

100 plus things you can do now that will cost you next to nothing!

from Ian Harvey



Marketing and Advertising

1. Create a niche position for your service/product
2. Create a value newsletter and let your clients know about new services/products
3. Make your products available for purchase on the web (shopping cart)
4. Purchase your own web domain name and email addresses
5. Join affiliate programs
6. Create EBooks and other value products that you can give away for free on the web
7. Write professional articles in trade magazines
8. Mentor others in your area of expertise
9. Develop strategic alliances with similar businesses
10. Hold user group discussions with your clients
11. Visit your clients and record what they would do to improve your service
12. Survey clients and offer a tickler for response
13. Contribute to local charity
14. Consider using local trade shows
15. Collect demographics on every possible occasion and analyse them
16. Consider using viral marketing
17. Run sweepstakes on race days for favourite clients
18. Send a free complimentary item with purchase
19. Build a loyalty program that rewards clients for ongoing business
20. Have a rewarding referral program
21. Run events that offer value and promote your product or service. Showcases
22. Join business type associations and networking groups
23. Have an up to date website and make sure it is listed with search engines
24. Use a graphic signature file on your emails
25. Make sure all you email subject lines contain a wiifm question/statement
26. Apply the green light/red light rule to all marketing and advertising
27. Fire your headache customers
28. Provide free samples
29. Create a short promotional or how to use video (VCD) and/or audio CD
30. Offer an insurance cover against the unexpected
31. Build a media contact list
32. Learn to write an effective PR release
33. Write "How to" articles for the media
34. Create a bumper sticker
35. Put your web address on the back of your car
36. Consider using a mascot (identity) in your advertising (Ronald McDonald)
37. Start up a school to teach your trade to others
38. Get onto a list server for your email distribution
39. Create quality printed brochures

Administration

40. Revisit your systems to make sure they are up to date and efficient
41. Consider outsourcing (bookkeeping etc)
42. Set up payments on line
43. Establish a mastermind group

44. Educate customers about payment terms at time of first order
45. Accept direct debit and/or discount for pre pay
46. Hire slow – fire fast
47. Profile positions and potential employees
48. Address complaint promptly and courteously
49. Maintain your database
50. Systemise the routine, humanise the exceptions
51. Use a card scanner to build your database
52. Reduce levels of management
53. Create and stick to meeting agendas
54. Provide your staff with educational audios & books
55. Consider flexi hours/work from home options
56. Install an ideas box with a reward system for implementation

Sales

57. Develop a 30 second elevator speech and practice it
58. Practice responses to all types of objections
59. Establish and practice the best way to present your product
60. Design a quality memorable/unique business card 1
61. Make sure your phone number is at least 10 point on your card
62. Choreograph the exchange of cards
63. Smile more often.
64. Identify and classify your clients and work with the best ones
65. Check out your personal grooming. Have someone whose opinions you respect give you honest feedback. Make sure your car is clean also
66. Show your customers how your product/service will: Make them money, save them money, save time, make them look better, learn something, live longer or be more comfortable
67. Don't sell – educate and always assume the sale
68. Be interested and interesting and make the sales process enjoyable
69. Establish and keep deadlines & provide progress reports on extended deliveries
70. Under promise over deliver and do the unexpected often
71. Separate the people from the problem & focus on interests not positions in negotiations
72. Wear a name badge and/or a uniform and make the sales environment relaxed and friendly
73. Change customers state (and your own) through physical movement
74. Look for a creative angle/differentiator
75. Use on line auctions (eBay)
76. Build exclusivity
77. Always arrive early for appointments and don't prejudge
78. Set the agenda for a sales call and advise the prospect up front
79. Install a Sales Bell

Follow up

80. Contact after the event by phone, email or in person or all three
81. Survey after the event/delivery
82. Hand write thank you cards and special occasion cards (not at Christmas time)
83. Ask for referrals when following up

Prospecting

84. Always carry your business card
85. Tell people what you do at every possibility
86. Learn an effective referral script
87. Obtain referrals from delighted customers

88. Solicit written testimonials from delighted customers
89. Build a personal portfolio of all of your testimonials and make it available for prospective clients to view
90. Reward customers for referrals that buy
91. Visit networking groups
92. Make a minimum of 3 prospecting calls each day

Time Management

93. Do it. Dump it or Delegate it
94. Protect your health – cut down on coffee, always have breakfast
95. Exercise regularly
96. Establish good time management disciplines
97. Clean up your desk
98. Block out time for important functions
99. Create a prioritised to do list
100. Use caller ID to decide whether to answer your phone

And some bonus things you can do personally

101. Focus and expect abundance
102. Remove negative energy
103. Take massive intelligent action
104. Write down your goals, plan every day – Use a To Do List
105. Discover and work in your peak energy hours
106. Build a fun personality
107. Be passionate about what you choose to do
108. Learn how to listen
109. Recognise your business style and capitalise on it.
110. Keep the end in mind from the beginning & work on your business not in it
111. Learn from your mistakes, avoid blame and take responsibility
112. Commit to personal growth and power
113. Build your communication skills
114. Don't play the victim or the martyr
115. Recognize and remove your payoffs for being stuck.
116. Be in the moment and act as if

This list has been prepared by Ian Harvey and is part of a presentation that he delivers called Why Waste a Good Crisis?

You can find out more on www.ianharvey.com.au or by calling 07 5571 5335

