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THE HARDER YOU WORK THE LUCKIER YOU GET.

Are you putting in as much effort as you can?
Think of the impact on your results if you did more!

Here's a recap of what we covered last month...

The Power of Personalisation:

- Part 2 of how to write sales letters that sell.
- Using a comic to rise above the clutter.
- Creating and using your linkedIn account to target and acquire more customers

FIND OUT HOW TO MAKE THE
MOST OF WHAT YOU KNOW TO
INCREASE YOUR SUCCESS!

TURN OVER TO THE NEXT PAGE...



The Harder You Work, The Luckier You Get!

I remember my A levels results day well, mainly because of all of the tears that were shed, not only by myself but many others too.

But does it really matter?

Of course to many young adults it does. Right now, their results mean everything to them. But they don't have the virtue of experience that comes with age. Not everyone is suited to university (something that the government and many schools seem to have forgotten here in the UK). Many of the most successful people in the world didn't go to university.

There is of course, more than one way to achieve success.

We have interesting discussions on this topic in the office, mainly that most of us didn't go, but here we are in jobs that we both enjoy and are succeeding in. Even those of us that did go didn't necessarily study the profession that we now work in, the

job has come mainly from experience and working our way up.

'Success has more to do with attitude, and that, in essence, is the point of this opening article.'

**What are you about?
Are you really willing to put the effort in to hit your targets? Hit your goals? Hit your dreams?**

In my experience, very few business owners really are that serious about growing their firms. They love the sound of it, but hate to put the effort in. Ultimately, there's nothing wrong with that. If that's where they want to be and where they want to end up, that's fine. But achieving success, unless you're very, very lucky, depends on hard work, implementation and

several other important behaviours that I frequently touch on in this newsletter.

For example, to dedicate more time to 'being successful' it may involve changing your behaviours and starting work earlier. Having less sleep may sound awful but it's a case of choosing your own destiny to make better use of your time.

If you think you can't do it, you can. You can change. You can develop the success mindset. It takes 30-40 days to change and form a new habit. Just bear in mind, money is attracted to people with a great work ethic.

Only a small percentage of successful people are lucky and as the great Gary Player said, 'the harder you work, the luckier you get'.



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7 Proven Strategies You Can Use Right Now To Capitalise On Your 'Acres Of Diamonds'

When you're constantly looking to acquire more clients, customers or patients it's easy to forget about your most prized asset – your EXISTING ones. This is a mistake I see often. In many ways, it's easy to understand why existing customers are neglected, but it's no excuse.

Growing your business is challenging (I don't need to tell you that). But having strategies to retain existing customers and to maximise profits from them are without doubt the quickest, easiest and most cost-effective ways to grow your business and give you the income and earnings you desire.

So let's take a look at the different strategies you can use right now to capitalise on the relationship you already have with your existing customers...

Strategy #1: Increase your prices/fees annually

The best and easiest way to maximise profits is to increase your prices or fees.

This is a no-brainer. Systematically increase your prices by at least 15% every year. You'll be surprised how few customers you lose as a result and the ones that do leave are the ones you don't want anyway (price-conscious).

The reason why price increases are so successful is because you're not charging enough right now anyway. There's a significant element of added value which you can capitalise on – and increasing your prices is the easiest way to do this.

Strategy #2: Wow your customers with moments of truth (MOT)

One of the best ways to add value, build strong relationships and retain customers is to use MOT.

I discuss MOT often in these pages, but if you're new to my work, MOT are the steps you take at each interaction with your customers to ensure their experience with you is exceptional. If you focus on every interaction you have with a customer and make this the BEST it can be each time, what you're doing is creating a world-class service.

You'll retain far more customers and strengthen the bond you have with them, making them less susceptible to the advances of your competition.

Strategy #3: Tell them what you sell

I know this sounds almost ridiculous, but guess what? Your customers don't know what you sell.

How many times have you spoken to a customer and they've turned to you and said something like, 'We've just gone to ABC company for XYZ'. Only for you to turn around to them and say, 'Didn't you know we do that?'

This is more common than you think. I guarantee it's happening right now!

Plus, it also brings into focus that if they don't know what you offer, they won't even think of buying it. So making them aware of what you sell will prevent many customers from sourcing these products/services service from other suppliers and also increasing the likelihood of them buying from you.

The 2 easiest ways to do this are as follows:

- 1. Include a list of your products/ services with short descriptions in your newsletter (see next strategy). This can either be within the newsletter itself or as an insert.**
- 2. Send a letter 4 times a year making customers aware of what you sell. A good way to do this is to use a tick-box approach whereby you ask them to tick the products/services they would like more information on. You then follow up with those who want more information. This strategy alone will yield significant income opportunities for you.**



Strategy #4: Send a monthly printed newsletter

This is still one of the least-used strategies, but sending a printed monthly newsletter to customers is one of the best things you can do.

Done right, it can achieve all of the following for you...

- **Help retain customers**
- **Get customers to buy new products or services from you**
- **Motivate customers to buy more existing products or services from you**
- **Keep customers engaged with you, strengthening your relationship with them**
- **Differentiate you from the competition**

To begin with, keep it simple. 4 pages is ample, but your goal should be to increase to 8 pages eventually.

Strategy #5: Segment your customer list

Segmenting your customer list is something that very few businesses ever do. Instead, they treat every customer in the same way. However, customers are not created equally.

Pareto's '80/20 Rule' is applicable to your customer base. 80% of your profit will come from 20% of your customers. 80% of your headaches come from 20% of your customers, and so on. It is vital that you identify who your best customers are, so you can focus on giving them the attention they deserve.

Strategy #6: Contact your best customers

Now you've segmented your customer list, you can start to communicate more often with your best customers.

Of course 'how' you communicate with them depends on what you sell and can include meeting your better customers in person,

by telephone, by letter or by email (ideally a mixture of two or more). This is such a simple strategy, but it is always successful.

Strategy #7: Customer appreciation event/sale

Once a year you should organise a 'Customer Appreciation Event/Sale' either at your office, at a local hotel/restaurant or simply by letter or email and treat your best clients. Once again, you'll be surprised how much extra business this generates for you.

There are of course, many more strategies you can use to generate more and more business from your customers. These 7 strategies are a good place to start!

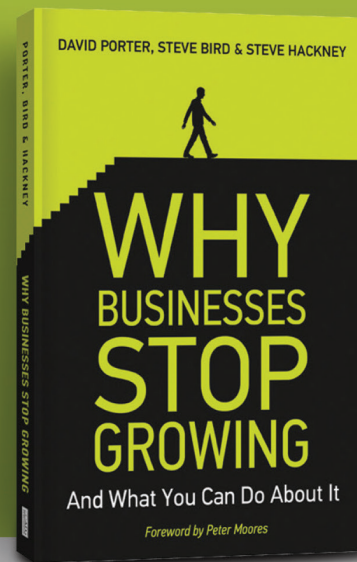
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Creating A 'Customer Offer Letter' To Quickly Increase Sales

Here's another analysis of a winning Marketing Piece and an explanation of why it worked.

This will help you understand how the Marketing Assets work in harmony with this particular Marketing Piece and show you how to do the same.

The other important thing to mention about the proven winners we show you in this newsletter, is you can 'swipe' them for your own business. Swiping doesn't mean copy, but you can use the basic fundamentals of each Marketing Piece and apply them to your business.

In other words, you can use these examples as templates for your own business – helping you increase your sales and profits further.

This month we're analysing a 'Customer Offer Letter' which will show you, firstly, how easy it is to generate significantly more sales from your existing customers and, secondly, how simple offers to customers on a regular basis will multiply your sales and profits (see previous article). Remember it costs very little to market and sell to existing customers. As the previous article mentions, your customers are your 'acres of diamonds' – your hidden goldmine!

If you're NOT creating an offer every month and sending it to your existing customers, you're missing a huge opportunity.

Here are the details (the letter is shown in full on the next page)

Industry: Eyewear

The Results: This offer letter was sent to existing customers in an effort to sell off excess stock. Within 7 days the entire stock was snapped up by existing customers.

Why it worked so well:

1. **When the offer is strong it's so easy just to lead with it in the headline.**
2. **The opening is a proven way to start any letter on the provision that your letter is going to be short and to the point!**
3. **Communication of the offer in full. Remember, a good offer has to be easy to understand and include a 'stimulator' (getting people to respond now – rather than later).**
4. **Expansion of the offer and the added incentive that the offer is only available to existing customers.**
5. **As we said above, scarcity is important with all your offers. What you want to do is reduce procrastination. The more specific you are, the better. As we mentioned above, this offer actually sold out in just under 7 days (not 10 as we initially thought).**
6. **Strong call to action.**
7. **In this instance testimonials weren't required because these customers had already bought the product. Notice the P.S. – it reinforces the offer!**

MARKETING STRATEGIES THAT DELIVER DIRECTION AND RESULTS



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Creating A 'Customer Offer Letter' To Quickly Increase Sales

<Name and Address>

1

Buy 3 Atlas frames and get one FREE

Good Morning <First Name>,

This letter is going to be short and to the point.

2

Buy any three Atlas frames and get **one FREE**. That's it. No strings. All I ask is you choose your FREE Atlas frames from models A6, A7, A8, A9 and A13 (please see your Olympus Brochure).

3

We're getting to the end of the year and I've just finished doing my annual stock take. The children's models A6-A9 and A13 are surplus stock. Just buy any three Atlas frames and choose your FREE frame from these five models. By the way this offer is only available to our current customers!

4

There are only 694 FREE frames available. I expect to sell out within the next ten days - so you'll have to be quick to take advantage!

5

Call us now on <Number>, or speak to your Olympus Sales Agent. Alternatively complete the "Urgent Fax Back Form" enclosed and fax it to us on <Number>.

6

Thank you for your continued business.

Kind regards

Gary R Goulden
Managing Director

PS Remember this offer is only available while stocks last. Call us now on <Number>.

7



7 Mistakes To Avoid If You Want Your Blog To Be A Roaring Success

As we've discussed several times before in articles we've shared with you here in the newsletter, blogging in your business is a key ingredient of your online marketing.

You see, getting people to your website is one thing, but having a blog that brings people back is even more important.

What's the secret?

Why do some blogs thrive and others fail? If your blog isn't bringing in the folks back to your site, don't worry.

The good news is you're not alone. Most blogs don't get the traffic or the attention they desire.

What follows are the top mistakes made by business owners with blogs (and how to fix them).

HAVE YOU READ OUR BLOG?

Keeping you informed about business, tax and marketing related news and information.

viewpoint  viewpointbusiness.co.uk/blog

Mistake #1: It's all about you

Nobody gives a hoot about your products, or services or about you, or your company.

What do people really care about? Solving their problems, getting access to great information and recognition.

If you can provide content that focuses on the challenges faced by your readers, you'll grow much quicker.

Mistake #2: You're overselling

Have you ever been to a blog that contains so many ads that there's almost no room left for the content? People are repelled by marketing messages. You wouldn't wrap a wedding gift with coupons, would you? If you want to keep readers, tone down the selling.

Great blogs deliver commercial-free gifts in the form of valuable content. That means very subtle ads. When you do use ads, promote free content, such as a newsletter subscription or a special report.

Mistake #3: You're not embracing outside experts

Whether you're a one-person show or you have employees, have you ever considered shining the spotlight on outside pros? If you're not working with experts who could bring value to your audience, you're missing out.

Why not interview book authors in your space or experts at non-competing companies in the same space as you?

When you work with outside experts, you can grow a bigger following and form potential strategic alliances with the experts.



Blog frequency impacts customer acquisition, 92% of companies who blogged multiple times a day acquired a customer through their blog.

(Hubspot State of Inbound Marketing)

Mistake #4: You don't produce useful information often enough

Okay, so let's say that you buy into the notion that you blog shouldn't be about your products. The next mistake is producing content that people don't find valuable.

For example, let's say you produced an article titled '10 Things To Look For In a Wedding Planner'. Now that might be useful to people who've already decided they need a wedding planner, but what about couples that aren't sure of the value?

If you produced an article titled, 'The Ultimate Guide To Picking Wedding Music' or '5 Ways To Prepare The Bride And Groom's Reception Table', you'll get a lot more interest. And just maybe, some people will decide to hire you to help with their wedding.

Furthermore, research has shown that the more often you blog – the better your results will be. As a minimum you should blog once a week.

Mistake #5: You haven't made it easy for people to share

You might have great content that people love. But if you don't give folks an effortless way to share the content with their friends, that content won't live up to its full potential.

Be sure to include relevant sharing buttons for your audience.

Mistake #6: You aren't engaging enough people

Have you ever entered a small store only to find the cashier on the phone behind a desk, fully ignoring you? When people leave comments on your blog, you should engage them.

Try replying to nearly every comment left on your blog post and watch how quickly you create loyal followers.

Mistake #7: You're not giving people a reason to return

A surprising 80% of people who visit your blog are first-timers, according to some recent research. That means only 20% are returning!

If you want people to return, you need to encourage them to do so. You could offer people a free video tutorial if they sign up for email updates.

You could also employ social proof by showing how many people are on your subscriber list or customer list.

We've been blogging for a long time now and we're guilty of every one of the mistakes listed.

So don't worry – it happens to all of us.

With a few fixes mentioned above, you'll get your blog doing exactly what you want it to do – generate loyal followers and customers. Yes like most things worth doing, it does take time and effort, but it's worth it!





Creating a powerful, free 'widget' or 'lead magnet'

A 'widget' or 'lead magnet' is the term used to describe your free giveaway on your website, in return for getting the email address (and potentially other details) from as many visitors as you can.

We also call this your 'Secondary Objective'. So if your primary objective is to get the enquiry or sale, you use your free widget to capture as many visitors as you can who don't initially respond to your primary objective.

But this is only half the story. You see, once they get your widget, the key to your success IS to then follow up with

them regularly (remember, only a small percentage of visitors will buy from you during their first visit).

If you look at how any successful online business operates, you'll often see the use of a free widget and we can't think of any industry where the free widget isn't successful.

So let's take a look at how you go about creating your free widget...

Your widget should be a free 'something'. But a 'something' that's of high value to your visitors. For example, the following 'widgets' work really well...

Special Reports

These are best as PDFs (no cost to distribute). They should focus on giving your visitor quality information they can't get anywhere else; information that demonstrates and reinforces your expertise and why they should ultimately choose you.

The key, as with many of the things you do, is to create a name of the report which is irresistible to the visitor. For instance, here are examples that an accountant could use...

7 Simple Yet Little-Known Accounting Tips That Add Thousands To Your Bottom-Line Profits

12 Legal Tax-Saving Loopholes That The Government Don't Want You To Know About

The 7 Secrets For Creating A Mega-Profitable Business

Buyer Guides

Buyer guides are highly desirable. Typically, they are written to explain the pitfalls of buying your product or service and explain the multitude of options available to the visitor. Obviously, the guide is skewed towards you and how you operate your business. For example...

7 Common Pitfalls To Avoid When Choosing Your Accountant/CPA/Bookkeeper

Training videos

Training videos have a high perceived value.

Ideally, you should provide a transcript of each training video and a simple action plan or 'blueprint' to go with it.

Once again, your training videos should be focused on solving a big problem faced by your visitors.

Think of it as the 'Special Report' in video!

They do, of course, take time to create and produce, which is why so few people do them.

They don't have to be expensive to create, either. You can use free and simple software such as Audacity or Camtasia.

Books

Your own authored book is a great giveaway and of course represents fantastic value whilst demonstrating your expertise.

The key with giving away your book is to NOT charge for it, otherwise you'll significantly reduce the number of people who request it.

It is however good practice to charge for postage and packaging and this will also help to qualify people.

DON'T MAKE THIS COMMON MISTAKE...

It's very tempting when creating your widget to think you need to hold back on content, hold back on your expertise, hold back on your insights and shortcuts. THIS IS A BIG MISTAKE.

Give as much great content as you can. Sure, some people will take what you've told them and implement, but most won't. Most want YOU to be the person to help them. But for them to think like this, you have to give value.

No matter what you sell, you have so much expertise, so make sure you don't hold back when creating your free widget.

Your results will soar when you take this approach.



THE BUSINESS GROWTH SYSTEM

A tool for all your marketing needs.

OVERVIEW:

The "Business Growth System" has been developed in the UK and has helped thousands of businesses in over 250 different industries to get more customers and increase sales.

KEY FEATURES:

1. **Quick to implement**
2. **Most of the strategies are low cost or free to apply**
3. **Each strategy comes in a format with video tutorials, step-by-step instructions, examples and templates.**
4. **The system, when applied properly, WILL generate more customers, sales & profits**



CONTACT US TODAY TO START YOUR FREE TRIAL