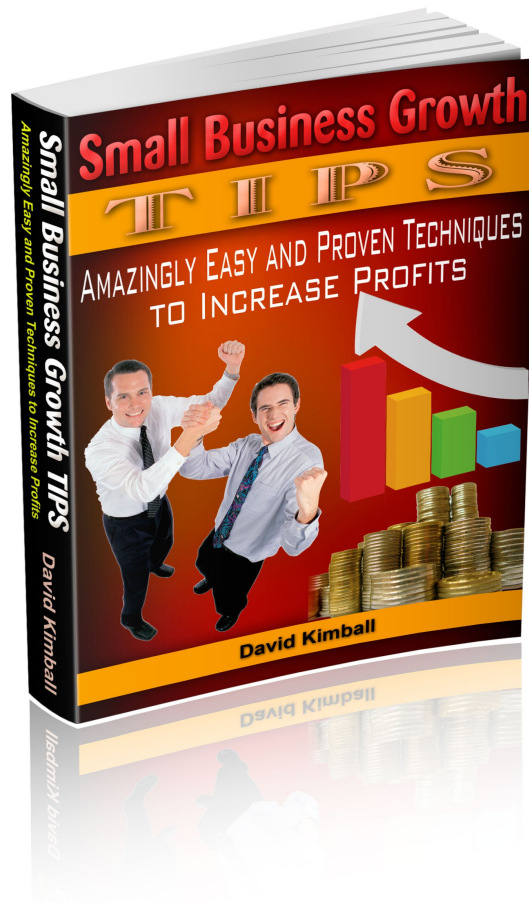


Attention Small Business Owners ...

**"FREE Weekly Business Growth Tips  
Reveal Amazingly Easy and Proven  
Techniques to Increase Profits!"**

**Grab Your Subscription Today at NO COST!**





**Hello Fellow Small Business Owner!**

What you hold in your hand is the first of your no cost weekly mini business growth coaching sessions. They are geared towards helping you grow your business!

**Get the full scoop and sign up now at**

**[www.MarketinStrategiesAndIdeas.com/fc](http://www.MarketinStrategiesAndIdeas.com/fc)**

There are also plans to create audio and video copies to help you learn wherever you are or whatever learning style suits you best.

Do not miss a single coaching session, sign up today!

Helping you to learn, earn, and serve,

David ☺

David Kimball  
marketing-strategies-and-ideas.com

## The Small Business Growth Tips Series Presents .....

### 4 Keys to Small Business Success

**ONE - You must always know how much it costs you to get a new customer.**

The majority of business owners I speak with do not have any idea how much they really spend on marketing their business and they do not know just how much a new customer, patient, or client costs them.

This information is crucial because once you know what a new customer costs, you can look for ways to lower your costs and increase your income.

To determine your cost to get a new customer is pretty easy. Just take a look at how much you spend on marketing for a year and divide that amount by how many new customers you gained.

If you spend \$10,000 marketing your business, for example, and that gets you 100 new customers – then you know that each new customer costs you \$100. Once you know your current cost of a new customer, you can then try different ways to minimize that cost which will increase your income.

**TWO - You should always know the lifetime value of a new customer.**

When looking for ways to get new customers, you must look beyond the value of just your initial sale to them and consider what they're worth over the lifetime that they do business with you.

You may have to take a guess here if you are just starting your business, but if you have been in business for some length of time you should be able to take a look at your client list and get a rough idea of how long someone continues to do business with you and how much they spend during that time.

This number will vary depending on the business you are in, but let's say you are a chiropractor and your typical patient stays with you for five years and spends \$1000 a year with you.

This gives you a lifetime value of \$5000 per patient, and knowing this number can be real handy when trying to develop new marketing methods for your business.

**THREE – You must always test and measure your results.**

Your primary goal in business should be to get as many new customers as you can for the lowest possible cost, while of course continuing to sell to your existing customers.

Once you know things like the lifetime value of a customer and how much it currently costs you to get a new customer, you can then test different marketing ideas to see which brings you the most "bang for the buck." You can often see dramatic gains in your business by increasing your marketing results just a few

percent in one area, but you will never know which efforts are paying off unless you have ways to test and measure your results.

For example, let's say you currently have a newspaper advertisement that costs \$500 and every time it's run, you gain 5 new customers. That means each customer costs you \$100.

The next time you run the ad, consider changing the headline you use or the offer you make (change only one thing at a time so you know what's responsible for your results) and have the newspaper do a split test so  $\frac{1}{2}$  of their readers see your existing ad, and the other  $\frac{1}{2}$  see the new advertisement. In your ad you can have a special "dept. number", "priority code" or phone "extension" that's unique to that ad so you can track which advertisement brought you the most results.

Online it's even easier to do small, inexpensive split tests like this and if you test often and track the results you get, you will soon know which marketing methods and offers you make bring you the most customers for the least investment.

#### **Four – Do all that you can to encourage people to Know, Like and Trust You!**

Take just a moment to consider those businesses that you patronize whether they're in your town or on the internet. Can you think of one that you do not know, like or trust?

Given a choice, who would you be more likely to give your business to - the fellow selling televisions from the empty corner lot who's there one weekend and gone the next – or the television store who's been in town for 20 years and you see advertising in the paper every week?

Whether buying a product or service, consumers are always weighing the risk of doing business with someone compared to the benefit they get from buying from them, and as a business owner, anything you can do to minimize the risk and encourage people to know, like and trust you will benefit you tremendously.

**Here are some simple things you can do to help people know, like and trust you:**

**1) Be visible.**

Whether you are a sole proprietor or a company with thousands of people, people like to know they're dealing with real people. Tell people your name and what your background is, and if you have employees that deal with customers, see if they're willing to be mentioned publicly on your website or in your promotional materials.

**2) Make it easy for people to contact you.**

You can make it easy for people to get in touch with you, both before and after the sale, by posting your phone number(s) and email addresses on your website, and be sure to post your full address and even add a map to your location if you can. You can also have a simple contact form on your website instead of (or in addition to) your email address, and be sure you respond to inquiries in a timely matter.

**3) Offer a guarantee of some kind.**

Many business owners fear that guaranteeing their work will allow people to take advantage of the products or services they're selling, but the truth is that while you may have a small percentage of customers take you up on your money back offer, you will likely get such a huge boost in sales that will more than make up for the few refund requests you might get.

Take a look at the guarantees most major retailers offer today. These companies test just about every component of their sales process, and do you think they would offer guarantees if it did not help them increase their sales? Almost every major retailer I know offers at least a money back guarantee, and many will do better than that and even refund the shipping charges you paid and some even pay for your costs to return an item to them!

#### **4) Provide value before the sale.**

One of the best ways to encourage people to know, like and trust you is to provide value to them before even asking them to purchase something from you.

Providing value to prospects through a newsletter like this is one way I provide value before I ask anyone to buy from me, and you can also put on seminars or webinars where you provide some helpful information to people beforehand.

If your product or service is the kind that can be easily demonstrated or sampled by someone, you can also offer a free trial to people and allow them to see firsthand the benefits of whatever it is that you are selling.

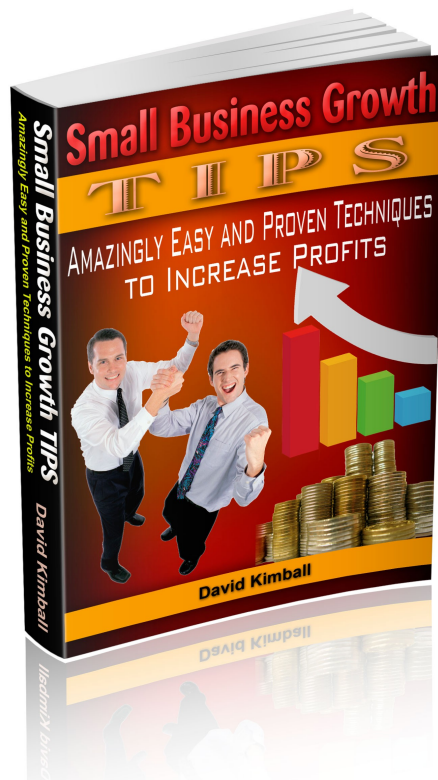
I hope you have found these **4 Keys to Small Business Success** helpful and I think you will find they have the power to multiply the effects of whatever marketing methods you are using to promote and grow your business.

Helping you to learn, earn, and serve,



David Kimball

# Practical and Profitable Tips and Advice You Will Use Immediately to Fuel Real Business Growth



Be sure to sign up for these weekly business growth coaching mini sessions today!



[www.MarketStrategiesAndIdeas.com/fc](http://www.MarketStrategiesAndIdeas.com/fc)