



THIS MONTH'S FEATURED ARTICLES:

Pages 2-6:

Laws #6, #7, #8, #9 and #10.

Live your business life by these laws and you will increase sales and profits

Page 5: When do prospects turn into buyers?

The process of converting prospects into people that buy from you

Page 7-8: Using Social Media to Grow Your Business

Can you afford not to be part of this huge marketing opportunity?

THE 10 'MUST USE' BUSINESS GROWTH LAWS - part 2

If you're not already doing 85% of these things you're missing a huge opportunity to grow your business.

Once again this issue continues to explain the '10 Business Growth Laws' you can use to make a difference to your business today.

Having been developed over an 18 year period, If you're looking to grow your business these laws will make a huge difference to you very quickly.

LET'S CARRY ON
WITH LAW #6..

**TURN OVER THE
PAGE NOW...**



LAW#6

The 10 Must Use
**BUSINESS
GROWTH
LAWS**

ALWAYS TEST TO IMPROVE RESULTS

Testing minimises your potential losses and increases your success across each of the Business Multipliers.

To explain why you must test, here's a quote from advertising legend John Caples...

'I have seen one advertisement sell 19 times as many goods as another.'

This result was achieved through testing! For the same cost, one ad outperformed the other by 1900%. That's staggering.

Now we're not saying you'll achieve similar increases in response or sales, but we guarantee you'll see big improvements in the performance of all of your Marketing Pieces as long as you test.



LAW#7

The 10 Must Use
**BUSINESS
GROWTH
LAWS**

ALWAYS TRACK AND MONITOR RESULTS

To be able to test accurately you must track and monitor ALL your results from every Marketing Piece you use. Being able to measure every response provides invaluable information for your business and will help to transform it.



LAW#8

The 10 Must Use
BUSINESS
GROWTH
LAWS

ALWAYS FOLLOW UP

What would you say if, with a little more persistence, you could convert up to five times as many prospects into customers as you do now – would you be interested?

Let us explain...

A Sales Conversion System is the process you use to keep in contact with your prospects to increase the likelihood of converting them into customers.

In simple terms this is often referred to as 'Prospect Follow-Up'

The great thing about Prospect Follow-Up is that very few people do it. Research has shown that 80% of sales are made on the fifth contact, yet by then almost 90% of salespeople have given up (Thomas Publishing Company). This means those who follow up correctly will always gain more customers. You may find the following research results very interesting...

- Out of 10,000 people who responded to advertising – 22% received the information more than 65 days after their request, for 12% it took more than 120 days to receive their information, and 87% were never contacted by a sales representative.
- A recent study conducted by Tom Rayfield, a UK direct-marketing expert, showed that companies are very poor at follow-up. Taking 200 randomly selected advertisers, he replied to them all to measure follow-up responses.
- To his amazement, the average time taken for people to reply to him was 8 days, and 17 companies (8.5%) didn't even bother to reply!
- Dr Jeffrey Lant, a renowned marketing and research consultant, reasons that most buying decisions are made after 7 contacts over an 18-month period. He calls this the 'Rule of 7', and many more studies support this.
- A recent study conducted by Performark (a research company in the USA) showed how few companies follow up properly or even at all.

What you need to do is make a positive impression on the prospect at each contact. By doing this you speed up the sales cycle and keep more prospects in it – resulting in more sales. Eventually your persistent (but not so persistent that it pressures the prospect) communications make it virtually impossible for the prospect to refuse you.

Always remember this...

If one of your contacts has a less-than-positive impact on your prospect, their interest drops, making it harder for you to close the sale. This is a basic but very important strategy for you to apply and understand.

The diagram on page 5 shows why follow-up is so important...



WHEN DO PROSPECTS TURN INTO BUYERS?

Contact 1

Marketing Strategy Used



50% of sales people have already given up

Contact 2



65% of sales people have already given up

Contact 3



79.8% of sales people have already given up

Contact 4



89.8% of sales people have already given up

Contact 5



80% of sales are made on the fifth contact, but only 10.2% of sales people are still following up.

Contact 6



In all likelihood you are the only person to be following up at this point

Contact 7



'The Rule of 7' after 7 contacts 94% of prospects will buy at this point.

Contact 8



You'll have secured the business of almost every client or customer at this point!

YES!

Prospect converts into a customer or client



LAW#10

The 10 Must Use
**BUSINESS
GROWTH
LAWS**

USE THESE LAWS FOR AT LEAST 12 MONTHS
(IDEALLY FOREVER!)

And finally, promise yourself you're going to apply all these 10 laws – and everything else in each newsletter – to your business.

Don't make the mistake of thinking things will improve – because guess what? – if you keep doing what you've always done, you're going to get what you've always got.

And remember, things are still tough for most businesses.

Investing time in marketing and growing your business is the best time you can invest. We've made it easier for you with this newsletter and the other services we provide.

Now is the time to start implementing. Even if all you do is apply one or two new strategies a month – your business will be unrecognisable in 12 months' time.

"SETTING GOALS IS KEY TO YOUR SUCCESS"

We can't emphasise enough the importance of planning your weeks and months that follow. You know successful business people list planning as one of their key success drivers. This is NOT some hocus-pocus myth. Planning is an absolute must if you're looking to build and grow your business.

And yes, your planning has to be linked to the setting of goals. In fact you should start with your goals and objectives for the next twelve

months and then work backwards. That will give you the structure of your plan and then you can start filling in the blanks.

We have meetings all the time with business owners who simply don't know what they want from their business. Sure they want more sales and more customers (or more sales from existing customers).

But saying 'more' just isn't enough. How many sales do you want? How many new customers? How often do you want existing customers to buy? The specifics are important. Why? Because without specifics, you cannot plan.



USING SOCIAL MEDIA TO GROW YOUR BUSINESS

Social media is the buzz. It has been since Facebook launched in February 2004 (can you believe it's over ten years old now?).

The stats, for once, don't lie...

Digital marketing giant e-Marketer estimates that social media platforms boast over 1.73 billion users worldwide – a number that's expected to climb to 2.55 billion by the year 2017.

What's more, according to a recent Nielson study, 46% of consumers turn to social media to help with purchasing decisions. This means that your prospects are most certainly out there, and they're relying on the social aspect of the web more and more to help them decide who to do business with. So, how can you tap into this incredible opportunity to gain more leads for your own business? Let's take a look.

- **93% of businesses are using at least one social media platform (Forbes)**
- **86% of SMEs state that social media is vital to their business (Social Media Today)**
- **43% of businesses state that their social media is ineffective due to poor knowledge of each platform. (Harvard Business Review)**
- **46% of SMEs state that social media is their key marketing strategy (HBR)**

- **13% of businesses don't use the right social media because they can't find the right staff (HBR)**
- **54% of businesses acquired a client through social media in 2013 (Social Media Today)**
- **92% of companies that blogged and updated content every day acquired at least one customer per month (Hubspot)**
- **53% of social media marketers don't track their performance on social media**
- **72% of social media users are between 25-49**
- **Fastest growing demographic on social media is the 45-54 age range**
- **Worldwide, there are over 189 million Facebook users**
- **Every second 2 people join LinkedIn**
- **Over 1 billion people now use some form of social media**

Like all stats, you can take them two ways, but what is undeniable is that YOUR clients and potential clients use social media which means that you can REACH them there.

The challenge though for the business owner is obvious...

With Wikipedia reporting that there are 343 social networking sites (although there are likely to be at least double or treble this amount), how do you know which ones to focus on?

This was our challenge over a year ago when we started testing social media. With so many sites to choose from, which ones work best? Not surprisingly, we've found the 'big' players to be the most successful in terms of engaging with and acquiring subscribers and members.

You should only focus your time and energy on the following sites... **Facebook, Twitter, LinkedIn, Google+ and YouTube.**

This will ensure that you get the best return for your efforts. But it's in respect to the 'effort' where social media has its big drawback. You see, the whole point of social media is being 'current' and 'timely'.

Posting once a month or once a week just isn't enough. You have to do it daily (5 days a week); otherwise your social media won't build.



However, with careful planning you can do it.

As I said earlier, for the last 12 months we've been testing what works with social media and what doesn't. All this testing has enabled us to create a 5 stage plan we call 'SWARM'. These are the 5 things you need to do to build a highly targeted fan base (clients and potential clients) which in turn will help you acquire more fees. You'll see none of this is rocket science but as with everything – you have to put the effort in to get the rewards...

Strategy:

The first thing you need to do is think about your objectives. This will help you develop your social media strategy. Your objective needs to be hinged around retaining clients, increasing fees from clients and acquiring new clients. Your social media objective is no different.

Winning Design & Set Up:

The next stage is to get your relevant pages in Twitter, Facebook, YouTube, LinkedIn and Google+ designed professionally. This is very important. It is key that you have a consistent 'look and feel' across your social media sites. Do NOT DO THIS YOURSELF. Get a designer to come up with the designs – it should only cost you a few hundred pounds/dollars.

Accumulate:

Now you know the objective of your social media and you've got all your pages looking great, you can start to build your fan base. This needs to be centred around existing clients and prospective clients.

Set yourself a goal to increase your fan base by X per week/month. For example, with Twitter, you might set your target to follow 10 people each week – which in turn will get you between 7 and 9 followers yourself (most people will follow you back).

This simple approach will result in perpetual and on-going increase in followers, likes and shares etc.

Relationship:

By posting on each of your social media sites 5 times a week, you'll be encouraging your fan base to interact with you, which is the key to social media success.

This constant activity will help your growing fan base...

- To share your information
- Refer you to friends
- Write positive reviews
- Provide recommendations
- Increase engagement and interaction

Of course, this interaction means you'll also need to reply and respond back, so factor in time each day to do that.

As an important aside, we've noticed that adding images, diagrams and pictures to your content does make a big positive difference to your results, so search www.istockphoto.com for interesting and captivating images.

You'll also want to search and share relevant industry specific news articles periodically and create questions and polls relevant to your business.



Measurement & Optimisation:

It's vital to measure everything that you are doing in order to analyse and manage every social media post and activity across the breadth of your social media sites.

This is arguably the most time-intensive part of your social media plan, but it will give you the insights you need to keep building your 'SWARM' (fan base).

For example, you need to analyse which posts get the most engagement, who is your main demographic, when your customers/potential buyers are logging on to their social media and how many times they have clicked onto your website etc.

Detailed analysis allows you to continually optimise your social media sites so they are performing to their maximum.

Like I said earlier, none of this is difficult; it can just be time consuming. But having a social media platform is now just too important to neglect.

However, if you need any help getting your social media to really work for you, contact us today on: **01245 258 689**



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