with your prospects and customers you will see an increase in sales. And honestly our customers appreciate it when we do their work for them. It also gives them ideas.

Other services or products you may consider:

1. Graphic Design
 - a. We'll create you logo for you if you don't have one
2. Help create a full marketing campaign for your clients...at a fee of course
 - a. They be happy to hand off the job to you
 - b. You'll see more revenue

3. Offer to coordinate the fulfillment of all their marketing campaign materials from all sources.
 - a. In my own printing business I used to own we would bring in 20 to 30 different marketing pieces and 'kit' them, then ship them to thousands of locations. Some of the things we did were:
 - i. Buy boxes
 - ii. Assemble Mobiles
 - iii. Box up all printed banners, posters, postcards, etc for the fast food industry and mail to each location.
 - iv. We charged \$25 per box. I hired temp help at \$8 an hour.
4. Create marketing campaigns for your customers.....to their customers. Help them with their marketing
5. Create a Gold or Platinum Level membership based website where you store your customer's products, inventory and images.
 - a. They can order from anywhere in the world and you'll ship it.
6. Warehousing. Charge to stock your customer's products. We've done this in businesses we've owned by charging \$75 per pallet and it keeps the stock out of your customer's way.

Brainstorm with your team and you'll be sure to come up with many new ideas on new products and services you can sell to you current customer base.

HOW TO



1. ☐ Sit down with a few people to brainstorm
 - a. One should be on your management team
 - b. One should be on your employee team
 - c. Another should be from outside your company
2. ☐ List as many ideas you come up with. There are no stupid ideas. If there were stupid ideas we wouldn't have Virgin Wedding Dresses. (from a company that has it's roots in music bought out of a magazine)
3. ☐ Decide on one idea, product or service that will
 - a. Either bring you the most amount of money quickly
 - b. Or will bring you revenue but will cost less to implement
4. ☐ Refine it with your team and design marketing around it.
5. ☐ Send the announcement to your CUSTOMERS...not your prospects. We'll let them know later. Let them know you are contacting them first.

QUESTIONS



1. Did you brainstorm yet?
2. What ideas seemed to pop in your head?
3. Why haven't you tried this before?
4. What has held you back previously?
5. Who will you need on your team?
6. What resources will be needed?
7. Have you set a date for rollout?

COSTS



1. Introducing a new product or service is a tough financial question to answer. It could cost you zero by merely marketing what you already can do...or it can cost tens of thousands of dollars to roll out. I'm going to leave this one for you to figure out.
2. Personally I like going cheap....I roll out what I can safely afford without putting my company in jeopardy.

Notes:

Chapter 8

Bonus #1 - Create an Affiliate Program

By creating an affiliate program you can get your customers selling for you and put money in their pocket as well as yours.

Most of us are familiar with affiliate programs. Just about everyone has one.

Some great websites to see where you can add your program or join some:

- www.affiliatescout.com
- www.cj.com (Commission Junction is one of the most popular)

Not only will they help you create a plan they will help you launch and advertise your business.

Ebay, Amazon, GoDaddy, Vonage and Netflix are just a few companies that pay you for sending them customers. Typically you get 5%-20% commission, cash, or free months of use just for sending them customers.

You can create your own program and see a huge jump in revenue. We started an affiliate program in one of my past businesses and we saw 70% of our revenue from affiliate sales. That business went on to be a \$125 million dollar business in 2004.

HOW TO



1. ☐ Go to one of the affiliate creating sites listed above
2. ☐ Create a good commission that you will pay for a referral based on gross sales or a flat fee for each new customer. Note this is not for just a list of people...they actually have to buy something before you pay anyone. It's like an outside sales person on commission.
3. ☐ Advertise it on your website and send the new link to your customers and prospects. You'll be surprised at how many people will sign up for your affiliate program that are not nor will they ever be your customers. I know of one lady that has never started her own business and sells nothing but everyone else's affiliate products. She's made over \$800,000 dollars last year just by selling affiliate programs. So get your own affiliate program started today.

QUESTIONS



1. What do you plan to get out of creating an affiliate program?
2. Can you handle the influx of business?
3. If not, what can you start planning to do right now to handle the influx?
4. Can you hire people fast enough?
5. What other issues could affect your business if you suddenly get busier than normal?

COSTS



1. Most affiliate tracking services charge a monthly fee of less than \$50
2. You can also buy software for around \$300 with no additional monthly fees but you'll need to pay someone to install it for you. A good company is www.idevdirect.com
 - a. This can run around \$2500 to \$5000 dollars so depending on what your uses will be you should opt for the monthly fee.

Notes:

Chapter 9

Bonus #2 - Who's Taking Care of YOUR Customer

It isn't you. It's your competition. If you aren't giving your customer every way on the planet to do business with you, I can guarantee they'll go with someone that will give them the option they prefer. Most people today want easy to use internet ordering, including your wholesale customers. I know mine do. But take a look at the many options for taking orders and see if you are offering each customer their preferred option.

1. Email. Have you created order forms that are suitable for email?
 - a. Are your order forms trackable in an automated database?
2. Online (your website). Do you have a shopping cart on your website? If not it's relatively easy to set up. If you are IT challenged you should hire someone to do this for you. Many of the web site hosting sites have some sort of e-commerce or shopping cart, available in your back office on your website.
3. Fax. Old school but I still have some old school people that prefer to print things out and fax them to me. You can sign up for online faxing at www.efax.com
4. Telephone. Obviously some people are just plain lazy and want to call their orders in. Make sure your customer service team treats every customer like gold....because they are. Make sure you have enough lines so customers don't have to leave voice mail or wait to be on hold.
5. Text. More and more people are resorting to text messages on your cell phone. Personally I hate texting. I have a rule with anyone I know; If you have something to say that's going to take more than 3 messages you have to call me...no texting. But I still have that one customer that only wants to text me. Drives me nuts but I'll take his order any way I can get it. If you don't have a phone with this capability, I guarantee it won't be long.
6. Mail. Not many people order by mail any longer but you just never know. I include an order form with a prepaid envelope with every order form I send out. You just never know when grandpa Jones might place an order from the farm.

Chapter 10

Close – Get it in Gear

I hope these ideas have stimulated your brain. I could list literally hundreds of ideas on how to jump start your sales but these are the ones that have been the most successful for us over the years.

Get with your team and start talking about what you need to do to get at least one of the rolling today. Don't procrastinate or you'll never do it. Make it a priority with your team. Give them a deadline for just one and start from there. Put together a budget and put together a plan to do something today. Don't worry too much about not being able to make it perfect.

It never has to be perfect to start. You can perfect it as you go. Keep trying new things until you hit on one idea or one headline that really works.

- Plan
- Execute
- Review / Track all Marketing
- Do these three over and over until you see success

I know they work because I've done them all. Each business is unique in its own way just as you are unique. So find one that works for you and stay at it.

A word of warning about trying something once and not using it again. It might not work the first time. But you have to keep trying and trying and trying again until you find the one idea that really works for your business. I hear people say all the time, "I tried that and it didn't work.

First I make them clarify what they mean by, 'didn't work'. What didn't work? The headline? The copy? The Graphics? Without continually trying something and making small trackable changes you'll never know if your one idea just might work.

Other Ideas

Client Profile Sheet. Goldmine, ACT! or Outlook can help you create a client profile with notes. Create your own for yourself and tell your customers who your perfect customer is. When I owned a wide format printing business my perfect client was this:

- Used large format printing and screen printing. That includes banners, posters, backlit signs, vehicle graphics and other large printing
- Spends at least \$10,000 a month
- Easy to get along with (I would not deal with jerks...neither should you)
- Already educated in our industry or willing to learn
- Has a minimum order of 1000 pieces for each order (no small runs, order on a consistent basis.

Vacation Postcards: Send your clients postcards while on vacation

Feedback, Testimonials and Compliments. Send your customers positive feedback...not negative...on a hand written note card. Ask for the same and add testimonials to your marketing.

Time- Sensitive Information. See something that relates to current events? Send it to your network or prospects.

Ads. See your client in the newspaper? Clip and send to them. I saw Tim Sanders first book on the cover of Fast Company Magazine. I hadn't seen Tim in 6 years. I immediately took the cover and blew it up to 6 feet tall and mailed it to him. He still has it to this day. You don't have to be that drastic but it helps.

Articles. If you come across a great article cut it out and send it with your own comments in a letter envelope....I like to use stickies.

Moving? You move for one reason and one reason only...you are growing. Got it? Let everyone know.

Special Occasions. Do you know your clients birthdays? Anniversaries? Birth of a child? Promotion? What ever the case send a hand written card...yes the kind you buy at the store. Do not send the generic thank you cards or preprinted cards with your logo on it. That's lame.

Inside Info. See something cool or interesting your client would like? Send the info to them. They'll appreciate it. For me...if you see a new cigar hit the market; send me the link or magazine you got it out of.

Coffee Break. When you send a proposal or marketing materials...send your client a Starbucks \$5.00 card as well. Ask them to take a coffee break and actually read your materials.

Top Clients. I send my favorite book or DVD to my top clients. I only listen to business books and only read business books so it's not hard to give away great books especially on marketing.

Leads. Tis better to give than receive. Give first...ask for leads later.

Be memorable. Don't just hand out a card hand out something special. I know a lady in Burleson, Texas, She's run the bank there for over 50 years. She doesn't hand out her business card... She hands out a card that says this:

“You are a child of God and are very special!”

That's it...doesn't that make you feel special? I sat in her bank one afternoon talking to her about 100 other things. Mostly business. I still can't tell you what we talked about. But I still have that card on my wall. That is memorable.

Create Your own Networking Group. I like to smoke cigars. I created my own cigar group here in Dallas on <http://cigar.meetup.com/52/>

You can create your own group for anything you like. Through my group I've been able to give and send referrals. It's why I created the group. I can smoke a cigar at any cigar store. But with my own networking group I created I get to help people and help myself in the process. What do I sell? Nothing! I help business owners make more money faster! Gotcha didn't I? Now it's your turn to ask..."How do you do that?"

Resources:

www.timsanders.com Tim Sanders, former CSO at Yahoo has written 2 books on building your business. His new book is due out the fall of 2008.

www.48hourprint.com (online print company that's fairly inexpensive)

www.root3design.com Root 3 Design is owned by Kevin Seitz a world famous web design company based in Denver, Colorado. His design is awarding winning and is a compliment to great marketing 'copy'.

www.nobsbooks.com - Dan Kennedy is a world famous Marketing Guru.

www.theembroiderywarehouse.com Josh Paschal is the owner of The Embroidery Warehouse a "Used Embroidery Machines" business in Fort Worth, Texas

If you need help in implementing your marketing strategy please feel free to email Michael at Street Level Consultants at **info@streetlevelconsultants.com**